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FOR RELEASE

ENDLESS ADVENTURES IN DAYTONA BEACH

What's new with attractions, accommodations, dining and more at the 'World's Most Famous Beach'

DAYTONA BEACH, Fla. – (August 21, 2019) – From endless activities to calm, quiet days spent sunbathing and beachcombing, visitors are finding just what they're looking for in a Florida vacation along the 23 miles of world-famous shores of Daytona Beach. With area investments of more than **\$2 billion** in progress and more hotel, attraction, dining and shopping options available, it's a great time to experience all that Daytona Beach has to offer, including:

- **Sunwing Airlines** offers seasonal nonstop flights from Toronto to Daytona International Airport
- **ONE DAYTONA**, a new multi-million dollar world-class entertainment district across from Daytona International Speedway offers dining, retail and entertainment options along with two hotels.
- **Hard Rock Hotel Daytona Beach**, a luxury oceanfront resort, opened in 2018 with 200 rooms.
- **Royal Beach Resort and Convention Center**, a \$192 million, 501-room oceanfront complex is under construction just north of the Ocean Center convention center complex.
- New waterfront restaurants **Landshark Grille** and **Off the Hook at Inlet Harbor** opened in 2018, adding to an already eclectic culinary scene.
- **The 'Festival Capital of Florida'** offers visitors many unexpected delights on their Florida beach vacation including year-round arts and cultural events, off-the-beaten-path attractions and historical sites.

Travel Channel ranked Daytona Beach #1 for "**Top 10 Attractions in Florida**"; TripAdvisor says Daytona Beach is one of the "**10 Most Affordable Beach Vacations on Florida's East Coast**" and "**Best Weekend Getaway in Florida**"; and Daytona Beach was named one of the "**Best Florida Attractions**" in the Top 10 Best Readers' Choice travel award contest sponsored by *USA TODAY*.

New and Renovated Accommodations



The 200-room **Hard Rock Hotel Daytona Beach**, a luxury oceanfront resort, and the 133-room **Delta by Marriott Daytona Beach** opened in 2018. In late 2018, the 744-room **Hilton Daytona Beach Oceanfront Resort** completed a \$25 million renovation; The **Shores Resort & Spa** completed a multi-million dollar renovation project, including all 212 rooms; and the landmark **Plaza Resort & Spa** is in the final stages of a multi-million dollar property renovation. The 318-room **Daytona Beach Resort & Conference Center** reopened in January after a \$12 million renovation. **ONE DAYTONA**, a world-class dining and entertainment complex across from the Daytona International Speedway, includes two new

hotels - the 105-room **Fairfield Inn & Suites Daytona Beach Speedway/Airport** opened in 2018, and **The DAYTONA**, an exclusive 144-room **Marriott Autograph Collection®** hotel, opened in April. The 107-room **Home2 Suites by Hilton** located just east of the Speedway opened in late 2018. Several new oceanfront hotels are being planned for the Daytona Beach Boardwalk and Pier area including a **Marriott Renaissance**, a **Courtyard by Marriott** and a **Springhill Suites by Marriott**. The 44-room **Streamline Hotel**, a historic beachside art deco-style boutique property that once hosted the meeting that launched NASCAR, opened in 2017. Others recently added include the **Residence Inn by Marriott Daytona Beach Oceanfront**, **Hilton Garden Inn** and the boutique **Chateau Mar Beach Resort**.



Perfect Beach Base Camp

Direct flights, hundreds of connecting flights, and interstate access (I-95 and I-4) make getting to Daytona Beach easy and convenient. Non-stop flights into Daytona Beach International Airport are available from Atlanta (Delta), Charlotte and NYC (American Airlines) and Toronto (Sunwing Airlines). Daytona Beach is the perfect beach base camp to experience Central Florida.



New ONE DAYTONA Entertainment District



ONE DAYTONA is a world-class retail, dining and entertainment destination located directly across from Daytona International Speedway. **Cobb Daytona Luxury Theatres, Bass Pro Shops Outpost, GameTime, Guitar Center, IT'SUGAR, P.F. Chang's, Jeremiah's Italian Ice, Rock Bottom Restaurant & Brewery, MidiCi Italian Kitchen, Lilly Pulitzer Signature Store, Kasa Living, Kilwins, Gallery500, Ben & Jerry's and more** have opened to rave reviews. ONE DAYTONA also includes two hotels totaling 250 rooms – the **Fairfield Inn & Suites Daytona Beach Speedway/Airport** opened in 2018 and an exclusive **Marriott Autograph Collection®** hotel called **The**

DAYTONA opened in April. With live entertainment, fun family events, unique dining and retail options, ONE DAYTONA is quickly becoming a favorite place for visitors, race fans and residents alike.

New Restaurants, Culinary Treasures and Brews Aboard

The area's culinary scene is experiencing a growing number of exciting, new offerings – from off-the-beaten-path eateries and independent restaurants serving specialty fare, to waterfront dining and entertainment complexes. From casual family fare to fine dining, the Daytona Beach area offers many culinary treasures. With nearly two dozen local breweries, tasting rooms and tap houses to explore, the **Daytona Beach Ale Trail** provides a unique way to taste Florida craft beer. The Copper Bottom Craft Distillery offers artisan hand-crafted spirits, tours and tastings.



Shopping and Travel Go Together



Whether you want to shop 'til you drop or explore unique markets and boutiques, the Daytona Beach area offers lots of options. **Tanger Outlets** is an open-air center with 75 of the most popular national brand name and designer outlet stores. On International Speedway Boulevard is **ONE DAYTONA**, the new retail, dining and entertainment district, and the long-popular **Volusia Mall** provides an inviting indoor experience. The **Tomoka Town Center**, across from Tanger Outlets, includes new retail and entertainment options including Dave & Busters. The area's **thriving downtown districts** - Daytona Beach, Ormond Beach, New Smyrna Beach and DeLand

(voted **America's Main Street** in 2017) – offer eclectic boutiques and eateries. Exceptional flea and farmers markets can also be found throughout the area.

'Festival Capital of Florida' - Fabulous Food and Fun

From arts and culinary to classic cars and motorcycles, the Daytona Beach area celebrates a multitude of interests with its events and festivals. Comfortable year-round weather means it's always festival season with events like the **Halifax Art Festival, Celtic Festival, Jeep Beach, Oyster Festival, Greek Festival, DeLand Festival of the Arts, Images: A Festival of the Arts, Fiesta Italiana, Granada Grand Festival of the Arts, Riverfest Seafood Festival** and the annual **Daytona Turkey Run** car show and swap meet in both spring and fall.



Biktoberfest (Oct. 17-20, 2019)



Biktoberfest® annually celebrates the adventure and the spirit of today’s motorcycle enthusiast. This isn’t just any motorcycle rally and with a guest list of 100,000 it is the area’s largest fall festival. Main venues include **Daytona International Speedway, Main Street, Destination Daytona, Beach Street, Midtown, New Smyrna Beach** and **DeLand**. This extended weekend of fun and sun includes motorcycle shows and rallies, live music, scenic rides along A1A and other historic roadways, racing at Daytona International and New Smyrna Speedways and vendors offering everything from the latest cycles to parts and accessories. More information is available at

Biktoberfest.org.

Arts, Culture & History

The **Cici and Hyatt Brown Museum of Art**, a 26,000 square foot museum on the campus of the Smithsonian-affiliated **Museum of Arts and Sciences**, is home to the largest private collection of Florida oil and watercolor paintings in the world. Explore the area’s rich history from the top of **Ponce Inlet Lighthouse**, Florida’s tallest, trace the footsteps of educator and civil rights activist **Mary McLeod Bethune** on a tour of her former home, stop by the **Halifax Historical Museum**, or take in a game at historic **Jackie Robinson Ballpark**. See a theatre performance or international symphony concert at **Peabody Auditorium**, catch an indie movie at **Cinematique**, or find a new rhythm listening to live music at a variety of area venues.



‘World Center of Racing’



A \$400 million overhaul transformed **Daytona International Speedway** into a state-of-the-art motorsports facility in 2016. Known as the ‘World Center of Racing,’ it features premium amenities and unparalleled conveniences including three concourse levels spanning the frontstretch; five expanded fan entrances called ‘injectors’; 11 social areas dubbed ‘neighborhoods,’ each the size of a football field with open sightlines and dozens of video screens to capture the on-track action; more than 60 luxury trackside suites with patios; 17 elevators and 40 escalators in the grandstand; and, 101,500 new 20”-21” grandstand seats featuring backs and arm

rests. In addition, more than 7,000 solar panels make this sports complex one of the top five largest solar installations at a professional sports venue in the country. In addition to car and motorcycle racing, the stadium is also home to a growing number of events and shows, as well as unique meeting and convention space.

Motorsports Hall of Fame of America



Daytona International Speedway tours include a visit to the not-to-be-missed **Motorsports Hall of Fame of America** and an opportunity to experience spectacular displays honoring all forms of motorsports: Stock Cars, Sports Cars, Open-Wheel, Motorcycles, Drag Racing, Land Speed Records, Powerboating and Aviation. The 10,000 square foot hall, adorned with sculpted images of 230 inductees of the Hall of fame, includes a long list of exclusive vehicles and sights even non-race fans can appreciate.



Tee up a Perfect Golf Getaway

Ranked in the **top 15 places to play golf in the U.S.**, Daytona Beach is a rising golf destination and offers more than two dozen courses for the serious player and weekend warrior. With year-round affordable greens fees, visitors can choose to play where the pros do – **LPGA International**, home course of the LPGA and Symetra tours – or on more than 20 other fine courses. More information is available at DaytonaBeach.Golf.



Go All Out at High-Speed Attractions



Daytona Lagoon and Family Entertainment Center, just north of the pier area and steps from the beach, completed \$1.5 million worth of improvements in 2019 including a new wave maker for bigger waves at the Treasure Lagoon Wave Pool, new arcade games, and two new water slides – Kraken’s Revenge, a 54-foot-high, 4-lane mat racer slide, and Shaka Halfpipe, a thrilling inner-tube experience that shoots riders backwards over a 50-foot-drop. These new features, along with mini golf, go-karts, MEGA arcade, and Sky Maze indoor ropes course make this a favorite year-round family spot. Daytona Beach offers visitors plenty of adventure that you won’t find at any other beach destination. Test your trampoline skills at

two trampoline parks, **Sky Zone Trampoline Park** and **Hangar 15 Extreme Air Sports**. Zip through a treetop adventure with **Daytona Beach Zipline Adventure** in Tuscawilla Park. If your need for speed is better served on the ground, try out the go-karts at **Daytona Lagoon** or get behind the wheel of an actual race car with **NASCAR Racing Experience** and take laps around the world famous 2.5-mile Daytona International Speedway. And speaking of the Speedway, the **Motorsports Hall of Fame of America**, included in the Speedway tour package, is the place where the memory and achievements of the very greatest names in motorsports are kept alive. Take in the sights of the Daytona Beach area and see nature as it happens, all while experiencing the thrill of **Daytona Speedboat Adventures**. Have a heart pounding, adrenaline pumping experience on the thrill rides at **Screamer’s Park**, located just south of Daytona Beach Pier.

About the Daytona Beach Area

Experience endless adventures in the Daytona Beach area, a destination comprised of eight distinct communities offering visitors the perfect beach base camp to explore East Central Florida. Choose thrilling activities or embrace the tranquility of days spent on 23 miles of world-famous white-sand beaches. Recognized worldwide for a few annual events including Bike Week, Biketoberfest®, the Rolex 24 At DAYTONA, the DAYTONA 500 and the Coke Zero Sugar 400 which moves from July to August 29 in 2020, Daytona Beach’s famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the ‘World Center of Racing.’ With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets from 4-star resorts to hotels, B&Bs and everything in between. Ranked #1 in Travel Channel’s “**Top 10 Attractions in Florida**,” and named a TripAdvisor **Best Weekend Getaway** in Northeast Florida, TripAdvisor also named Daytona Beach to its “**10 Most Affordable Beach Vacations on Florida’s East Coast**” and “**25 Most Popular Summer Vacation Rental Spots in the US.**” Visitors can enjoy experiences beyond the beach by choosing from a surprising list of outdoor adventures, family-friendly attractions, arts and cultural venues and an eclectic culinary scene. With expansive beaches ideal for strolling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Beach Break Destination** in the Top 10 Best Readers’ Choice travel award contests sponsored by *USA TODAY*. To receive a complimentary Visitors Guide, find a place to stay, or book your next adventure, visit DaytonaBeach.com. Social Media: [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach), [Twitter.com/DaytonaBeachFun](https://twitter.com/DaytonaBeachFun), [Instagram.com/DiscoverDaytonaBeach](https://www.instagram.com/DiscoverDaytonaBeach), [YouTube.com/VisitDaytonaBeach](https://www.youtube.com/VisitDaytonaBeach) and [#LoveDaytonaBeach](https://www.facebook.com/DaytonaBeach)

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