



See What's Inside:

- ▶ **DINING EXPERIENCES**
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- ▶ **CULTURE - FLORIDA ART**
- ▶ **SUMMER HOTEL OFFERS**



THE ORIGINAL AMERICAN BEACH.

When you think of American originals, there is one place that instantly stirs feelings of fun in the sun – and summer vacations to come! Welcome to Daytona Beach. America's most famous beach -- home of speed, LPGA International, dozens of American original attractions and events, and so much more – is ready to welcome you back, for a lifetime of vacation memories.

Daytona  Beach™

Summer Stay Specials

We've got plenty of places that you'll love to call home, even if just for one glorious vacation. Choose your level of service and your budget, then find a property that's your perfect match.

Bahama House



Amazing oceanviews. Rates include continental breakfast, happy hour, WiFi. TripAdvisor.com 2012/2013/2014 Certificate of Excellence Winner.

Save up to 25%* when you book online.

*Based on availability, not valid during Holidays and Special Events.

1-800-571-2001
www.daytonabahamahouse.com

Best Western Aku Tiki Inn



TripAdvisor.com Certificate of Excellence in 2012/2013/2014. Awesome pool, recreation area, Tiki bar, hot breakfast, cocktails daily.

Save up to 25% with Summer Promotions.

*Restrictions apply. Holidays and Special Events excluded. Subject to availability at time of booking.

1-800-258-8454
www.bwakitiki.com

Fresh, New and All for You

Get ready to experience a truly pivotal chapter in the destination's history. The Daytona Beach area has a lot of exciting developments happening right now. From new attractions and shopping opportunities, to new hotel properties and entertainment venues, there's a lot to see and you'll want to be one of the first to experience it all!

The area is in the midst of investing close to \$2 billion in renovations and construction, all of which make for an even more exciting and original vacation stay. Recently opened are **Daytona Beach's first oceanfront rollercoaster** and the world's first **oceanfront Hyatt Place**. Nearly complete is a **\$400 million expansion at Daytona International Speedway**, a year-round entertainment center that appeals to all ages with Speedway Tours,



the Richard Petty Driving Experience, retail shops and more. And the highly-anticipated **One Daytona entertainment complex** just next door to the Speedway will house theaters, night clubs, a Bass Pro Shop and dozens of trendy eateries and shops. Our ever-popular **Volusia Mall**

just completed a \$5 million renovation, and a new **Tanger Outlet Mall** is on its way.

Your travel options just got even easier! Along with current Delta and US Airways



flights directly into Daytona Beach International Airport, visitors will be able to choose non-stop service from New York by **JetBlue**, beginning February 2016. Also in the works is the planned opening of the legendary **Hard Rock Hotel & Café**.

And some of our most iconic hotel properties from family vacations past are getting multi-million-dollar renovations that will make them originals all over again. The historic Streamline Hotel that represents the very spot where NASCAR was founded is scheduled to open as an upscale boutique property later this year. The Desert Inn, an oceanfront hotel with roots from decades past, is currently undergoing a full-scale re-style, and is expected to open as a high-end **Westin** in 2015. Just opened is a shiny, new beachside The Residence Inn by Marriott Daytona Beach Oceanfront. And the list grows daily!

These new additions – along with the destination favorites that visitors have come to expect – are perfect for creating a delightful Florida beach vacation and have led to Daytona Beach being selected as one of the Best Florida Attractions in the Top 10 Best Readers' Choice travel award contest sponsored by **USA TODAY**.

Hilton Daytona Beach Resort / Ocean Walk Village

The Hilton Daytona Beach Resort is located directly on Daytona's traffic-free beach. Enjoy free concerts and fireworks every

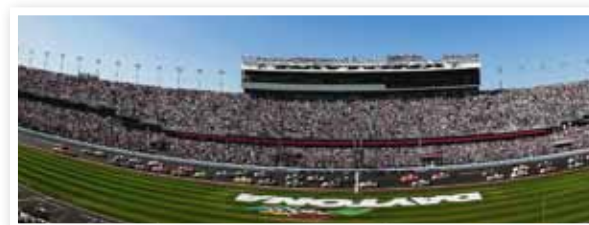


Saturday from Memorial Day through Labor Day at the Historic Bandshell directly behind the Hilton. Our D-Dawgs Kidzone activity center has planned children's activities daily and a "parent's night out"

program. The resort features 744 guest rooms, suites and cabanas, 2 pools, whirlpools, children's pool, 7 restaurants and lounges, gift shop, and the Spa at the Hilton. The Hilton is adjacent to Daytona Lagoon Waterpark and connected to the Ocean Walk Shoppes and Movies. Our **Sun&Fun** rate is available through December 31, 2015 with rates as low as \$105 per night. Special packages are available throughout the year to include **Romance**, **Family Fun**, the **Spa** and many more. Check out our **Heroes** rate offered to all first responders, and retired or active military and their families. www.daytonahilton.com/special-packages or call 866-536-8477.

Coke Zero 400 Weekend, July 2015

Experience racing history as you celebrate the Fourth of July at Daytona International Speedway! Tickets start at \$35 for the Subway Firecracker 250 Powered By Coca-Cola NASCAR XFINITY Series race on Saturday, July 4 and \$55 for the



Coke Zero 400 Powered By Coca-Cola NASCAR Sprint Cup Series race on Sunday, July 5. Take in these historic races, the first-ever events featuring all-new seats at the Speedway. Bring the family to celebrate Independence Day, and see



events in general admission grandstands. Coke Zero 400 Weekend will also include a number of special activities to honor our nation's military service men and women.

Coral Sands Oceanfront Resort



Over 900 ft. of traffic free beach, Coral Sands offers panoramic views, cottages and an RV park.

1-800-441-1831
www.coralsandsinn.com

Dream Inn



Let us make your beach vacation a Dream Vacation! Featured on the Travel Channel, award winning, recently remodeled and great rates.

1-800-767-9738
www.dreaminn.com

El Caribe Resort & Conference Center



Oceanfront Rooms, Efficiencies & Suites. FREE Parking, WIFI & Continental Breakfast. Rates starting at just **\$83.00 5/1-6/11/15** **\$93.00 6/12-8/17/15** per night plus tax.

*Not valid Holiday or Special Events.

1-800-445-9889
www.elcaribe.com

Hampton Inn Daytona Shores Oceanfront



With our beachfront location, rooms offer a private balcony, micro-fridge and more! Hampton Oceanfront guests enjoy a free hot breakfast, WIFI and parking.

1-800-957-6460

www.hamptoninndaytonabeach.com

Hilton Daytona Beach Resort/Ocean Walk Village



Directly on Daytona's only traffic-free beach. Free summer concerts and fireworks on Saturdays.

Rates from \$105.

Ask for code SUNFUN.

*Based on Availability. Restrictions apply.

1-866-536-8477

www.daytonahilton.com

Hyatt Place Daytona Beach-Oceanfront



Looking to celebrate a birthday on the beach? Maybe a romantic get-away? Book one of our special packages today!

1-386-944-2010 ext. 5104

www.hyattplacedaytonabeach.com

The Culture You Crave

The area's cultural scene is rich, and growing! Opened in February 2015, the Museum of Arts & Sciences has just launched the **Cici and Hyatt Brown Museum of Art**, a \$13-million facility filled with 2,700 paintings dating from the 19th century, the most extensive collection of Florida art in the world. This 26,000-square-foot home of the Brown's



unprecedented personal collection is an architectural jewel. It features a mezzanine showcasing their signature pieces, six changing galleries, conference and education rooms, a charming café with outdoor seating and an eclectic gift shop.

Want more? You'll find that woven throughout the Daytona Beach area is a rich tapestry of arts, culture and heritage -- all for you to explore and enjoy. Discover delightful historic sites, including two of our National Historic Landmarks: the **Ponce de Leon Inlet Lighthouse** and the **Dr. Mary McLeod Bethune Foundation Home**. Take a self-guided tour along the **Black Heritage Trail** that includes the **Home of Howard Thurman**, a spiritual mentor to Dr. Martin Luther King. Love mansion tours? You're in for a treat as **Stetson Mansion**, rated by TripAdvisor® as Florida's Most Popular Tourist Attraction, celebrates its 150th anniversary this year! Be on the

lookout for an exquisite quilt show this summer.

You'll also find many fascinating sites which proudly hold positions on the National Historic Register, world-class museums, breathtaking live performances, and so many other treasures -- all integral threads of the area's cultural tapestry, and all executed in fabulous Daytona Beach style! For more great ideas, be sure to pick up a copy of the Daytona Beach Area **Cultural Guide** and the **Share the Heritage Guide** to the area's African-American historical and cultural sites.



Oceanic Dining Experiences

Visitors appreciate the 'beachy' casual atmosphere of Daytona Beach's iconic oceanfront restaurants. The sun may set in the west, but the last rays of the day stretch across the horizon and hit the cresting waves just right. Dining on the beach is a laid back, flip flop affair that encourages visitors to unwind afterward with a walk to reconnect in the sea breeze.



Be on the look-out for the all-you-can-eat specials at **Riptides Raw Bar and Grill** right next to the **Andy Romano Beachfront Park**, see why the "Ocean Decker" hamburger at **Ocean Deck** is served with a steak knife, then mosey over to the **Daytona Beach Boardwalk and Amusement Area**. If you're pining for pasta e fagioli, **Rossellini's Restaurant**, just a block from the beach and pier, will satisfy. **Racing's North Turn Beach Bar and Grill**, the landmark restaurant that celebrates the origin of racing on the beach, serves up the "Russ Truelove Prime Rib Sandwich" -- and surf shops, a preserve, and fishing charters all less than a mile away.

Daytona Beach has restaurants perched on each of its iconic piers. If the sign says **Crabby Joe's**, then you're on the beloved Sunglow Pier. If it says **Joe's Crab Shack** then you're on the "grand dame" of piers - the Daytona Beach, or **Main Street, Pier**. These two piers offer a dining experience

unique to Daytona Beach -- and they're two of the six wooden piers that still exist in Florida today. Odds are better than good that you'll capture sights of playful dolphins, majestic seabirds and surfers playing in the ocean waves.

The flavors of Daytona Beach are bicoastal: ocean vibe on one side and remarkable riverfront dining on the Intracoastal Waterway. You would be remiss if you missed one of these "not-always-on-the-visitor-map" locales: **Caribbean Jack's Restaurant and Marina** is less than a mile from **Riverfront Shops** on historic Beach Street and **Jackie**



Robinson Ballpark. In close proximity to **Ponce de Leon Inlet Lighthouse** (Florida's tallest!) you'll find **Our Deck Down Under**, literally underneath the Dunlawton Bridge, serving up steamed shrimp like no other. **Boondocks**, located "somewhere in Wilbur by the Sea," near mile marker 59 if arriving by boat, is worth finding for their conch creations and Zuppa di Clams. Out to the inlet, **Down the Hatch, Hidden Treasure Rum Bar and Grill** and Inlet Harbor have been satiating visitors' hunger for decades.

Celebrating a special occasion? Be sure to check out DaytonaBeach.com for fine dining options, too!

Nova Campground



"Your Home away from Home". 20+ lush tree lined acres, offering a full spectrum of camping experiences.

1-386-767-0095

www.novacamp.com

Oceanside Inn



Enjoy our heated pool, outdoor tiki bar, cardio room, daily lite continental breakfast, casual dining, and nearby attractions.

This summer, nightly rates starting at just \$59.

1-844-410-4668

www.oceansidedaytona.com/summer15

Residence Inn Daytona Beach Oceanfront



Brand new Residence Inn located oceanfront with modern suites perfect for long or short term stay. Complimentary parking, internet & full breakfast.

1-888-236-2427

www.marriott.com/dabdb

River Lily Inn Bed & Breakfast



Victorian estate overlooking Intracoastal Halifax River. Private baths, jetted tubs, cable TVs, WIFI, pool, bicycles & hot breakfast. 5 minutes to Daytona beaches.

1-386-253-5502
www.riverlilyinn.com

Roomba Inn & Suites



Beautiful oceanfront location. Following amenities are available: Kitchenette, laundry facilities, meeting facility, nonsmoking property. Pet friendly, pool, WIFI & Continental breakfast.

1-386-253-0668
www.roomahotel.com

Sun Viking Lodge



Discover Something Amazing... Family Fun! Oceanfront Resort, 60-Ft. Waterslide, Indoor & Outdoor Heated Pools, WIFI, Free Recreation Program.

20% OFF – Promo: SUMMER

*20% valid 5/1-8/31/15; Not valid w/other offers

1-800-815-2578
www.sunviking.com/summer

FREE Bandshell Summer Concert Series

Daytona Beach's historic Bandshell's free concert line-up features a series of tribute bands performing Saturday nights, all summer long! Come early, enjoy the Ocean Walk and boardwalk shops, grab an ice cream and settle in for a musical night with fireworks over the Atlantic to follow.

- May 23 – Bruce Springsteen Tribute
- May 30 – James Taylor & CSN Tribute
- June 6 – Foreigner & Bad Company Tribute
- June 13 – Heart Tribute
- June 20 – U2 Tribute
- June 27 – Billy Joel Tribute
- July 4 – The Eagles Tribute
- July 11 – Lynyrd Skynyrd Tribute
- July 18 – Styx Tribute
- July 25 – Journey Tribute
- August 1 – Doobie Brothers Tribute
- August 8 – Rolling Stones Tribute
- August 15 – Bon Jovi Tribute
- August 22 – Fleetwood Mac Tribute
- August 29 – Allman Brothers Tribute
- September 5 – Elton John Tribute
- September 12 – AC/DC Tribute
- September 19 – Led Zeppelin Tribute



Visit DaytonaBeach.Com to find out more about summer fun in Daytona Beach!

Daytona Tortugas Baseball

April through September 2015

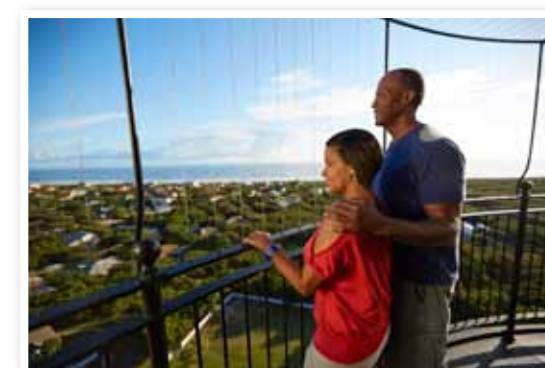
Play Ball! Enjoy baseball season at "The Jack!" **Jackie Robinson Ballpark**, the historic 4,200-seat facility named after the famous Baseball Hall of Famer, is situated on City Island with a stunning panoramic view of the beach skyline and historic Beach Street district. It's the perfect place to cheer on the area's new home team, the **Daytona Tortugas** – and it's only fitting the Tortugas' schedule



coincides with our sea turtle nesting season, April through September! Take in the fireworks (11 shows scheduled for the season) and find out what fans have been raving about: all-you-can-eat hamburgers, hot dogs, pizza and popcorn on Belly Buster Mondays and \$1 beverages on Thirsty Thursdays. Visit DaytonaTortugas.com for more information.

Climb to the Moon!

Explore the wonders of **Ponce de Leon Inlet Lighthouse**, Florida's tallest! Join the old lighthouse keeper as he leads you on your journey into the past, and discover the unique history of this National Historic Landmark. Ascend the 203 steps to the top to witness the moon rising and the sun setting on select dates through the summer.



Fancy Meeting You Here!

If you belong to an organization that plans meetings or conventions, we'd love to bring them to Daytona Beach for an



upcoming gathering! With 23 miles of beaches, a world-class convention center and dozens of oceanfront and mainland hotel properties that offer exceptional meeting spaces and amenities, we can't think of a better place to meet – and enjoy some sand-in-your-toes breakout sessions! Give us the lead, and we'll take it from there. Simply contact Jennifer Kaniaris at jkaniaris@daytonabeach.com to get the conversation started!

Tropical Manor on the Ocean



Picturesque, affordable and fun! Cottages, studios, 1, 2, 3 bedroom suites. Heated oceanfront pool, kiddie pool. Free WIFI. Special weekly rates.

1-866-420-9882
www.tropicalmanor.com/summer

Hitting the Links



How does 36 holes of tropical golf on a sporty course sound?

Sounds like **Daytona Beach Golf Club!**

Golf Digest recently ranked Daytona Beach in the top 15 places to play in the nation. With several famous fairways designed by the legends of golf, vacation planning is easier than ever for players of all skill levels. At DiscoverDaytonaBeachGolf.com, you can choose your vacation package, view listings for participating accommodations and courses, and receive a quote on your next getaway. It's that simple!

1-800-854-1234
www.DiscoverDaytonaBeachGolf.com

Ahhhh...
Welcome Summer!



126 East Orange Ave
Daytona Beach, FL 32114

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Permit #103



Ready to experience
Then get ready for your summer getaway to Daytona Beach! We started with our world-famous 23 miles of white
sandy beaches and attractions, and we added more. More museums. More great hotels. More tasty eateries.
And more family fun. Ready to add more to your summer? **LET'S GET STARTED!**

THE ORIGINAL AMERICAN BEACH?