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## FOR RELEASE

### DISCOVER THE UNEXPECTED IN THE 'NEW' DAYTONA BEACH

*New Attractions, Accommodations and More on the 'Original American Beach'*

**DAYTONA BEACH, Fla.** – Visitors are discovering a new [Daytona Beach](#) – an exciting chapter in the destination's history showcasing its racing heritage, idyllic East Coast oceanfront location and impressive arts affiliation. The area is investing nearly **\$2 billion in renovations and construction**, all of which make for an even more exciting vacation stay. The **\$400 million renovation project at Daytona International Speedway** was completed in January 2016. An upscale Westin is under construction. In the planning stage are an exclusive Marriott Autograph Collection® hotel called The DAYTONA and the Daytona Beach Convention Hotel and Condominium. These additions – and an eclectic culinary scene, off-the-beaten-path attractions for thrill seekers and year-round cultural events – offer visitors unexpected delights on their Florida beach vacation and have led 2016 TripAdvisor to select [Daytona Beach](#) as one of the **"10 Most Affordable Beach Vacations on Florida's East Coast."** Daytona Beach was named one of the **"Best Florida Attractions"** in the Top 10 Best Readers' Choice travel award contest sponsored by *USA TODAY*.

#### Accommodations Galore



The area is home to the **Residence Inn by Marriott Daytona Beach Oceanfront** (opened March 2015), the **Hilton Garden Inn** boutique (opened September 2015), and the **Chateau Mar Beach Resort** boutique property (opened October 2015). **Westin** is totally re-styling and transforming one of the area's iconic beachfront properties and is scheduled to open in 2017. The historic **Streamline Hotel**, an art deco-style property that once hosted the meeting that launched NASCAR – as well as an episode of *Hotel Impossible* – will be opening as an upscale beachside boutique property in 2017. The Acapulco Inn is being transformed into the **Delta by Marriott Daytona Beach**, and expected to open in May 2017. Visitors will also enjoy two planned hotels at ONE DAYTONA, a premier mixed use retail, dining and entertainment complex being built across from the Daytona International Speedway, offering a total of 250 rooms. The **Fairfield Inn & Suites** is opening in summer 2017, followed by an exclusive **Marriott Autograph Collection®** hotel called The DAYTONA, planned for early 2018. On the horizon - at least five new properties are expected to open in the Daytona Beach area by 2019.

#### Non-Stop Flights from New York City, Atlanta and Charlotte



JetBlue Airways launched a new route to Daytona Beach International Airport (DAB) in January 2016. The airline offers daily, non-stop service from John F. Kennedy International Airport (JFK,) providing the Daytona Beach area with direct flights to New York City. In addition to JFK, visitors to Daytona Beach also have non-stop service from Atlanta (Delta) and Charlotte, NC (American Airlines) – with hundreds of connecting flights.

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# Daytona Beach

## National Retailers to Anchor 'One Daytona' Development



ONE DAYTONA is a premier mixed-use retail, dining and entertainment destination across from Daytona International Speedway and minutes from the “World’s Most Famous Beach”. **Cobb Daytona Luxury Theatres**, one of the destination’s anchor tenants, opened to rave reviews in December 2016 and will be followed close behind by **Bass Pro Shops** in early 2017. Visitors will enjoy two planned hotels totaling 250 rooms with the **Fairfield Inn & Suites** opening in summer 2017, followed by an exclusive **Marriott Autograph Collection®** hotel called The DAYTONA, planned for early 2018.

When the destination celebrates its grand opening in late 2017, several retail, dining and entertainment tenants, along with Victory Circle, the center’s epicenter of excitement, will open including P.F. Chang’s, Hy’s Toggery, Kilwins Confections, Guitar Center, Tervis, IT’SUGAR, Jeremiah’s Italian Ice, Oklahoma Joe’s BBQ, Rock Bottom Restaurant & Brewery, MidiCi: The Neapolitan Pizza Company, Venetian Nail Spa, Sunglass World, and GameTime among others. The development boasts approximately 300,000 square feet and will quickly become a place where visitors, race fans and residents can live, work, stay and play.

## Foodies Crave Daytona Beach Dining



The Daytona Beach area’s culinary scene is experiencing a steady influx of exciting, new offerings – from off-the-beaten-path eateries to independent restaurants serving specialty fare. Some favorites include the vegetarian-friendly **Dancing Avocado Kitchen**, the **Kale Café and Juice Bar** specializing in vegan cuisine, the Florida seafood-inspired **Azure**, **Rose Villa Southern Table**, and the speak-easy, art deco style of **31 Supper Club**. Like us on Facebook and get a taste of our offerings – and be sure to explore the growing number of craft breweries on the **Daytona Beach Ale Trail**. The area’s first distillery, **Copper Bottom Craft Distillery**, opened in 2016 and offers artisan spirits, tours and tastings.

## Love to Shop? We Have News!



**Tanger Outlets** in Daytona Beach opened in November 2016 and is located near Interstate 95 and LPGA Boulevard. The center encompasses more than 350,000 square feet of space and more than 75 of the most popular brand name and designer outlet stores. Meanwhile, long-popular **Volusia Mall** completed a \$5 million upgrade, providing shoppers with an even more inviting experience – and the area’s thriving downtown areas, including Daytona Beach, Ormond Beach, DeLand and New Smyrna Beach continue to add eclectic, new boutiques and eateries.

## “The Festival Capital of Florida” Just Got (Even) More Festive!

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From arts and culinary to classic cars and motorcycles, the Daytona Beach area celebrates a multitude of interests with its year-round events and festivals. Comfortable year-round weather also draws visitors to numerous events like **Halifax Art Festival, Celtic Festival, Oyster Festival, Greek Festival, DeLand Festival of the Arts, Festa 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 25<sup>th</sup> Anniversary (Oct. 19-22)



Biktoberfest® annually celebrates the adventure and the spirit of today's motorcycle enthusiast. It isn't just any motorcycle rally and 2017 won't be like any other year. Now 25 years strong and with a guest list of 125,000 it is the area's largest fall festival. Popular venues include 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 models to parts and accessories.

## Arts & Culture



The **Cici and Hyatt Brown Museum of Art**, a 26,000 square foot museum, opened in 2015 on the campus of the Smithsonian-affiliated **Museum of Arts and Sciences**. It is home to an extensive collection of more than 2,700 Florida oil and watercolor paintings. The mezzanine features a permanent gallery showcasing the collection's signature pieces. The Museum also includes six smaller, changing galleries, conference and education rooms, a café with outdoor seating and a gift shop. Pictured: South Beach Street, Daytona Beach, which is now lined with Riverfront Shops of Daytona Beach.

## 'World Center of Racing' Reimagines an American Icon



Race fans are rejoicing over the DAYTONA Rising Project – a \$400 million overhaul that transformed **Daytona International Speedway** into the world's first true motorsports stadium. This world-class facility with premium amenities and unparalleled conveniences opened to fans in 2016. By the numbers – three new concourse levels now span the frontstretch; five expanded and redesigned 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 new luxury trackside suites with patios; 17 elevators and 40 escalators in the new grandstand; and, 101,500 new 20"-21" grandstand seats featuring backs and arm rests. In addition, more than 7,000 solar panels will make the sports complex one of the top five largest solar installations at a professional sports venue in the country.

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## Motorsports Hall of Fame of America



Daytona International Speedway tours now include a visit to **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 bronze plaques that feature the sculpted images of 230 inductees of the Hall of fame, also has a long list of exclusive sights even non-race fans can appreciate.

## Challenging Greens on Par with All Tastes and Handicaps



Recently ranked in the **top 15 places to play golf in the U.S.**, Daytona Beach offers numerous 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 choose from more than 20 other fine courses, all participating in Daytona Beach Golf Vacations and Packages.

## Thrill Seekers Enjoy 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**. Or, if your need for speed would be better served on the ground, then get behind the wheel of a racecar at the **Richard Petty Driving Experience** taking a lap around the world famous 2.5-mile Daytona International Speedway. And speaking of speed, the **Motorsports Hall of Fame of America** opened in 2016 at the Speedway. The place where the memory and achievements of the very greatest names in motorsports are kept alive for current and future generations alike, this facility celebrates every form of American motorsports.

## About the Daytona Beach Area

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its 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 its recent \$400 million "re-imagining" project. With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets including resorts, B&Bs, hotels and everything in between. In 2016, TripAdvisor named Daytona Beach one of the **"10 Most Affordable Beach Vacations on Florida's East Coast"** and one of **"25 Most Popular Summer Vacation Rental Spots in the US."** Visitors can enjoy the quintessential vacation experience beginning with the Daytona Beach Boardwalk and Pier, or choose from a surprising list of attractions and cultural venues and a colorful culinary scene. With 23 miles of world-famous beaches ideal for shelling, swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Break Beach Destination** in the Top 10 Best Readers' Choice travel award

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