

With new hotels, a thriving arts community and a continually expanding craft beer scene, here's the latest news from the most popular tourism destination on the Gulf of Mexico: St. Pete/Clearwater.

The Fenway Hotel in Dunedin is Reincarnated – Opening This Fall

As St. Pete/Clearwater obliterates tourism records, hotel developers are breathing new life into timeless landmarks with renovations and redevelopments in 2018.

In scenic downtown Dunedin, the **Fenway Hotel** (pictured right) is scheduled to open on **October 25, 2018, following an \$30 million renovation to the 1920's-era Dunedin icon.** The Mediterranean-style waterfront building has been transformed into a member of the Marriott International Autograph Collection, featuring 83 rooms, HEW Parlor and Chophouse and Hi-Fi rooftop bar, which overlooks the St. Joseph Sound. Inspired by the hotel's unique history, the new Fenway Hotel embraces the past with a modern feel – from Hi-Fi rooftop bar, which pays homage to the country's first radio station broadcast sent from the roof in 1925, to HEW Parlow and Chophouse, which matches the initials of the original architect, Hewman Everett Wendell.



Further south in St. Pete Beach, **Sirata Beach Resort** (pictured left) is undergoing a **\$15 million complete transformation scheduled to premiere in late 2018.** The full resort redesign includes a major makeover to the 382 rooms and suites, and transformation of the existing two pools into a single, resort-style beachfront oasis with a Kid's Splash Zone, private cabanas and hanging chair garden. Upgraded dining options, as well as meetings and events facilities are all part of the total overhaul to the guest experience. Additionally, as **The Don CeSar** celebrates its 90th anniversary in 2018, the historic hotel embarks on a multi-phase renovation to the public areas of

both the main resort and sister property, **Beach House Suites by The Don CeSar**, projected for completion August 2018.

Explore the Anti-Florida, Florida Along Downtown St. Pete's Central Avenue

A bit undiscovered on the Gulf Coast of Florida, St. Pete continues to steal people's hearts as the unexpected, fiercely local and independent waterfront city. Worlds away from Mickey and Miami, find a fresh and funky Florida vibe along Central Avenue in downtown St. Pete, where old St. Pete mixes with new for an artsy and authentic experience. From culinary delights to craft brews and cocktails, meet the characters that create the culture of Central Avenue and start dreaming up your trip at ExperienceCentralAve.com.

VSPC Partners for New Nonstop Norwegian Airline Service from London-Gatwick

Visit St. Pete/Clearwater partnered with Tampa International Airport and Visit Tampa Bay to bring another major international flight to the region: Norwegian Airlines' twice-a-week nonstop service from London's Gatwick Airport beginning Oct. 31, 2018.

"It's hard to overstate the importance of the United Kingdom to tourism on the Gulf Coast," said VSPC's President & CEO, David Downing. "It's our No. 1 inbound market."

The new service is the first time Tampa passengers have a choice of two nonstop airlines to the same European city. British Airways already flies daily between Tampa and Gatwick, but Norwegian is the world's sixth largest low-cost airlines.

Cutting-Edge Culture Continues with New Museums and Exhibitions

The arts are alive in St. Pete/Clearwater with new museums and exhibitions on the horizon for 2018, affirming the area's reputation as an arts mecca and cultural destination.

- **The James Museum of Western + Wildlife Art** | Downtown St. Pete's newest museum (opened in April 2018) hosts its inaugural exhibition, *Art and the Animal* in collaboration with The Society of Animal Artists (SAA). The exhibition features the top 125 paintings and sculptures from society artists who are dedicated to promoting excellence in the artistic portrayal of animals. The James Museum features the private collection of Tom and Mary James, who live in St. Pete. The full museum offers 30,000 square feet of display space, highlighting over 500 hand-picked paintings, sculptures, and bronzes from the James' private collection.
- **The Dalí Museum** | Visitors to The Dalí Museum are invited to immerse themselves in stunning images of Dalí's homeland on a grand scale. *Clyde Butcher: Visions of Dalí's Spain* will be on display through **Nov. 25, 2018** and provide a view of Dalí's surroundings as seen by Florida's greatest nature photographer, Clyde Butcher. For Salvador Dalí, the landscape of his homeland was always an essential feature of his work and outlook on life. The Dalí Museum sought Butcher's talents to capture the spirit of Dalí's Mediterranean home, located in one of the world's most dramatic landscapes.
- **Museum of Fine Arts, St. Pete** | Jewelry from the innovative French jewelry designer Jean Schlumberger – best known for his work for Tiffany & Co and worn by some of the 20th centuries most glamorous women, including Audrey Hepburn, Elizabeth Taylor and Jacqueline Kennedy – will be on display as part of an extension exhibition, **Dec. 14, 2018 – March 31, 2019**. The exhibition, *Jewels of the Imagination: Radiant Masterworks by Jean Schlumberger from the Mellon Collection*, highlights 129 eye-popping pieces collected by philanthropist and art collector Rachel "Bunny" Lambert Mellon. In conjunction with *Jewels of the Imagination*, the MFA organized a complementary exhibition called *Drawn to Beauty*, which will explore Schlumberger's process as an artist and designer.

Florida's First Sour-Only Brewery Opens Taproom in St. Pete

With Florida's oldest craft brewery, Dunedin Brewery, it's only fitting that St. Pete/Clearwater boasts the largest craft beer scene in the state, and it continues to grow. Among the newest is **Inoculum Ale Works** in downtown St. Pete, which is Florida's first sour-only brewery. Exotic brews like a sour interpretation of a New England-Style IPA are bringing a new taste to the Gulp Coast. The St. Pete/Clearwater Craft Beer Trail runs North to South from Tarpon Springs to St. Pete with **40+ craft breweries** calling the area home, dotting the map throughout the destination. Now you can explore the area's beer culture and get rewarded for it with the Gulp Coast Passport. Visit each "stop" along the trail and ask the bartender for a stamp at each location. More information on this adventure can be found at GulpCoast.com.