



Area Convention  
& Visitors Bureau

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FOR IMMEDIATE RELEASE  
Summer 2011

## What's New for Summer in the Daytona Beach Area

### News Brief

**Top Ten Family Vacation Spot.** The Daytona Beach area was recently named one of America's top ten best family vacations by TripAdvisor® as a result of the popular travel web site's inaugural 2011 Travelers' Choice® Family Awards.

### Vacation Values

**Wow! What a Summer Getaway!** From June 1 through August 31, 24 Daytona Beach area hotels, resorts and attractions are offering spectacular summer vacation values. With oceanfront accommodations available for \$89 per night plus tax at several participating hotel properties and plenty to see and do, visitors are sure to enjoy a fun, affordable and unforgettable summer getaway. Additional savings can be had with the Daytona Beach Sun Saver savings booklet. Visit [www.DaytonaBeach.com](http://www.DaytonaBeach.com) or call toll-free 1.800.854.1234 for more details.

### Accommodations

Just in time for summer, the Daytona Beach area welcomes two new hotels – **The Holiday Inn Express & Suites Oceanfront** in Daytona Beach Shores and the **Holiday Inn Resort** in Daytona Beach. Both of these oceanfront properties recently underwent multi-million dollar renovations, and the new rooms feature complimentary high-speed wireless Internet, microwaves, refrigerators and 32" flat panel high-definition televisions. In addition, the **Royal Floridian** in Ormond Beach recently unveiled a \$16 million dollar renovation that included the addition of a new south tower.



## Attractions

**MOAS New Visible Storage Wing.** In February, the Museum of Arts & Sciences, a Smithsonian affiliate, unveiled its new Helene B. Roberson Visible Storage Building. This 4,400-square-foot addition displays important works from the museum's collection in an open storage format and contains art and artifacts not currently on exhibition. The new wing is unique in the state of Florida and is the only such facility for art and decorative art objects. The first display of the Visible Storage Building includes selections from the museum's extensive European and American furniture collection, as well as significant art and artifacts from the Arts in the Age of Napoleon Collection, one of the most richly historic collections of Napoleonic holdings in the Southeastern United States. [www.moas.org](http://www.moas.org). 386.255.0285.



**New All Access and VIP Daytona International Speedway Tours and Summer Dates for the Richard Petty Driving Experience.** Daytona International Speedway, "The World Center of Racing," recently debuted its new All Access and VIP tours allowing fans to view never-before-seen areas of the superspeedway including the Daytona 500 Club President's Row, the Driver's Meeting Room, the Sprint Tower and the Sprint Cup garage, in addition to its traditional tour which includes stops at Gatorade Victory Lane and the Sprint FANZONE. Speedway tours operate daily (except for the VIP Tour) and allow fans to experience the thrill and excitement of the world-famous superspeedway in person. The Richard Petty Driving Experience – which allows visitors to strap in and take several high-speed laps around the superspeedway – will be offered on various dates throughout the summer season, beginning June 10 through August 27. [www.daytonainternationalspeedway.com](http://www.daytonainternationalspeedway.com). 1-800-PITSHOP.



**Captain T's Tour and Charter Co.** Enjoy a one-hour leisurely cruise on Ormond Beach's beautiful Tomoka River aboard Captain T's safe 27-foot, custom-made catamaran tour boat. During the tour visitors have the chance to see a variety of Florida wildlife including deer, bald eagles, alligators and manatee. [www.CaptainTTours.com](http://www.CaptainTTours.com). 386.212.6560.

**Daytona River Cruise.** Climb aboard "The Boardroom," a 43-foot Trawler LaBelle, for a scenic day, sunset or moonlight dinner cruise. Constructed of mahogany, The Boardroom's large deck has seating for six as well as extra seating in the pilot house, which offers protection from the elements. "The Boardroom" is a U.S. documented vessel and complies with all U.S. Coast Guard regulations. The boat's captains are U.S. Coast Guard Licensed and Certified. Boarding is at the Halifax Harbor Marina in Daytona Beach. [www.daytonarivercruise.com](http://www.daytonarivercruise.com). 386.527.5159.



**Roni's Go and Do Shuttle Bus Tours.** Tour the Greater Daytona Beach Area aboard this new shuttle service. Roni's Go & Do offers step-on guide service with a variety of tours to choose from, including scenic tours of Daytona Beach, Ormond Beach and Ponce Inlet. Also offered are themed tours spotlighting racing history, an evening Pub & Grub Crawl and more! Paid reservations are required and must be made 24-hours in advance. [www.ronisgoanddo.com](http://www.ronisgoanddo.com). 386.290.3998.

## Dining

**Rose Villa.** Enjoy an elegant evening of fine dining at Rose Villa in Ormond Beach. Housed in a historic home built in the late 1800s, diners can expect delicious cuisine and a five-star dining experience. [www.RoseVillaOrmond.com](http://www.RoseVillaOrmond.com). 386.615.ROSE.

## Transportation

**Votran City Line Trolley.** Traveling from the beach to charming downtown Daytona Beach's historic district just got easier! The city's newly expanded trolley route provides visitors with access to even more dining, shopping and entertainment options during their Daytona Beach getaway. [www.Votran.com/Trolley.htm](http://www.Votran.com/Trolley.htm).



## Festivals & Events

**Daytona Beach Sights & Sounds of Summer Concert Series.** May 28-Sept. 3. Enjoy soothing ocean breezes and great live music at Daytona Beach's historic Bandshell all summer long! The free concert series takes place every Saturday from 5 p.m.-9:45 p.m., from Memorial Day Weekend through Labor Day Weekend. Rock, blues, big band, rhythm and blues, country and jazz artists perform weekly. [www.DaytonaBandshell.com](http://www.DaytonaBandshell.com). 386.947.8007.

**Fireworks Light Up Daytona Beach.** Beginning Memorial Day Weekend and through Labor Day Weekend, enjoy a free fireworks show every Saturday at 9:45 p.m. Watch the show from the beach, Boardwalk or from your favorite eatery at Ocean Walk Shoppes. The fireworks show occurs over the Atlantic Ocean, directly behind the Hilton Daytona Beach Oceanfront Resort. 386.947.8007.

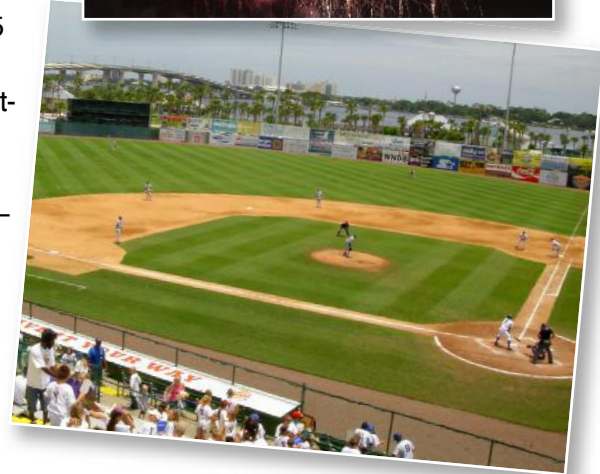
**Daytona Cubs Baseball.** May 27-Sept. 4. Catch the area's boys of summer – the Florida State League's Daytona Beach Cubs – at historic Jackie Robinson Ballpark in beautiful downtown Daytona Beach. [www.DaytonaCubs.com](http://www.DaytonaCubs.com). 386.257.3172.

**Daytona Beach Juneteenth Family Festival.** June 18. Don't miss this annual African-American heritage festival featuring music, dance and vendors selling art, clothing and more! 386.671.7232.

**Coke Zero 400 Weekend.** July 1- 2. Marvel at the fireworks on and off the track as the stars of the NASCAR Sprint Cup Series head to Daytona International Speedway to celebrate the Independence Day holiday weekend. Featured races include the Coke Zero 400 and the Subway Jalapeno 250. [www.DaytonaInternationalSpeedway.com](http://www.DaytonaInternationalSpeedway.com). 1-800-PITSHOP.

**Hippiefest – A Concert of Peace & Love.** Aug. 26. Relive the “Summer of Love” at this 60s-themed outdoor festival and concert. This year's musical lineup includes Dave Mason, Mark Farner (formerly of Grand Funk), Rick Derringer, Felix Cavaliere's Rascals and Gary Wright. [www.PeabodyAuditorium.org](http://www.PeabodyAuditorium.org). 386.671.3462.

**National Reptile Breeders Expo.** Aug. 19-21. Love reptiles? Then this event is for you! Immerse yourself in the world of snakes, iguanas and more, as this popular annual event returns to the Ocean Center. [www.ReptileBreedersExpo.com](http://www.ReptileBreedersExpo.com). 800.858.6444.



AREA CONVENTION & VISITORS BUREAU

Way More than a Beach.

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For a complete, up-to-date listing of Daytona Beach area summertime happenings, visit the Daytona Beach Area Convention and Visitors Bureau's online calendar of events at [www.DaytonaBeach.com](http://www.DaytonaBeach.com) or call toll-free 1.800.854.1234 (U.S. & Canada only).