



Media Contact: Kate Holcomb
Daytona Beach Area Convention and Visitors Bureau
kholcomb@daytonabeach.com
386.255.0415, ext. 125

FOR RELEASE

Daytona Beach is Spring Family Beach Break Base Camp

TRAVEL CHANNEL ranks Daytona Beach #1 in "Top 10 Attractions in Florida"

DAYTONA BEACH, Fla. (March 6, 2017) – Families seeking fun in the sun for their spring vacation can enjoy the best of what Florida has to offer while staying on the World's Most Famous Beach.

Not only is Daytona Beach ranked #1 in *TRAVEL CHANNEL's* 2017 "**Top 10 Attractions in Florida**," it's within an hour's drive of five of the state's other top attractions as well – historic St. Augustine, Kennedy Space Center and the theme parks.

"Spring Family Beach Break starts March 20 and goes through April," said Daytona Beach Area Convention and Visitors Bureau Executive Director Lori Campbell Baker. "With 23 miles of beaches and so much more, there's something here for every family to enjoy."

Six "Can't Miss" Spring Family Beach Break Experiences:

Fun in the Sun on the "World's Most Famous Beach" – Daytona Beach's gentle Atlantic waves and hard-packed sand at the water's edge are perfect for surfing, boogie boarding, sandcastle building, biking, running, strolling or simply relaxing under an umbrella. Whether families want to get their gear on the beach via their car or prefer the miles of traffic-free beach zones, an award-winning lifeguard corps is in place to make beach safety a top high priority. No alcohol is permitted anywhere on the beach and the 10 mph speed limit is strictly enforced in specifically-designated driving areas.

Climbing Florida's tallest lighthouse; seeing a turtle hospital – With 203 steps, the **Ponce de Leon Lighthouse** is the tallest lighthouse in Florida. The Lighthouse Museum offers plenty to do on the ground, as well. Tour the lighthouse keeper's cottage, see historical displays and learn about the rare Fresnel lens that makes this a working lighthouse. Next door, the **Marine Science Center** rehabilitates sea turtles, sea birds and teaches about marine ecology through such things as a stingray touch tank.

Exciting tours and rides – A tour of the **Daytona International Speedway** – the World Center of Racing – now includes the new **Motorsports Hall of Fame of America**. For the ultimate thrill ride, get in the front seat of a real race car for a ride-along at the **Richard Petty Driving Experience** on the 2.5 mile banked track at the world's only motorsports stadium.

Featuring Festivals, Food, and Fun – Home to over 60 renowned art, music and one-of-a-kind pop culture festivals, Daytona Beach is known as the Festival Capital of Florida. The spring line-up includes

Daytona Beach Area Convention & Visitors Bureau

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

www.DaytonaBeach.com



the **Spring Turkey Run** classic car show (March 24-26), **National Cheer and Dance Championship** (April 5-9), **Daytona Tortugas** baseball opening day (April 13), **P1 Grand Prix of the Sea** jet ski completion (April 21-23), **Jeep Beach** (April 25-30), **Halifax Oyster Festival** (April 29), and a variety of national touring plays and classical music concerts at renowned **Peabody Auditorium**.

Getting out on the water – No matter how you want to explore the beautiful environment and unique wildlife, the Daytona Beach area has it all. For hands-on adventure there's deep sea fishing, boating, sailing, jet skiing, para-sailing, canoeing, kayaking and stand up paddle boarding. For a more laid-back experience try a guided eco-tour aboard a pontoon boat to see dolphins playing. From the crystal clear waters of natural springs to offshore artificial reefs, and everything in between, there's something for everyone.

Tasting Sweet Treats – Some of the sweetest attractions in Daytona Beach are free! **Angell & Phelps Chocolate Factory**, in historic downtown Daytona Beach, offers free guided 20-minute tours so you can see what makes their chocolate creations so special. **Zeno's World Famous Taffy Factory**, on US 1 in South Daytona, is open 7 days a week and offers visitors free tours and samples.

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. Ranked #1 in Travel Channel's 2017 "**Top 10 Attractions in Florida**," and in 2016 one of TripAdvisor's "**10 Most Affordable Beach Vacations on Florida's East Coast**" and "**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. **New in 2017:** ONE DAYTONA is a premier mixed-use retail, dining and entertainment destination across from Daytona International Speedway. Phase One of One Daytona will include national anchor tenants Bass Pro Shops® (opening Feb. 17), Cobb Theatres (opened December 2016) and, in 2018, an exclusive Marriott Autograph Collection® hotel called The DAYTONA. Also coming in 2017 is the area's first Westin, the upscale historic Streamline Hotel and more. 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 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://twitter.com/DaytonaBeachFun).

Daytona Beach Area Convention & Visitors Bureau

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

www.DaytonaBeach.com