



What's New in 2018?

Beyond miles of sugar-white sandy beaches, lies a haven of arts and culture, eclectic festivals and exquisite dining. Sarasota County, situated on Florida's Gulf Coast, offers an intriguing glimpse into the by-gone days of the American circus, whilst also offering a wide variety of activities for the whole family, from kayaking in Florida's largest State Park to paddle-boarding on America's number one beach*. Below are the hotels, exhibitions and events that are set to tempt visitors in 2018.

Hotel Developments

- [The Art Ovation](#) – A luxury Marriott Autograph property due to open in March 2018 will feature 160 rooms, art exhibitions and a rooftop pool in the centre of Sarasota's thriving cultural scene.
- [Carlisle Inn](#) – Less than a 10 minute drive from downtown, this 100 room property due to open in April 2018 will be set in the peaceful Pinecraft district that is home to the Amish and Mennonite community.
- [Embassy Suites by Hilton](#) – Located centrally in downtown Sarasota and opening June 2018, this hotel will be an 18-storey property with 180 rooms.
- [The Sarasota Modern](#) - A boutique property opening in late 2018 will consist of 89 rooms and be situated in central downtown Sarasota.

In addition to the 2018 openings, The Westin, a 255-room hotel with a rooftop pool overlooking Sarasota Bay, opened its doors during the summer of 2017.

Cultural Happenings

Known as Florida's Cultural Coast®, Sarasota has Florida West Coast's only professional [ballet](#), an [opera](#) and an [orchestra](#) alongside more than ten theatres and the State Art Museum. In 2018, [The Ringling](#) will open the Kotler and Coville Glass Collection and the Basche Glass Collection at Ringling College Art + Design.

[The Marie Selby Botanical Gardens](#) will continue integrating the natural world with the arts when the “*Warhol: Flowers in the Factory*” exhibit comes in February 2018, exploring Andy Warhol’s conservationist leanings.

International Sporting Events

Nathan Benderson Park, the only International Rowing Federation-approved course in North America, will play host to the [World Rowing Masters Regatta](#) which takes place in September 2018. The same venue hosted the World Rowing Championships in 2017, when 900 rowers from 69 countries took part and over 40,000 people attended the hugely successful event.

---Ends---

For media information or images please contact Ela Ayhan at Gosh PR
on 020 7871 2915 or email ela@goshpr.co.uk

About Sarasota County:

Sarasota County offers a vibrant arts and cultural scene, a diverse array of culinary options and a variety of outdoor activities to take advantage of the clear waters and the abundant wildlife. Sarasota County can provide the quintessential, laid-back beach getaway with numerous sprawling, white-sandy beaches, including Siesta Key Beach; often voted the number one beach in the USA. For more information about Sarasota County visit www.visitsarasota.com

*Siesta Beach won TripAdvisor’s Travellers’ Choice Award for Best Beach in the US in 2017. The same beach also claimed the top spot in the US by Dr Beach in May 2017. Marks are awarded for cleanliness, safety and facilities.