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FOR RELEASE

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ENDLESS ADVENTURES IN DAYTONA BEACH

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

From endless activities to calm, quiet days spent sunbathing and beachcombing, visitors are finding just what they're looking for in a Florida holiday 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:

- **ONE DAYTONA**, a multi-million dollar world-class entertainment destination opened across from Daytona International Speedway with dining, retail and entertainment along with new hotels.
- **Hard Rock Hotel Daytona Beach**, opened in March 2018 with 200 rooms on the oceanfront.
- **Daytona Beach Convention Hotel and Condominium**, a \$192 million, 501-room oceanfront complex is under construction just north of the Ocean Center convention center complex.
- New restaurants **Landshark Grille**, **Cocina 214** and **Off the Hook at Inlet Harbor** opened in January to add 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.



TripAdvisor says Daytona Beach is one of the **"10 Most Affordable Beach Vacations on Florida's East Coast"**; 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*.

More About Accommodations

The new 200-room oceanfront **Hard Rock Hotel Daytona Beach** opened in March 2018 and the 133-room **Delta by Marriott Daytona Beach** opened in January. The 744-room **Hilton Daytona Beach Oceanfront Resort** completed a \$25 million renovation. ONE DAYTONA, a world-class dining and entertainment complex across from the Daytona International Speedway, includes two hotels - the 105-room **Fairfield Inn & Suites Daytona Beach Speedway/Airport** opened in January, and the exclusive 145-room **Marriott Autograph Collection**® hotel called The DAYTONA, will open in late 2018. The 107-room **Hilton2 Suites** is under construction in the area just east of the Speedway, and a new oceanfront, 4-Diamond **Marriott Renaissance** hotel is being planned just north of the Ocean Center Convention Center. 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**.

Daytona Beach

Perfect Beach Base Camp

Direct flights into Orlando International Airport and interstate access (I-95 and I-4) make getting to Daytona Beach easy and convenient. Connecting non-stop flights from New York City (JetBlue), Atlanta (Delta) and Charlotte (American Airlines) makes Daytona Beach 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, Guitar Center, IT'SUGAR, P.F. Chang's, Jeremiah's Italian Ice, Oklahoma Joe's BBQ, Rock Bottom Restaurant & Brewery, MidiCi: The Neapolitan Pizza Company, Ben & Jerry's and more** have opened to rave reviews with additional retail and dining coming soon. ONE DAYTONA includes two hotels totaling 250 rooms – the **Fairfield Inn & Suites Daytona Beach Speedway/Airport** opened in January and an exclusive **Marriott**

Autograph Collection® hotel called **The DAYTONA** is planning to open in late 2018. With live entertainment and 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 oceanfront 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** which provides an inviting indoor experience. The area's **five thriving downtown districts** - Daytona Beach, Ormond Beach, New Smyrna Beach and DeLand (voted **America's Main Street** in 2017) continue to add eclectic, new 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, 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. The **Country 500** (now in its third year) kicks off the summer season with a three-day music festival at Daytona International Speedway over the Memorial Day Holiday.



Daytona Beach

Biketoberfest (Oct. 18-21, 2018)



Biketoberfest® 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. Biketoberfest.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's Only Motorsports Stadium



A \$400 million overhaul transformed **Daytona International Speedway** into the world's only motorsports stadium in 2016. This world-class facility, known as the 'World Center of Racing,' 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 25 other fine courses. DaytonaBeach.Golf



Go All Out at High-Speed Attractions



Daytona Beach offers visitors plenty of adventure that you won't find at any other beach destination. Test your trampoline skills at two new trampoline parks, **Sky Zone Trampoline Park** and **Hangar 15 Extreme Air Sports**. 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.

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 Florida's East Coast. 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 and the DAYTONA 500, 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 2017 "**Top 10 Attractions in Florida**", and one of TripAdvisor's 2016 "**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 a colorful culinary scene. With 23 miles of world-famous beaches ideal for 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 or book a stay, visit DaytonaBeach.com. For real-time updates, visit Facebook.com/DaytonaBeach or Twitter.com/DaytonaBeachFun.

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