

# **This Charming Florida City Was Just Named the Most Welcoming in the U.S.— and It Has Pristine White-sand Beaches, Quaint Cobble Streets, and Impeccable Weather**

Booking.com named St. Augustine, Florida, the most welcoming city in the country.

By [Alison Fox](#), January 28, 2025



The white sand of Vilano Beach in St. Augustine, Florida . Photo: felixmizioznikov/Getty Images

[St. Augustine, Florida](#), has welcomed travelers to its sunny shores for hundreds of years. And now, it's being recognized as one of the most welcoming cities in the country. Nestled along Florida's East Coast, the city was named one of the most welcoming places in the U.S. for 2025 by Booking.com, according to data from the company that was shared with *Travel + Leisure*. To compile the rankings, Booking.com said it analyzed more than 360 million verified customer reviews.

"The U.S. is such a diverse country that has so much to offer travelers, and we're thrilled to see destinations like Saint Augustine recognized in the global list for their exceptional hospitality," Ben Harrell, the managing director for the U.S. at Booking.com, told T+L. "St. Augustine has always been known for its historic charm, and now travelers will also come to know it for its welcoming environment and excellent accommodations." Founded in 1565, St. Augustine remains the [oldest continuously occupied settlement](#) of European and African-American origin in the country and continues to boast [top-notch hotels](#), amazing beaches, and [plenty to do](#) from historic trolley tours and spooky ghost tours to boating, a 17th-century fortress, and more.

When visiting St. Augustine, travelers should consider staying at the quaint [St. George Inn](#), which boasts a pedestrian-friendly location and picture-perfect courtyard and is one of the top stays in the city on Booking.com. Or enjoy the waterfront location of the top-rated boutique [Marker 8 Hotel & Marina](#) along with the property's heated plunge pool overlooking the bay and complimentary nightly hors d'oeuvres. For editor-loved and award-winning stays, [consider these T+L favorite hotels](#).

Beyond the Florida coast, travelers are sure to feel right at home when visiting New Jersey's [Cape May](#), which secured the No. 2 spot on the list, along with fellow East Coast city [Newport, Rhode Island](#), which came in at No. 3.

On the West Coast, California's [Joshua Tree](#) was considered one of the most welcoming places for 2025, featuring nearly 800,000 acres of national park along with its eponymous and distinct Joshua tree (or yucca) forests. Travelers should similarly feel welcome in [Sedona, Arizona](#), lauded for its stunning red rocks, stargazing, and more. This is the full list of the top 10 most welcoming places in the U.S., according to Booking.com:

1. St. Augustine, Florida
2. Cape May, New Jersey
3. Newport, Rhode Island
4. Joshua Tree, California
5. Sedona, Arizona
6. Lahaina, Hawaii
7. Oakhurst, California
8. Waikoloa, Hawaii
9. Prescott, Arizona
10. Broken Bow, Oklahoma