

The latest news from the sun-drenched peninsula on Florida's west coast, perfectly placed between the Gulf Coast and Tampa Bay. For more information on upcoming events & activities in St. Pete-Clearwater, visit [VisitSPC.com](https://www.VisitSPC.com).

AMERICA'S FAVORITE BEACHES

With 35 miles of sugar white sand, St. Pete-Clearwater Beaches annually stand out as a top beach destination in Florida, the USA, and across the globe! Family-friendly resorts, boutique hotels and hidden getaways await up and down the majestic stretch. Cap each day with a sunset celebration at Clearwater Beach's Pier 60, featuring local artists and street performers.

Best Beaches in Florida



Treasure Island Clearwater Beach St. Pete Beach

AN AWARD-WINNING DESTINATION

Clearwater Beach

- Best of the Best Traveller's Choice (Best in Florida, #2 in U.S., #17 in the World) - *Tripadvisor*
- Top 15 Best White-Sand Beaches in the World - *Travel + Leisure* (2025)
- 20 Best Beaches in Florida - *Travel + Leisure* (2025)
- Best Beach in the South - *USA TODAY*
- Best Beaches in America - *US News and World Report*

Caladesi Island

- Top Beaches in the U.S. - *Dr. Beach*

St. Pete

- Best Places for a Weekend Getaway - *Southern Living*
- Best Cities in the South - *Southern Living*

Beyond promises of sunshine and memories made in the sand, St. Pete-Clearwater delivers discovery far beyond the shoreline. Our award-winning sugar-sand beaches are world-class, but this experience lets you bask in so much more than endless sunshine.

Explore scenic waterways, dive into food that is more than a meal, and immerse yourself in the perfect blend of beach town nostalgia brimming with art-lined avenues of energy, excitement and action throughout the year. Shine a little brighter in St. Pete-Clearwater, where sunshine meets substance, and immerse yourself in **BEACH.CULTURE.**

AN AWARD-WINNING DINING CULTURE

Food & Wine recently named St. Pete as one of America's Next Great Food Cities - the ONLY Florida city to make the list of eight. This comes on the heels of the prestigious MICHELIN Guide expanding its selection in 2025 to include St. Pete-Clearwater. Michelin-recognized restaurants in the St. Pete-Clearwater destination include six culinary experiences: **Elliott Aster**, **Fortu**, **IL Ritorno**, **in between days**, and **Sushi Sho Rexley** in St. Pete, as well as **The Tides Market** in Safety Harbor.

Numerous establishments have received Wine Spectator Awards of Excellence. Additionally, two St. Pete chefs – David Benstock from **IL Ritorno** and Rob Reinsmith from **Wild Child** – have defeated Bobby Flay in *Food Network* competitions while the destination has also had a couple contestants on the hit TV show *Top Chef*.

MICHELIN GUIDE



THE OCEAN RACE



Following the 2026 FIFA World Cup taking place in the Americas, the global sports spotlight shifts from the pitch to the open sea, making The Ocean Race the next massive international spectacle to hit American shores. For the first time in history, **sailing's most epic around-the-world adventure** is heading to the U.S. Gulf Coast, making its only North American stop in St. Pete-Clearwater from May 4-16, 2027. The global festival of culture and entertainment will transform downtown St. Pete into a must-see waterfront celebration visitors will not want to miss.



**HOST CITY
OF THE OCEAN RACE**

THE LUCE OPENS IN ST. PETE BEACH

The Luce, a **Tribute Portfolio Hotel**, has opened on St. Pete Beach, Fla. This reimaged retreat blends modern hospitality with vintage mid-century Florida vacation vibes, featuring 200 fully renovated beachside rooms, coastal suites, and retro bungalows designed for an illuminating boutique escape. Guests can enjoy the new Baby Turtle Beach Club, featuring oceanfront cabanas and sunset socials, alongside dining at Frankie's Pizza Parlor and Sundrop brasserie. Moving away from its predecessor's rowdy reputation, The Luce focuses on refined amenities, flexible gathering spaces, and an eclectic guest experience on the Gulf Coast.



THE BEST BEER IS HERE

Webb's City Cellar in St. Pete, a 2025 James Beard nominee, earned the highest honors at the 2026 Best Florida Beer Professional Championship. The brewery's entry, **Wilbur**—a foeder-fermented and wine-barrel-aged mixed-culture dark ale—was awarded the title of **Best Florida Beer**, also securing first place overall in the state-wide professional competition. This premier accolade highlights the technical caliber of the St. Pete-Clearwater craft beer scene, recognized by enthusiasts as Florida's "Gulp Coast."



Photo credit: Webb's City Cellar

YOUR EVENT DESTINATION



LET THE MUSIC MOVE YOU

The Waterside live music lineup in St. Pete-Clearwater is one-of-a-kind and expanding rapidly. The **BayCare Sound at Coachman Park** includes 4,000 covered seats plus an additional 5,000 lawn seats amidst a stunning park along the waterfront in downtown Clearwater, hosting musical acts across all generations. The venue, recently named the #2 amphitheater in the U.S. and #3 in the world for venues with 10,000 seats and under, consistently ranks as a top amphitheater for ticket sales, gross revenue, and attendance since opening and has been voted by locals as the the "Best Live Music Venue" the last two years. The upcoming season includes top acts such as **Men at Work** (July 18), **Deep Purple with special guest Kansas** (Aug. 8), **Blues Traveler & the Gin Blossoms with special guest Spin Doctors** (Sept. 1), **John Fogerty & Steve Winwood** (Sept. 19), and **Ziggy Marley & Gov't Mule** (Oct. 4).

IT'S BEGINNING TO LOOK A LOT LIKE...

Enchant Christmas is making its highly anticipated return to St. Pete for the first time since 2023! From Nov. 20 through Dec. 27, Tropicana Field will be transformed into a spectacular winter wonderland featuring the World's Largest Christmas Light Maze. The event introduces an all-new immersive storyline, "Night of the Nutcrackers," where guests will wander through millions of twinkling lights to search for eight missing holiday guardians. Alongside the dazzling maze, the event marks a festive comeback to full-scale non-sporting events for the ballpark, bringing back beloved traditions like the Ice Skating Trail, a local artisan holiday marketplace, seasonal food and drink, and visits with Santa and Mrs. Claus.

ENCHANT

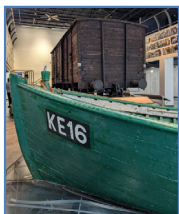


FALL
EVENTS

- Clearwater Offshore Nationals (Sep. 25-27) - High speed shoreline racing.
- Clearwater Jazz Holiday (Oct. 15-18) - Annual outdoor concert on the Clearwater waterfront.
- Savor St. Pete (Nov. 7 - 8) - The longest running food & wine festival in Tampa Bay.
- LPGA ANNIKA Tournament (Nov. 11-15) - Professional golfing at Pelican Golf Club in Belleair.
- St. Pete Run Fest (Nov. 13-15) - Three days of scenic running.
- Sanding Ovations (Nov. 20-30) - See Treasure Island Beach come to life with incredible sugar sand creations.

REAL AND SURREAL ARTS & CULTURE

ST. PETE SELECTED AS HOME TO ELIE WIESEL ARTIFACTS



After an extensive period of renovation and transformation, The Florida Holocaust Museum has officially re-opened with the mission to commemorate, educate, and advocate built into every aspect of the immersive visitor experience. As one of the largest Holocaust Museums in the country and one of three nationally accredited Holocaust museums, the institution completed a full renovation in 2025 and will add an Immersive Theater experience in 2026. Visitors will be able to experience Thor, a 34-foot, 10-ton fishing boat that was used in the 1943 rescue of more than 7,000 Danish Jews. In 2027, the museum will be cataloging and processing more than 25,000 items from the private collection of Elie Wiesel—including his Nobel Peace Prize and personal letters to heads of state. The Florida Holocaust Museum will be the only place in the world to house these precious archives – **much of which has never been seen** – with the full collection scheduled to debut in 2028.

NEW BITES

The St. Pete-Clearwater culinary offerings continues to grow and evolve. *Tastewise* found that the number of new restaurants in the area in 2025 (15%) increased and outpaced the statewide average (12%). Additionally, 41% of visitors in 2025 to the area cited the restaurant/food scene as a key decision driver, up from just 10% in 2024! These are the new additions scheduled to join the destination's dining scene in 2026:

- **Mei** recently opened in downtown St. Pete. The blending of French technique, Nordic influence, and Japanese ingredients will be helmed by Executive Chef Alex Chamberlain who recently served as Chef de Cuisine at Michelin-starred Kosen.
- **Nah Dog** will take it's super-popular all vegan food truck concept - the area's only 100% vegan hot dog location - to a permanent location in St. Pete's Grand Central District this summer.
- *Coming in the future...*celebrity chef **Geoffrey Zakarian** announced he will be bringing a restaurant concept to downtown St. Pete, a sprawling mixed-use development called The Central, which will also include a 168-room Marriott Autograph Collection, which is beginning development this year.

THE BEST PLACES TO LAND

Tampa International Airport (TPA) is annually ranked among the top large airports in America by J.D. Power (including back-to-back 1st places in 2023 and 2024; and #2 in 2025), ranked as the #1 Large Airport in America in the latest *USA Today* Readers' Choice Awards, and rated as the top airport in North America by the Airports Council International in the 2025 Airport Service Quality Awards.

Even closer to America's Favorite Beaches, **St. Pete-Clearwater International Airport** (PIE) is one of the top 3 destinations for Allegiant Airlines, with direct non-stop routes from more than 60 destinations across the United States. In 2026, Allegiant added direct nonstop service to Huntsville, Ala., Atlantic City, N.J. and Trenton, N.J., and continues to expand its connectivity with flights to Philadelphia, Pa. and Columbus, Mo. in October and November, respectively.

LET THE SUN SHINE... ON SAVINGS

Back by popular demand, the St. Pete-Clearwater FunShine Savings Passport is your ticket to fun in the sun and money in your pocket. Visitors to St. Pete-Clearwater can now enhance their experience with special deals and approximately \$1,200 in potential savings across nearly 100 local experiences across the entire destination with the FunShine Savings Passport. Download the free passport at FunShineSavings.com and start saving today.



FIND YOUR FIRST

St. Pete-Clearwater is recognized as the:

- **Birthplace** of commercial flight (*St. Pete*)
- Home of the **1st** Florida Grapefruit (*Safety Harbor*)
- Home of Florida's **Oldest** golf course (*Belleair*)
- Home of Florida's **Oldest** microbrewery, Dunedin Brewery, still in operation today. (*Dunedin*)

Visit St. Pete-Clearwater
THE OFFICIAL BEACHES OF:

