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VISIT CARLSBAD UNVEILS THE ‘CARLSBAD BLOOMS INTO SPRING’ CAMPAIGN

Hotels and Businesses Throughout Carlsbad, California are Celebrating the Season with Springtime Offers, Packages, and More

CARLSBAD, CALIF. (March 3, 2025) - [Visit Carlsbad](#) today announced the launch of its spring campaign – [Carlsbad Blooms Into Spring](#) – ushering in the season in the Southern California beach town while also celebrating its vibrant artistic roots. Award-winning hotels and businesses across the destination have created special springtime offerings, packages and specials aimed to celebrate Spring in a town renowned for its signature [Flower Fields at Carlsbad Ranch®](#), which officially kicked off its season on March 1. Every year, as the colorful blooms blanket the hillsides, Carlsbad becomes a living canvas where flowers not only enhance the natural beauty of the destination but also ignite creativity in a community with artistic flair. The annual burst of color found at The Flower Fields has become a defining feature of Carlsbad, symbolizing the destination’s connection to nature and serving as Southern California’s official welcome to spring.

The ‘Carlsbad Blooms Into Spring’ campaign will run through May 31, 2025, and includes myriad offerings created to celebrate the 55 acres of Giant Tecolote Ranunculus flowers that make up The Flower Fields at Carlsbad Ranch® and the Southern California sunshine that defines springtime on the West Coast. Carlsbad is the ultimate spring retreat, where beautiful flower fields, rejuvenating wellness experiences and artistic inspiration come together. Beckoning as the ultimate destination to enjoy all things floral as Carlsbad Blooms into Spring – visitors can indulge in a rejuvenating retreat at one of Carlsbad’s luxurious resorts, craft a handmade treasure to take home, marvel at the spring blooms amidst The Flower Fields, partake in a floral-infused spa treatment or sip on a botanical cocktail. Extending this connection between spring, flowers and the arts, Carlsbad’s local artisans include Barrio Glassworks, Handled Pottery Studio, Candle Bar, Teresa Lane Jewelry and New Village Arts are all offering workshops and events inspired by the beauty of spring.

“‘Carlsbad Blooms Into Spring’ celebrates the vibrant beauty of Carlsbad and brings our hotels and businesses together to offer unique seasonal experiences for visitors,” shared Kim Sidorik, president and CEO of Visit Carlsbad. “Carlsbad’s artistic community plays an integral role in the essence of this season, with local artists and creators drawing inspiration from the city’s natural beauty to craft experiences that uplift and connect us.”

Throughout the season, visitors can immerse themselves in Carlsbad’s unique hotel packages, floral-inspired spa experiences, specialty cocktails and more from several of Carlsbad’s hotels and businesses including:

- **[The Flower Fields at Carlsbad Ranch®](#)**: The 55 acres of Giant Tecolote Ranunculus flowers that make up The Flower Fields are in bloom for approximately six to eight weeks each year – from March 1 through mid-May. The Flower Fields play host to a variety of [activities](#) amongst the colorful fields including floral mazes, tractor rides, family yoga, pilates and sculpt classes, picnics, live music, sunset wine tastings, meditation, sound healings, flower crown workshops, tea in the garden and so much more. This year, flowers and art beautifully intertwine at The Flower Fields with the debut of its first traveling exhibit *Glass in Flight* by artist Alex Heveri. This dazzling collection features over three dozen glass and steel sculptures of butterflies, dragonflies, bees and more, set against the Flower Fields' breathtaking backdrop.
- **[Omni La Costa Resort & Spa](#)**: Head to Omni La Costa and book their seasonal In Full Bloom Package to enjoy a luxurious Legacy La Costa keepsake robe and complimentary breakfast at VUE. What's more, the property will have plenty of floral-inspired activities, including [Bud & Bloom Spa Passes](#) for day visitors looking to enjoy relaxation at their tranquil spa facilities, relaxation areas, pools, cafés, and saunas. Don't miss the [Chef & Friends dinner](#) on April 15 with Chef Davin Waite (Wrench & Rodent Seabasstropub) and the Flower Fields to showcase a menu boasting honey from the property's on-site apiary with drinks by Traci Craze.
- **[Beach Terrace](#)**: Celebrate spring on the sand with the hotel's [Spring Revival](#) rate with rooms running at 20% off. Don't miss their Renew & Bloom Yoga Class every Sunday morning from March 2 - May 11 for rejuvenating flows and seasonal meditations for growth, transformation and renewal with a spring twist. Plus, a ['Flowers and Flow' yoga class](#) on March 23 complete with a flower crown workshop.
- **[Cape Rey Carlsbad Beach, a Hilton Resort & Spa](#)**: Book Cape Rey's ['Tis the Sea-Sun Package](#) complete with upgraded VIP status, a daybed at the ocean-view Ponto Pool, \$100 food and beverage credit at Chandler's Oceanfront Dining and a Cape Rey branded, lightly floral scented candle reminiscent of springtime on the coast. Don't miss the seasonal floral cocktail menu at Chandler's as well.
- **[Park Hyatt Aviara Resort, Golf Club & Spa](#)**: When you stay at Park Hyatt Aviara this spring, you'll receive the special Carlsbad in Bloom welcome amenity, including various flower seed packets, a Hibiscus-Rose refresher and homemade flower cookies made by the in-house pastry team.
- **[The Cassara Carlsbad, a Tapestry Collection by Hilton](#)**: A stay at Cassara Carlsbad will bring gorgeous views of The Flower Fields and a specialty springtime cocktail, The Flower Power Sour, available at the Cassara Kitchen & Bar. From March 1 - May 11, the resort will also offer a [Springtime Stay & See Room Package](#) complete with overnight accommodations, parking and two Flower Fields-inspired welcome beverages.
- **[SpringHill Suites by Marriott Carlsbad](#)**: Book the special [Spring Soul Reset Retreat](#) hosted by Happy Blue Marble from March 20 - 21 and enjoy guided reflection, hands-on creation, sound healing and time in nature to start the spring season on the right foot. All meals and beverages are included in the rate.
- **[Home2 Suites by Hilton Carlsbad](#)**: From March 1 - May 22, get 15% off all room types with no restrictions on length of stay. Only two miles away from the Flower Fields and complimentary buffet breakfast, Parking and WiFi makes this the perfect homebase for your Carlsbad springtime escape.
- **[Residence Inn by Marriott Carlsbad](#)**: Visitors can book the [Bubbles & Blooms Package](#) for two nights or more and receive daily breakfast along with a special spring-inspired welcome amenity complete with floral infused chocolates, a bottle of bubbles, sunglasses and a package of flower seeds to keep the beauty of Carlsbad blooming at home.
- **[Ocean Palms Beach Resort](#)**: Celebrate the springtime with the whole family! Book the [Ohana Package](#) to receive 15% off when you book online for stay dates before May 22.

- **[The Westin Carlsbad Resort & Spa](#)**: Head to the Westin Carlsbad for a spa day at [Ocean Pearl Spa](#) and enjoy the 'Beauty in Bloom' spa menu in March to welcome in the spring season featuring floral services and treatments on the spa menu with a 10% discount to Flower Fields attendees. Show your Flower Fields ticket to receive 10% off the Boozy Blooms Cocktail Menu at 20|TWENTY.
- **[Four Seasons Residence Club Aviara](#)**: On April 17 from 4pm - 5pm, partake in 'The Art of Tea' Cocktail Class at Seasons Restaurant and craft tea-infused cocktails inspired by Rishi Tea and seasonal botanicals. Guided by their expert mixologist and featuring Roku Gin, this hands-on experience is a toast to spring's vibrant flavors.
- **[Carlsbad Food Tours](#)**: Book a Carlsbad food tour to learn about the destination's history, culture and art while eating your way through the Village. Carlsbad Food Tours is a 'Party on the Move' with six tasting locations for food and wine with a special 15% off discount code for the season (use 'Spring25' at checkout).
- **[The Forum Carlsbad](#)**: Join The Forum Carlsbad for their Spring Art & Wine Walk on Saturday, April 5 from 3-6 pm. Stroll through the center to view artwork from visiting artists in participating shops and restaurants and enjoy a Wine Garden with complimentary wine tastings. Donations will be accepted at the Wine Garden on behalf of The Flower Fields Foundation.
- **[LEGOLAND® California Resort Flower Wall](#)**: During your stop to LEGOLAND check out the 8-foot 'Bricks in Bloom' floral wall made from over 55,000 LEGO® elements to celebrate spring in the destination. Located inside the Awesome Shop, it's the perfect backdrop for family photos to commemorate your Carlsbad springtime vacation.
- **[Barrio Glassworks](#)**: Celebrate spring at Barrio Glassworks' Third Annual Quatro de Mayo Tequila Tasting on May 4. Enjoy live Mariachi tunes while you sip tequila from spring-inspired floral shot glasses made by artist Paul Counts. A portion of the proceeds will benefit a local organization.
- **[Handled Pottery Studio](#)**: From 12:30pm - 2:30pm on March 15 and April 12 join in the fun for a creative hands-on clay workshop where you'll craft a piece inspired by the beauty of blooming flowers. Once your piece is formed, you'll decorate it with flower-themed details, adding vibrant colors, textures and personal touches.
- **[Teresa Lane Jewelry](#)**: Head to Carlsbad Village for a floral-inspired workshop at 3pm on March 22 to create your own hand-stamped copper garden stake. Learn how to design and stamp floral motifs, perfect for your garden.

The campaign also aims to help spread awareness of and garner support for [The Flower Fields Foundation](#)—a certified 501(c)(3) organization created by The Flower Fields to provide hands-on educational programs for children and charitable grants for low-income schools nearby and [New Village Arts](#) which is a cornerstone of arts and culture in North County San Diego that brings award-winning theatre, dynamic music and art events and impactful education programs to the community. Your donations ensure that bold, inclusive, and inspiring artistic experiences continue for all. For more information, please visit www.newvillagearts.org.

Located just 45-minutes north of San Diego, Carlsbad embodies the Southern California lifestyle and is the ultimate coastal destination to unwind for an unforgettable escape this spring, offering abundant access to seven miles of pristine beaches and outdoor recreation - including surfing, biking and hiking trails and championship-caliber golf courses. For more information on Visit Carlsbad's 'Carlsbad Blooms Into Spring' campaign, go to visitcarlsbad.com/bloomsintospring.

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Images of Carlsbad can be found [here](#).

About Carlsbad:

Located just 45 minutes north of San Diego, Carlsbad embodies the Southern California lifestyle. Carlsbad is the ultimate coastal destination to unwind and have an unforgettable escape offering abundant access to seven miles of pristine beaches and outdoor recreation - including surfing, biking and hiking trails and championship caliber golf courses. Attractions including LEGOLAND® California Resort, the Museum of Making Music, the Carlsbad Aquafarm and the iconic Flower Fields at Carlsbad Ranch® provide an ideal family experience. Foodies can be the first to explore this vibrant culinary and brewery destination. Carlsbad is also home to a myriad of award-winning resorts and hotels, boasting both luxury and budget-friendly options. When you are in Carlsbad, simply put...it's all good. For complete destination information, please go to visitcarlsbad.com.