

# A Ransom of HIDDEN GEMS

Daytona Beach has hidden gems that great vacations—and exceptional photo ops—are made of!

Racing is an exciting draw for many, between Rolex 24 at Daytona and the Daytona 500. To be sure, the iconic beach attracts visitors from far and wide.


*Golf Digest* rates the region among the nation's top 15 golf destinations, with better than 20 sets of links. Daytona Beach boasts sport fishing where you might land a tarpon or mahi mahi.

But dig deeper.

Peabody Auditorium showcases a playbill that includes the Vienna Boys' Choir, Riverdance and the Shanghai Acrobats.

The Cici and Hyatt Brown Museum of Art plays host to the world's largest collection of Florida art. Finish there and check out the Museum of Arts and Sciences.

Then round out a day of culture and history at the historic Riverfront Shops of Daytona Beach.

You can listen to the roar of the car engines come January and February, but for the truly discerning, Daytona Beach is a ransom of hidden gems. 

## TRAVEL PLANNER

Explore more of Daytona Beach's hidden gems at [daytonabeach.com](http://daytonabeach.com).



Surfers at Daytona Beach.  
Daytona Beach Area Convention & Visitors Bureau

[VISITFLORIDA.COM](http://VISITFLORIDA.COM)

THE *Early Bird*  
GETS THE  
**WARM.**

Had enough of the cold? Plan your migration to Daytona Beach, and soon you'll be enjoying America's famous 23-mile sunny stretch of sand and saltwater. Beyond the beach, stroll the historic boardwalk and quaint side streets for unique shopping, dining, antiques and plenty of sunny memories to carry you home. Your affordable winter escape awaits on the **Original American Beach, Daytona Beach.**

Daytona  Beach  
DAYTONABEACH.COM