

January 19, 2026

Visit Florida Unveils Plethora of Reasons to Experience the Sunshine State in 2026



The Florida state flag waving along with the national flag of the United States of America. In the background there is a clear sky.

Visit Florida has unveiled a plethora of attractions and experiences taking place for the fun-loving traveller across the Sunshine State this year.



VISIT FLORIDA®

As the new year begins, Florida is gearing up for an unforgettable winter season, offering travellers even more reasons to trade cold temperatures for warm skies and sandy beaches. From brand new attractions and luxury hotels to expanded flight access and standout cultural moments, Florida is rolling out fresh experiences for every type of traveller in the year ahead.

With new domestic flights making destinations like Key West and Northwest Florida more accessible, plus global excitement building around the 2026 FIFA World Cup, here's a look at Florida's newest and most noteworthy offerings throughout 2026:



Experiences & Events:

America's 250th Birthday!

Discover a variety of events and activities dedicated to celebrating Florida's unique heritage as we commemorate America's 250th anniversary. From historical exhibitions to educational programmes and community gatherings, these events highlight Florida's important role in our nation's story. Join us as we honour our past, celebrate our present, and look forward to the future together during this landmark occasion. For a full list of events, visit: america250fl.com/events/

2026 FIFA World Cup



Miami (Southeast Florida) – Start Date: June 15, 2026

Miami will host seven 2026 World Cup matches at Hard Rock Stadium in Miami Gardens – renamed Miami Stadium for the tournament. The 65,000-seat venue, built to FIFA standards, has hosted top clubs and national teams and features a canopy roof shading most seats while leaving the field open. From June 15 to July 18, Miami will welcome four group-stage games, a round of 32 match, a quarterfinal, and the third-place playoff, with exact team matchups confirmed after the World Cup draw in late 2025.

Rolex 24 at DAYTONA



Daytona Beach (Central Florida) – Start Date: January 22, 2026

The full event weekend will begin on Thursday, Jan. 22 and is highlighted by the Rolex 24 At DAYTONA on Jan. 24-25, North America's most prestigious sports car race where drivers and cars from four different classes will tackle the 3.56-mile road course under both sunshine and stars. In addition to the 24 straight hours of professional racing action with around 60 cars, the race will also feature pre-race grid access, the popular Ferris Wheel and fireworks, autograph sessions, live entertainment and displays from the top manufacturers.

Key West Cooking School



Key West (South Florida) – NOW OPEN!

Located in historic downtown, the new Key West Cooking school offers a flavour-filled way to experience the food, heritage, and culture of the Keys. It features chef-led demonstrations that combine storytelling with the preparation of classic Key West-inspired cuisine, blending Bahamian, Cuban, Spanish, and New England influences.

St. Andrews State Park 75th Anniversary

Panama City Beach (Northwest Florida) – Start Date: January 2026

In 2026, Panama City Beach will celebrate the 75th anniversary of St. Andrews State Park, one of the nation's most beloved coastal treasures. Originally a military reservation, the park now spans 1,200 acres of pristine shoreline and natural habitats. Visitors can surf Gulf waves, snorkel vibrant reefs, hike coastal trails, and discover the wildlife that has made this park an enduring destination for 75 years.

Attractions:



Galacticoaster at LEGOLAND® Florida Resort

Winter Haven (Central Florida) – Opening: Early 2026

Galacticoaster, the first indoor roller coaster at LEGOLAND® Florida, is set to launch in early 2026. The ride will be in a massive 30,000-square-foot, 50-foot-tall home and immerse guests in a LEGO® galaxy filled with customisable spacecraft, cosmic scenery, and fast-paced family fun.

The Shoppes Off 80th

Ocala (Central Florida) – Opening: TBC 2026

The Shoppes Off 80th in the World Equestrian Centre, the largest indoor/outdoor equestrian facility in the world, will introduce 80,000 square feet of upscale outdoor retail space in 2026. This premier shopping destination, adjacent to The Riding Academy Hotel, will feature dozens of distinct units, offering a curated selection of luxury brands and unique storefronts for hotel guests, tournament attendees and visitors alike.

Glazer Hall

Palm Beach – Opening: January 2026

Slated to open in January 2026, Glazer Hall will be Palm Beach's only waterfront performing arts venue. Housed in the Volk-designed Royal Poinciana Playhouse, this iconic site is being reimagined as a 24,000-square-foot cultural arts centre. The 400-seat theatre and flexible event space will usher in a new era of performing arts and community events.

Hotels:

Olde Naples Hotel (Opal Collection)

Naples (Southwest Florida) – Opening: Winter 2026

Opening early 2026, Olde Naples Hotel is Opal Collection's newest Gulf Coast retreat, blending timeless design with whimsical charm. The 109-room property is a new build that pays homage to The Naples Hotel, the city's first, which welcomed guests for 90 years. Ideally located between Naples Beach and the historic district, it offers a rooftop pool, courtyard, Opal Spa, and a unique three-in-one bistro, bar, and bakery.

The Luce

St. Pete Beach (Central West Florida) – Opening: March 2026

The Luce, a stunning, 200-room beachfront hotel, is gearing up for its opening in the first quarter of 2026. Sitting on a remarkable, 9-acre stretch of private coastline, the hotel is designed to capture Florida's laid-back beach culture by providing bungalow studio suites, complete with the expected modern amenities.

Guests can gaze at the Gulf and experience the beach without leaving the hotel as it has exclusive beach access.

Delano

Miami Beach (Southeast Florida) – Opening: Winter 2026

Opening in early 2026 and located in the heart of South Beach, the 171-room property will feature Poolside Bungalow Suites, Penthouse Suites, and four distinct restaurant and bar concepts, including a recreation of the legendary Rose Bar.

The Nora Hotel

West Palm Beach (Southeast Florida) – Opening: TBC 2026

At the heart of The Nora District, The Nora Hotel will be a brand-new, 201-key boutique property, which will further enhance the area with additional office, retail, and residential options. The hotel's signature restaurant, Pastis, the iconic New York City Parisian-style brasserie from James Beard Award-winning restaurateur Stephen Starr (STARR Restaurants), will span more than 13,300 square feet of indoor and outdoor dining space on the ground floor.

Nickelodeon Hotels & Resorts Orlando

Kissimmee (Central Florida) – Opening: TBD 2026

Slated to open in 2026, Nickelodeon Hotels & Resorts Orlando in the Everest Place development will feature over 400 rooms and condos with character-themed suites. The family-friendly resort combines luxury amenities with interactive experiences based on Nickelodeon favourites like SpongeBob SquarePants, PAW Patrol, Dora, and Teenage Mutant Ninja Turtles.

To find out more, please visit www.visitflorida.com