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**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

Florida's Historic Coast Shines with Local Attractions, Flavors and Happening

St. Augustine, Fla. (October 2018)– Florida's Historic Coast includes St. Augustine, the oldest city in the United States, and Ponte Vedra Beach, home to the PGA TOUR and THE PLAYERS Championship. This northeast Florida destination with its 42 miles of pristine Atlantic Beaches, has been a favorite Florida destination for more than 450 years. And there are always new adventures to be had.

What's New Attractions & Tours

St. Augustine may be known for its history, but each district of this lively seaside city has a personality all its own. The [St. Johns Cultural Council](#) has just released a new guide will help visitors get to know each of St. Augustine's unique neighborhoods, and how to best explore them. The [digital guide](#) is available features a downloadable itinerary which includes not-to-be-missed stops and experiences.



This year the [St. Augustine Alligator Farm Zoological Park](#) celebrates its 125th Anniversary with a wide range of celebrations and special events, most notably the opening of a brand-new attraction, Oasis on the Nile. Since 1893, the Alligator Farm has provided St. Augustine visitors fun and educational opportunities to interact with every species of crocodilians, reptiles, mammals and birds. This newest exhibit showcases Nile crocodiles and feeding shows, bi-level crocodile viewing opportunities and exhibits of Egyptian artifacts and replicas of famous antiquities.



They are now training humans at [Marineland Dolphin Adventure](#). The professional trainers at Marineland have created a program for team building using techniques and instruction based on the book *Whale Done! The Power of Positive Relationships*. This full-day corporate executive retreat is great for team building and uses the park's dolphins as a metaphor to help teams create a new and invigorating culture of "Catch your people doing things right!" In addition to the new corporate retreat training, Marineland Dolphin Adventure has launched a new [Behind the Seas Park Pass](#) which includes a single admission price where guests will be able to watch the park's famous dolphins, journey "below the decks" and through the history of Marineland, and see hundreds of species of exotic sea life, including sea turtles, sand tiger sharks, moray eels, and more.

The [St. Augustine Lighthouse & Maritime Museum](#) is always one of the area's top attractions. That amazing view from the top is totally worth climbing 219 steps. But it's what's underwater that's really getting attention. New this year is the Maritime Archaeology & Education Center, with its conservation lab, research library and x-ray room. The lab provides a walk-thru viewing room where guests can interact with archeologists working to conserve their finds from the waters off our coast.



[Lightner Museum](#), located in the former Hotel Alcazar, is celebrating its 70th Anniversary and the hotel opening's 130th Anniversary by sharing a series special events and tours that celebrate the museum collection and the building's rich history from the Gilded Age through modern times. Programs include the monthly First Wednesday Curator's Tour, a themed interactive tour designed to showcase acquisitions in operation rather than just as static displays; and the Upstairs Downstairs Tour, an interactive experience where guests can see what it was like to stay and work at the Alcazar Hotel during the Gilded Age. Beginning in November 2108, the Upstairs Downstairs Tours are scheduled throughout the month and are also available by special arrangement through educator@lightnermuseum.org.

As part of the extension of the anniversary celebrations, from April 12 through June 16, 2019, the Lightner Museum will be the Florida host to the touring Edgar Degas Collection which includes over 55 important works by the renowned artist works.

What's New with Lodging

There are plenty of options for lodging in St. Augustine and Ponte Vedra Beach. Accommodation choices include luxurious oceanfront resorts, posh boutique hotels, quaint historic inns, numerous vacation rentals- on the ocean and in the historic districts, several RV and Camping parks, along with dozens of known and trusted branded hotel chains. There is something for every taste and budget. And in recent times, there has been even more added to the inventory of quality accommodations on Florida's Historic Coast.

[The Collector Luxury Inn & Gardens](#) in St. Augustine is a hotel like no other. Opened in Spring/Summer 2017, The Collector was once the home of the Dow Museum of Historic Houses, a beloved St. Augustine landmark dating back to 1790. The Inn blends contemporary indulgences, quaint touches, personal service and amenities while maintaining authenticity. With its wrought-iron finishes, fountains and period details, this distinct hotel boasts 30 uniquely appointed guest rooms and suites in eight historic buildings.



The newest boutique hotel to open on Florida's Historic Coast is the [Marker 8 Hotel and Marina](#). Providing panoramic views of St. Augustine's historic bayfront, Marker 8 has twenty-six nautical themed rooms, each with a unique view. Complimentary wireless internet access is available in all rooms. The Hotel's Marina provides concrete floating dockage for vessels up to 90 feet. Guests to the hotel and the marina enjoy a complimentary breakfast each morning, access to the Fitness Center, a daily social hour with complimentary beverages, access to the hotel's bicycles and heated plunge pool overlooking the bay.

And the destination's newest hotel resort, [Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort](#) is set to open in the fall of 2018. The resort will feature 180 two-room suites featuring a private bedroom and separate living room, more than 7,000 square feet of event space, a resort-style pool with full-service poolside cabanas, guest bicycles, free shuttle service to the St. Augustine Historic District, an on-site signature restaurant and many other impressive seaside resort amenities. Guests at this Embassy Suites resort will enjoy basking in the Florida sunshine poolside and at the 500 feet of beachfront which is nestled between the St. Augustine Beach Pier Park and the 1,600-acre Anastasia State Park, providing lots of opportunities for paddling sports, hiking, nature programs and access to miles of pristine undeveloped beach.

The all-new [Guy Harvey Resort on St. Augustine Beach](#) is now open! Following a multi-million dollar renovation, the newly re-branded oceanfront resort features 4,000 square feet of event space including banquet rooms, meetings space, and outdoor event space. The Guy Harvey Resort Brand specializes in providing organized adventures in the destination. From historic off-site venues to outdoor adventures, the team at the Guy Harvey Resort at St. Augustine Beach are experts in creating special moments and lasting memories. Beachside amenities include a Tiki Bar, the new Grille & Grog Restaurant and Lounge with live beach inspired entertainment.

What's New with Food and Beverage



Blend authentic cuisine, a year-round abundance of fresh seafood, and inspiration from centuries of diverse heritage and you have the bold and diverse tastes to be found on Florida's Historic Coast. Whether its food you love or food you'd love to try, Florida's Historic Coast is a destination full of flavor. With more than 450 years of history, dining here is a melting pot influenced by the diverse peoples and cultures that have called this area home since 1565.

New this year is a site filled with information about the [culinary experiences](#) that focus on our heritage, agriculture and bounty of fresh local seafood. The dining options are unlimited, and the bar here is set high, so each meal is an exceptional experience.

And, the beverages that accompany the food are just as inspiring.

The [St. Augustine Distillery](#) has become one of the hottest spots in town. The Distillery utilizes Florida ingredients to produce whiskey, rum, vodka, gin and bourbon in hand crafted small batches. Since opening in 2014, the Distillery has already won awards along with fans of its products.

Since the opening of the St. Augustine Distillery, new craft cocktail lounges are popping up all over. [Odd Birds](#) has attracted fans of the art of craft cocktails. Relax with a variety of small bites of eclectic fare and live music. [Prohibition](#)

[Kitchen](#) invokes the spirit of Bartolo in the very spot of what was St. Augustine's Genovar Theatre, the social epicenter of Flagler's prohibition era, in the heart of historic St. George Street.

Distilled Spirits aren't the only popular new beverages on Florida's Historic Coast. There are several craft beer tap rooms where locals and visitors alike can enjoy local IPA's and Ales. [Dog Rose Brewing Co.](#), [Ancient City Brewing](#), [Old Coast Ales](#), and [Bog Brewing](#), among others have made a tasty impression here. And, wine continues to make a splash here as well. St. Augustine has two new wine rooms. [The Carrera Wine Cellar](#), where there is no limit to the themed wine classes offered; and the new [Bin 39 Wine Bar](#) at the St. George Inn pours the best boutique wines from Sonoma and Napa valleys.

What's New with Art and Music

Concerts at the [St. Augustine Amphitheatre](#) include world-renowned artists, and the "Amp's" new Backyard Stage events - which take place in a small staged area behind the venue – are free or low cost and feature up-and-coming bands with food trucks and local artists displaying their wares. The Amphitheatre recently opened the Front Porch concert space to add even more performances to the schedule.

The newest music venue on Florida's Historic Coast, [The Colonial Oak Music Park](#) features free concerts in downtown St. Augustine. The Park features cocktail stations servicing the finest locally produced ales, wines and spirits in a relaxed outdoor atmosphere where visitors can walk right in and enjoy performances.

The [Florida Chamber Music Project](#) provides live classical music in an intimate chamber music setting. This ensemble includes very talented string musicians that share their talents at a series of concerts at the [Ponte Vedra Concert Hall](#) throughout the year.

What's New Shopping

St. Augustine's Uptown area on San Marco Avenue is still known for the beautiful Mission Nombre de Dios and the great cross that towers over the Nation's oldest city. But the once quiet, empty stretch of San Marco Avenue is now lined with eclectic boutiques, a wine bar and the popular "Uptown Saturday Night," event that brings out shoppers the last Saturday of the month who enjoy live music, libations and the chance to mingle with friends old and new.

[Sawgrass Village in Ponte Vedra](#) is a modern entertainment, dining and shopping complex, that's shaking things up. Boutiques and one-of-a-kind stores include A'Propos Boutique, John Craig Clothier, J Turner & Co., Lemon Twist, Scout & Molly's Boutique and the Village Jeweler. You'll also find fine art, personal shoppers and Cocktails and Seafood Happy Hour. It's not your typical mall and restaurant row, not even close.

[St. Augustine Outlet Mall](#) has completed an extensive \$7 million interior remodel and added new stores and merchandise. Improvements include bright new flooring, inviting soft seating area, Wi-Fi throughout the mall and touch screen directories. Recently new stores opened including H&M, Old Navy, Toys "R" Us, Christopher & Banks and 2Q smoothie & bubble tea.

[St. Augustine Premium Outlets](#) has also opened new stores. Torrid, which sells trendy plus-size clothing for women, Swarovski, which sells high-quality crystal jewelry and accessories, Book Warehouse, a discount book store for children, Crew Cuts J.Crew fashions for children, Janie & Jacks children's clothing, roz & ALI women's fashions, Zumiez shoes and clothing, LIDS officially licensed sport headwear, and TaylorMade Golf Factory Store, which sells off-season product lines and gear from TaylorMade, Adams Golf, Adidas Golf.

Located midway between Daytona Beach and Jacksonville, Florida's Historic Coast includes historic St. Augustine, the outstanding golf and seaside elegance of Ponte Vedra, and 42 miles of pristine Atlantic beaches. For more information on events, activities, holiday getaways and vacation opportunities in St. Augustine, Ponte Vedra & The Beaches, go to the Visitors and Convention Bureau website at www.FloridasHistoricCoast.com, become a fan on Facebook or call 1.800.653.2489.

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