



NEWS RELEASE

What's New in Oceanside Spring 2025

Oceanside, Calif. (March 2025) — Oceanside continues to make waves in the culinary, arts, and recreation scenes, offering exciting new experiences for visitors in 2025. From a James Beard award-nominated chef and vibrant new dining spots to thrilling activities and community celebrations, here's what's new in Oceanside.

New in Dining

Oceanside's culinary scene continues to thrive with significant milestones and exciting new openings. Roberto Alcocer of Michelin-starred [Valle](#) has been named a semifinalist for Best Chef, California, in the [2025 James Beard Foundation Restaurant & Chef Awards](#)—marking a historic moment for the region, which now boasts two chefs from San Diego County on the prestigious semifinalist list. Meanwhile, [24 Suns](#), a boundary-pushing Chinese restaurant led by Nic Webber and Jacob Jordan, former chefs of three-Michelin-starred Addison, officially debuted its renovated restaurant space and refined menu in time for Lunar New Year. With a focus on hyper-seasonal, regionally inspired dishes and an innovative cocktail program featuring duck fat-washed Cognac, 24 Suns is part of a growing dining hub in inland Oceanside.

Beyond fine dining, Oceanside welcomes fresh and diverse concepts that cater to casual and craft-focused tastes. [Odie's Pizza Company](#), opening in April, is set to introduce sourdough pizzas with gluten-free and alternative diet options in downtown Oceanside. Adding to the city's vibrant bar scene, [The Lobby Tiki Bar & Grill](#) opened in January inside the historic [Brick Hotel](#), blending classic tiki culture with contemporary craft cocktails and a premium rum selection.

New in Art

The Oceanside Museum of Art (OMA) presents a diverse lineup of exhibitions in 2025, offering immersive and thought-provoking experiences that celebrate the joy of creative expression. [Matt Devine: Walk with Me](#) (March 1–July 6) transforms the gallery into a meditative retreat with steel and aluminum sculptures inspired by the serenity of nature. [In Losing Sleep, I Painted](#) (March 15–June 15) showcases Mary Jhun's deeply personal and surreal works, intertwining psychology, plant biology, and architecture to explore the evolving self. [Ventana Huichola](#) (April 26–September 21) celebrates Huichol traditions with a vibrant installation of Tsikuris (God's

Eyes), created through community workshops to honor cultural heritage and spiritual connection.

New in Soft Adventure

[O'side Whales](#) offers a new boutique whale-watching experience with unforgettable marine life encounters. These new tours accommodate up to six passengers, providing an intimate adventure aboard a 29-foot Zodiac led by an experienced captain. With an average speed of 30 knots, the 2.5-hour tours cover more ocean, increasing the chances of incredible wildlife sightings. [Top Gun Parasail](#) is another new and high-flying experience at Oceanside Harbor. Open to ages 6 and up, it offers an unforgettable birds-eye view of the coast, wildlife and beyond. Riders can choose to get 'dipped' in the water for a refreshing finish or opt to stay completely dry.

Upcoming Events: Mellano Farms Centennial, MASL Playoffs, and "Festival Season"

Oceanside is buzzing with events in 2025, from milestone celebrations to high-energy sports and cultural festivals. [Mellano & Company](#) marks 100 years of sustainable farming with its Blooming into a New Era campaign, featuring a year-long celebration at Mellano Farms. Visitors can stop by the farm stand Thursday through Sunday to buy fresh produce, pick their own strawberries, tour the farm in by tractor and shop at the newly-opened [Certified Farmers Market](#) that takes place every Friday from 2-6 pm. Soccer fans can catch the excitement of the [2025 Major Arena Soccer League Playoffs](#) at [Frontwave Arena](#) from April 4-6, where the league's top teams will battle for championship glory.

Oceanside's "festival season" kicks off in spring and continues through fall with celebrations that highlight the diverse traditions of the city's many communities. The first of these events, [The SoCal Asian Pacific Islander Festival](#), kicks off on April 26 and showcases API heritage through live performances, martial arts, and artisan booths. On June 7, Oceanside hosts a family-friendly [Pride By the Beach Festival](#), which is followed by two events on June 14 — the 24th Annual Filipino Cultural Celebration and the [San Luis Rey Band of Mission Indians Inter-Tribal Powwow](#)— that highlight traditional food, performances, and cultural traditions. [Heiva San Diego](#) follows August 1-3 and showcases the beauty of Tahitian dance. A lively [Dia de Los Muertos festival](#) happens in October and the [Valley Arts Festival](#), celebrating Luiseno Indian traditions, wraps up the season in November.

For more updates on what's new in Oceanside, visit www.visitoceanside.org.

About Oceanside

Perfectly situated between metropolitan San Diego and Los Angeles, Oceanside is a quintessential California coastal escape that includes wide sandy beaches, a quaint New

England-style harbor, historic wooden pier and charming bungalow neighborhoods. O'side (as locals affectionately call it) is a destination of discovery where visitors can explore everything from California history at the "King of Missions" to surf culture at the California Surf Museum and awe-inspiring sea life through exciting ocean adventures. This playful and fun destination thrives on taking recreation to the next level and boasts world-class surfing, skateboarding, bike riding, boating and even skydiving. A flourishing farm-to-table food and craft beer, wine and spirit scene reflects Oceanside's creative and entrepreneurial spirit, as do exciting arts and culture programs that earned Oceanside one of just 14 California Cultural District designations in 2017. Classically charming, eclectic and always genuine, Oceanside is an ideal place to stay and a true O'iginal. www.visitoceanside.org

About Visit Oceanside

Visit Oceanside Conference and Visitors Bureau is the official tourism marketing organization in Oceanside, Calif., promoting travel to the city for both leisure and group visitors. The organization influences about one-third of the \$568 million that is generated by visitor spending in Oceanside each year, which supports nearly 3,500 jobs. Visit Oceanside also operates one of the state's official California Welcome Centers. With just one stop, visitors can find local, regional and state maps, purchase discount tickets to major Southern California attractions, make hotel reservations or shop for the perfect California keepsake. The Visit Oceanside CVB and California Welcome Center- Oceanside are conveniently located just off Interstate 5 at 928 North Coast Highway. For more information, please call (800) 350-7873 or visit www.visitoceanside.org.