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What's New in Pismo Beach for Summer 2026

California's top-ranked beach town adds a flagship oceanfront resort, three downtown restaurants, and an inaugural clifftop tasting event.

[June 30, 2026 – Pismo Beach, CA] – The recognition keeps coming for Pismo Beach. In May, the Central Coast town was named the #1 Best Beach in California in the 2026 USA TODAY 10Best Readers' Choice Awards, marking its third national 10Best title in two years after back-to-back wins for Best Small Coastal Town in 2025 and 2026. Visitors heading to the coast this summer will find plenty of new reasons to stay awhile, from a 170-room oceanfront resort opening on the bluffs to a wave of new spots reshaping the downtown food scene.

NEW RESTAURANTS

Westerly Shell Beach

Westerly takes over the longtime Spyglass Inn space on the bluffs this June, following months of top-to-bottom renovations inside and out. Chef Sara Woods leads the kitchen with a contemporary American menu of Cali-coastal cuisine running all day, from breakfast through dinner, alongside a full cocktail program. The redesign leans nautical, with salvaged ship lighting and ocean-blue paint inside and blue-and-white striped umbrellas shading the oceanfront patio.

Swell Sandwich Shop

Swell opened in April at 231 B Pomeroy Avenue, where owner Geneva Franciskovich is serving $10 cold-cut sandwiches built for the beach. The signature Swell leads the menu, joined by a Pismo Classic turkey, the 805, and a build-your-own option. Chips are $3, sodas are $2. The $5 Beach Freeze, a red-and-blue slushy topped with whipped cream and edible glitter, is the standout.

Dulci

Dulci opened in May on Pomeroy Avenue, a coffee-and-pastry shop from brother-and-sister owners Oscar Macias and Denise Lopez, who also run nearby Taqueria El Guero on Dolliver Street. Flavored lattes and croissants share the counter with made-to-order pizza flatbreads.

NEW HOTEL

Pacific Point Resort

Pacific Point opens in July, combining two adjacent cliff-top hotels, Pismo Lighthouse Suites and Shore Cliff Hotel, into a single 170-room oceanfront property under Peregrine Hospitality. The 12-acre resort sits 90 feet above the Pacific, tucked between the ocean and the Pismo Preserve, with direct access to the Pismo Coastal Access Trail. Most rooms and suites face the water and come stocked with binoculars. Guests can also opt into a "Whale Watch Dispatch" text alert that flags real-time whale and dolphin sightings along the coast. On-property amenities include two pools, a sun deck, and firepits. Pacific Point is the flagship of Peregrine's $50 million-plus investment in San Luis Obispo County, which also includes Pismo Beach's Vespera Resort.

NEW EVENT

Shell Beach Food & Wine

The inaugural Shell Beach Food & Wine debuts on August 29 from 1 to 4 p.m., with VIP access starting at noon. The oceanfront tasting takes place on the bluffs at Dolphin Bay Resort & Spa, pairing pours from regional wineries, breweries, and distilleries with bites from local food makers. Producers span the Central Coast, from the Edna Valley down through Santa Ynez and Santa Maria. IMVA plays live throughout the afternoon. General admission is $135. VIP tickets are $225 and include a designated lounge, a sparkling wine reception, appetizers, noon early access, and valet parking. The event is 21 and over; a valid ID is required.

SHOPPING AND EXPERIENCES

The Portal at Living Energy

The Portal at Living Energy is now open at 649 Dolliver Street in downtown Pismo Beach, billed as a destination for healing, renewal, and spiritual discovery. The space features crystals and sacred drums, aura photography, a community lending library, and a new Frequency Lounge with a 4D massage chair, red light therapy, and vibroacoustic therapy. Hours are 11:00 AM to 6:30 PM daily, closed Mondays and Tuesdays through June, then open seven days a week starting July 1st.

From a flagship resort opening above the Pacific to new sandwich counters, coffee shops, and an inaugural clifftop tasting, summer 2026 in Pismo Beach delivers across every reason travelers come here in the first place. Press kit with high-res photos, b-roll, and additional details on each opening: PRESS KIT LINK

About the City of Pismo Beach

Located on California’s iconic Highway 1 on the Central Coast, Pismo Beach is the epitome of a California beach town. With cliffside ocean views, a lively and walkable downtown, extensive

outdoor adventures, and a laid-back local vibe, visitors get the perfect balance of excitement and tranquility. Whether surfing, kayaking, watching wildlife, wine tasting, clamming, or catching a sunset over the pier, Pismo Beach provides a serene getaway for all travelers.
Follow the adventures on Instagram and Facebook: @PismoBeachCA and facebook.com/PismoBeachCa/

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