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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 in the midst of 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 of 2016. In the planning stage are a new Hard Rock Hotel & Café and an upscale Westin. 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 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*.

#### JetBlue Airways Launches New Route to Daytona Beach



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

#### 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. New favorites include the vegetarian-friendly Dancing Avocado Kitchen, the Kale Café and Juice Bar specializing in vegan cuisine, the Florida seafood-inspired Azure, and you can't miss uber cool 31 Supper Club. Like us on Facebook and get a taste of our offerings – and be sure to explore the newest addition to the mix, the **Daytona Beach Ale Trail**.



#### "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 Halifax Art Festival, Greek Festival, Daytona Beach Blues Festival and the annual Daytona Turkey Run car show and swap meet in both spring and fall.

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# Daytona Beach

## Accommodations Galore



The area is home to the **Residence Inn by Marriott Daytona Beach Oceanfront**, opened in March 2015, the new **Hilton Garden Inn** boutique opened in September 2015, the **Chateau Mar Beach Resort** boutique property opened in October 2015, and **Westin** is currently in the process of a total re-style and transformation of one of the area's iconic properties. The historic **Streamline Hotel**, an art deco-style property that once hosted the meeting that launched NASCAR -- as well as a recent episode of *Hotel Impossible* -- will be opening as an upscale beachside boutique property in 2016. The legendary **Hard Rock** vibe is coming to the iconic Daytona Beach shoreline, with construction of a new property expected to be complete in 2018.

## Arts & Culture



The **Cici and Hyatt Brown Museum of Art**, a new 26,000 square foot museum, opened in February 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 will feature 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.

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



Race fans are already rejoicing over the DAYTONA Rising Project – a \$400 million overhaul that's transforming 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 January 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 be installed making the sports complex one of the top five largest solar installations at a professional sports venue in the country.

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## Coming July 3! New Motorsports Hall of Fame of America



New this summer, Daytona International Speedway tours include a visit to Phase I of the **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 sf hall of fame, 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:

- Dale Earnhardt stock car
- “Big Daddy” Don Garlits' Swamp Rat Dragster
- Bobby Rahal Indy Car
- Bill Seebold Powerboat
- Blueberry Racing Airplane
- Sox & Martin Pro Stock Barracuda
- Barney Oldfield "999" replica
- Bill Elliott Stock Car
- Jeremy McGrath SuperCross Motorcycle
- Sir Malcolm Campbell's Bluebird Land Speed Record Car
- Denny Hamlin's 2016 Daytona 500 winning car



Classic machines from those competitive arenas highlight the hall, and a special exhibit will honor the most inductees from a June 29 ceremony. Admission to the hall of fame is included in the Daytona International Speedway tour ticket price.

## Love to Shop? We Have News!



Tanger Outlets recently announced plans for a new Outlet Mall in Daytona Beach that will open in time for the **2016 holiday shopping season**. Located near Interstate 95 and LPGA Boulevard, the center will encompass more than 350,000 square feet of space and more than 80 upscale retailers. Meanwhile, long-popular Volusia Mall just 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.



### 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”. **Opening in 2017**, Phase One of ONE DAYTONA will include national anchor tenants Bass Pro Shops®, Cobb Theatres, an exclusive Marriott Autograph Collection® hotel called The DAYTONA, Fairfield Inn & Suites by Marriott, Hy’s Toggery, Kilwins Confections,

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and the popular P.F. Chang's restaurant. The development boasts approximately 300,000 square feet and will quickly become a place where visitors, race fans and residents live, work, stay and play.

## 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. How about ziplining through the treetops at ZoomAir Adventure Park? 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 Museum** is slated for a **2016 opening** 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 will celebrate every form of American motorsports. For over a quarter century it has honored the greatest legends in cars, motorcycles, powerboats and aviation. The Hall of Fame Museum will be included in all Speedway Tours and will showcase a wide variety of important racing machines, the plaques and stories of over 200 inductees, a movie theater and other ways of honoring the rich history 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, Biktoberfest®, 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 15,000 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." 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 contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit [DaytonaBeach.com](http://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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