



Media Contact

J/PR
(619) 255-7069
visitcarlsbad@jpublicrelations.com

FOR IMMEDIATE RELEASE

VISIT CARLSBAD ANNOUNCES ITS 'POWER OF FLOWERS' SPRING CAMPAIGN

Hotels and Businesses Throughout Carlsbad, California to Celebrate the "Power of Flowers" with Springtime Offerings and Packages

CARLSBAD, CALIF. (March 1, 2024) - [Visit Carlsbad](#) today announced the launch of its '[Power of Flowers](#)' campaign, created to kick off the spring season in this Southern California beach town. Award-winning hotels and businesses across the destination have created special springtime offerings and packages aimed to showcase the 'Power of Flowers' in a destination renowned for the signature [Flower Fields at Carlsbad Ranch®](#), which kicked off its season today as well. The annual burst of color found at The Flower Fields has become part of the destination's signature—nature's official way of announcing the arrival of spring in Southern California.

The 'Power of Flowers' spring campaign will run through May 31, 2024, and includes myriad offerings tied to the fresh blooms found at The Flower Fields and the positive power of flowers throughout the destination. A small flower can make a big impact, and Visit Carlsbad has partnered with hotels and businesses to showcase how flowers can spark happiness but are also shown to support profound health benefits, including lowered stress levels, anxiety and improved mood. Flowers, with their vibrant colors, fragrances and wellness benefits, stand as one of the most powerful elements of nature, bringing smiles to everyone's faces. Carlsbad beckons as the ultimate destination to bask in the 'power of flowers' – whether indulging in a rejuvenating retreat at one of Carlsbad's luxurious resorts, marveling at the spring blooms amidst The Flower Fields, partaking in a floral-infused spa treatment or sipping on a botanical cocktail, Carlsbad offers the ideal sanctuary for a springtime blooming getaway.

"Our 'Power of Flowers' spring campaign celebrates the colorful tapestry of our destination and enables our hotels and businesses to unite with fun, seasonal offerings that create an extra special experience for guests visiting Carlsbad this spring," shared Kim Sidoriak, president and CEO of Visit Carlsbad. "We're thrilled to invite visitors to enjoy The Flower Fields and seasonal offerings from all of our partners, while also shedding much-deserved light on the remarkable Flower Fields Foundation," she said.

Visitors can use [Carlsbad Good Ride](#), a free, 100% electric transportation program in partnership with [Circuit](#), to make travel throughout Carlsbad a breeze all spring-long to easily bounce from one 'Power of Flowers' activity to another.

In addition, the campaign 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. "We are deeply

honored by Carlsbad's recognition of the Flower Fields Foundation through their 'Power of Flowers' spring campaign. We find that people are drawn to volunteering and supporting the foundation to not only nourish the flowers and empower others to experience the magic of the fresh blooms, but also to immerse themselves amidst nature's beauty," explains Joni Miringoff, Events Director at The Flower Fields at Carlsbad Ranch. "Flowers have a way of bringing joy and fulfillment to every individual we welcome to the fields – feeding the soul, fostering connection, bringing health benefits and igniting a sense of renewal in the season to come."

The 'Power of Flowers' springtime offerings include 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, yoga, picnics, live music, sunset wine tastings, meditation, sound healings, flower crown workshops, tea in the garden and so much more.
- **[Omni La Costa Resort & Spa](#)**: Head to Omni La Costa to experience the property's newly renovated guest rooms and book the [Superbloom Package](#) to enjoy a luxurious Legacy La Costa keepsake robe and complimentary daily breakfast at VUE. What's more, the property will have a [Petals, Candles & Craft Workshop](#), as well as their seasonal 'Floral Flip' including a 5K Flower Frolic in which guests can look for treasures hidden throughout the resort, plus a Power of Flowers kids program each Sunday; self-guided flower tours; floral-inspired bites at the resort's [Test Kitchen Series](#); specially-curated Power of Flowers spa treatments and much more.
- **[Residence Inn by Marriott Carlsbad](#)**: Visitors can book the [Power of Flowers Package](#) and receive sunglasses for two, a bottle of wine, a sweet treat and a package of flower seeds to keep the beauty blooming at home, as well as a surprise souvenir from The Flower Fields.
- **[Cape Rey Carlsbad Beach, a Hilton Resort & Spa](#)**: As guests check into Cape Rey this spring, they'll be greeted with a vase of fresh flowers and a special note showcasing all of the floral-inspired happenings across the destination this spring. At the spa, enjoy the seasonal '[Red Flower Fields Scrub & Massage](#)' or head to Chandler's Oceanfront Dining for a flower-inspired specialty cocktail menu – '[Floral Infusions](#)' – available all spring long.
- **[Hilton Garden Inn Carlsbad Beach](#)**: On Saturday, May 4 from 2pm-6pm, the hotel will hold the Run for the Coast - a Kentucky Derby Party to celebrate the 150th Run for the Roses. Enjoy the Southern California sunshine on the lawn with views of The Flower Fields and enjoy an outdoor BBQ, live music, a large outdoor screen to watch the race, lawn games, giveaway and a photo booth to capture the best and brightest hats and race day attire.
- **[Ocean Palms Beach Resort](#)**: Book the Spring into Summer deal for 20% off room rates to enjoy a Hawaiian-inspired getaway just steps from the beach and just mere miles from The Flower Fields.
- **[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. The resort will also offer a [Springtime Stay & See Room Package](#) complete with overnight accommodations, parking, a box of handmade floral infused chocolates from Seabreeze Craft Chocolates, two Flower Fields-inspired welcome beverages and two tickets to The Carlsbad Flower Fields.
- **[SpringHill Suites by Marriott Carlsbad](#)**: Book the Spring Serenity Getaway Package and enjoy stellar accommodations, a breakfast buffet, a spring serenity basket with local items to enhance renewal and relaxation, a [Tower39 Rooftop Lounge](#) blanket, plus two signature "Flower of

PEARadise” cocktails and a signature dessert at Tower39. The property will also have a donation box in the lobby to collect contributions to the Flower Fields Foundation.

- **Beach Terrace:** Celebrate spring and the Power of Flowers with accommodations at this beachfront hotel, a visit to The Flower Fields, delicious local cookies and a donation to The Flower Fields Foundation with the [Bloom Bliss Package](#).

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 'Power of Flowers' spring campaign, go to visitcarlsbad.com/powerofflowers.

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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.