

Sarasota Winter Carnival

January 15-19, 2026

The Mall at University Town Center

140 University Town Center Drive

Sarasota, FL 34243

Located near the East side by Urban Outfitters

<https://dreamlandamusements.com/upcoming-events-amusement-carnival/sarasota-winter-carnival/>

Enjoy midway fun for the whole family with exciting rides and games for all ages and deep-fried treats, sweets and other tasty carnival eats, as well as a Street Food Invasion Friday - Monday featuring dozens of street food vendors, local businesses and market vendors.

Admission and parking are free.

Unlimited ride wristbands (for riders 36" & taller) are \$37 on site (\$35 cash price) or online before 5 pm Thurs., Jan. 15 for \$29 each, 2/\$55 or 4/\$99.

Ride tickets are also available at the carnival. Online pre-sale special: \$45/50 tickets + 1 free ride. (Rides take multiple tickets each.)

Visit the website for coupons for \$5 off regular-price ride wristbands and \$5 off a 50-ticket Super Saver Family Pack.

Midway hours: 5-10 pm Thursday, 5-11 pm Friday, noon-11 pm Saturday - Sunday, noon-9 pm Monday (MLK Day)

Carnival guests under 18 must be accompanied by an adult age 21+. Please check the website for event updates.

More information: 866-666-3247 or [Sarasota Winter Carnival](#)

Street Food Invasion details: 727-674-1464 or [Florida Penguin Productions](#)