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FOR RELEASE

DISCOVER THE UNEXPECTED IN DAYTONA BEACH

New attractions, new accommodations and more on the 'World's Most Famous Beach'

DAYTONA BEACH, Fla. – (February 2018) – 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. With nearly **\$2 billion in renovations and construction**, the area's investments make for an even more exciting vacation stay for visitors. ONE DAYTONA, a multi-million dollar world-class retail, dining and entertainment destination across from Daytona International Speedway, includes two new hotels. The oceanfront Hard Rock Hotel Daytona Beach is opening in early 2018 and the \$192 million, 501-room oceanfront Daytona Beach Convention Hotel and Condominium is under construction. 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. Travel Channel ranked Daytona Beach #1 for 2017 **"Top 10 Attractions in Florida"**; 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*.

Accommodations Galore



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* opened in 2017 as an upscale beachside boutique property. The **Hilton Daytona Beach Oceanfront Resort** just completed a \$25 million renovation. The **Delta by Marriott Daytona Beach** opened in January and the new oceanfront **Hard Rock Hotel Daytona Beach** will open in March. Visitors will enjoy two planned hotels at ONE DAYTONA, world-class dining and entertainment complex across from the Daytona International Speedway, offering a total of 250 rooms. The 105-room **Fairfield Inn & Suites Daytona Beach Speedway/Airport** opened in January and will be followed by an exclusive 145-room **Marriott Autograph Collection®** hotel called The DAYTONA, planned for late 2018. A new oceanfront **Marriott Renaissance** hotel just north of the Ocean Center Convention Center is being planned for 2019. The area is also home to several new properties that opened in the last two years including the **Residence Inn by Marriott Daytona Beach Oceanfront**, **Hilton Garden Inn** and the **Chateau Mar Beach Resort** boutique property.



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

Getting to Daytona Beach is easier than ever. JetBlue Airways offers daily, non-stop service from New York City to Daytona Beach International Airport (DAB) from John F. Kennedy International Airport (JFK). Non-stop service is also available from Atlanta, GA (via Delta) and Charlotte, NC (via American Airlines) – with hundreds of connecting flights.

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Daytona Beach

National Retailers Anchoring 'ONE DAYTONA' Development



ONE DAYTONA is a world-class retail, dining and entertainment destination directly across from Daytona International Speedway and minutes from the “World’s Most Famous Beach”. **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** opened to rave reviews with additional retail and dining coming soon including Hy’s Toggery, Kilwins Confections, Tervis, , Venetian Nail Spa, Sunglass World, and GameTime among others.

Visitors will enjoy two planned hotels totaling 250 rooms with the **Fairfield Inn & Suites Daytona Beach Speedway/Airport** which opened in January, followed by an exclusive **Marriott Autograph Collection®** hotel called **The DAYTONA**, planned for late 2018. 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, Daytona Beach Ale Trail



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**, the signature cuisine of **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 (20!) on the Daytona Beach Ale Trail. The area’s first distillery, **Copper Bottom Craft Distillery**, offers

artisan hand-crafted spirits, tours and tastings.

Love to Shop? We Have News!



Tanger Outlets in Daytona Beach opened in late 2016 off Interstate 95 and LPGA Boulevard. The open-air center includes 75 of the most popular national brand name and designer outlet stores. Meanwhile, long-popular indoor **Volusia Mall** completed a \$5 million upgrade, providing shoppers with an even more inviting experience – and the area’s **five thriving downtown areas**, including Daytona Beach, Ormond Beach, New Smyrna Beach and DeLand, voted **America’s Main Street** in 2017, continue to add eclectic, new boutiques and eateries.

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



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 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.

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Biktoberfest (Oct. 18-21, 2018)

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 more than 100,000 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. More information available at Biktoberfest.org

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 largest private collection in the world. 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 the 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 only motorsports stadium in 2016. This world-class facility with premium amenities and unparalleled conveniences has three concourse levels spanning 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 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.

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 vehicles and sights even non-race fans can appreciate.

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Challenging Greens on Par with All Tastes and Handicaps



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 choose from more than 20 other fine courses participating in Daytona Beach Golf Vacations and Packages at DaytonaBeach.Golf.

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**. If your need for speed would be better served on the ground, try out the go-karts at **Speed Park Motorsports** 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** is included in the tour and is the place where the memory and achievements of the very greatest names in motorsports are kept alive and 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. Choose from endless activities or calm, quiet 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, 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 order a complimentary comprehensive Official Visitors Guide or book a stay, visit DaytonaBeach.com. For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.twitter.com/DaytonaBeachFun).

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