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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 to help visitors get to know each of St. Augustine's unique neighborhoods, and how to best explore them. The [digital guide](#) is available with a downloadable itinerary of 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. 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 team building program using techniques and instruction based on the book "Whale Done! The Power of Positive Relationships." This corporate executive retreat uses the park's dolphins as a metaphor to help teams create a new and invigorating culture of "Catch your people doing things right!" The attraction's new [Behind the Seas Park Pass](#) includes a single admission price where guests can watch the park's famous dolphins, journey "below the decks" and through the history of Marineland, and see hundreds of exotic species.



[Lightner Museum](#), located in the former Hotel Alcazar, marks its 70th Anniversary and the hotel opening's 130th Anniversary by sharing a series special tours. The Upstairs Downstairs Tour shows guests what it was like to stay and work at the Alcazar Hotel during the Gilded Age. From April 12 through June 16, 2019, the Lightner Museum will be the Florida host to the touring Edgar Degas Collection, with over 55 important works by the renowned artist.

The [St. Augustine Lighthouse & Maritime Museum](#) is always one of the area's top attractions. 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 archeologists are working to conserve their finds from the waters off our coast.

What's New with Lodging.

[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 dating back to 1790. The Inn blends contemporary indulgences, quaint touches, personal service and amenities while maintaining authenticity. 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 sweeping views of St. Augustine's historic bayfront, Marker 8 has 26 nautical themed rooms, each with a unique view. The Hotel's Marina provides concrete floating dockage for vessels up to 90 feet.

And the destination's newest hotel resort is [Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort](#). The resort has 180 two-room suites with 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, a free shuttle service to the St. Augustine Historic

District, and an on-site signature restaurant. Guests 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.

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. 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

Whether its food you love or food you'd love to try, Florida's Historic Coast is a destination full of flavor. New this year is a website detailing [culinary experiences](#) that focus on the heritage, agriculture and bounty of fresh local seafood.

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 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. [Prohibition Kitchen](#) invokes the spirit of Bartolo in the very spot where St. Augustine's Genovar Theatre, the social epicenter of Flagler's prohibition era, was located.

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 splash. 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, pouring wines from Sonoma and Napa valleys.



What's New with Art and Music

Concerts at the [St. Augustine Amphitheatre](#) feature world-renowned artists. The Amphitheatre recently opened the Front Porch concert space to add even more performances to the schedule. 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 newest music venue, [The Colonial Oak Music Park](#), offers free concerts in downtown St. Augustine. The Park's cocktail stations serve locally produced ales, wines and spirits in an outdoor setting.

What's New Shopping

St. Augustine's Uptown was once a quiet, empty stretch of San Marco Avenue. It is now lined with eclectic boutiques, a wine bar, vintage and antique shops. The popular "Uptown Saturday Night" event brings out shoppers the last Saturday of the month to enjoy live music and libations along with shopping.

[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, Christopher & Banks and 2Q smoothie & bubble tea.

[St. Augustine Premium Outlets](#) has 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, and 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 call 1.800.653.2489 or go to the Visitors and Convention Bureau website at www.FloridasHistoricCoast.com. Check us out on social media Twitter @FIHistoricCoast Instagram @FloridasHistoricCoast Facebook.com/OfficialStAugustine.