



Daytona Beach Area CVB
126 East Orange Avenue
Daytona Beach, FL 32114
(386) 255-0415
(386) 255-5478 fax
www.daytonabeachcvb.org

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The Daytona Beach Area: Facts At A Glance

GEOGRAPHY

The Daytona Beach area is located in Florida's Central East Coast region. It includes eight communities stretching 23 miles (36.8 kilometers) along the Atlantic Coast. Daytona Beach is the most well-known municipality within the county of Volusia. Other cities and towns in the Daytona Beach area include Ormond Beach, Ormond By-The-Sea, South Daytona, Daytona Beach Shores, Holly Hill, Wilbur By-The-Sea and Ponce Inlet. There are three major rivers in the area: the St. Johns River at the western boundary of Volusia County, the Tomoka River leading from the resort area inland through the Tomoka State Park, and the Halifax River, also known as the Intracoastal Waterway, which runs parallel to the coastline.

THE BEACH

The beach is 23 miles long and up to 500 feet wide at low tide. The gentle slope and tides have packed the hard, white sands nearest the ocean, enabling automobile access. Of the 23 miles of beach, 11 miles allow driving and parking during the day and when the tide permits. The sand becomes softer as one moves further inland from the waterline. Sand dunes in the area can reach as high as 25 feet.

THE WEATHER

The average annual temperature is a warm 70 degrees Fahrenheit (21 degrees Celsius). The average water temperature is also 70 degrees Fahrenheit. A typical January might range between the mid 60s and low 70s during the day and the 50s at night. Occasionally, there are cooler days but the temperature along the beach will usually be several degrees warmer than it is 15 miles (24 kilometers) inland. This moderating effect occurs because of ocean breezes, which also keep the climate mild in the winter.

TOURISM

The Daytona Beach area is one of the most popular destinations in America. More than eight million visitors from throughout the United States, Canada, and Europe come to the area each year.

The Daytona Beach area has more than 200 hotels, motels and inns with a combined total of more than 12,000 guestrooms. The area is a year-round destination because of good weather, special sporting and cultural events and its proximity to other major attractions.

The Daytona Beach area is only an hour's drive to the greater Orlando area and its attractions, as

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well as St. Augustine and the Kennedy Space Center.

Orlando	53 miles
St. Augustine	53 miles
Tampa	139 miles
Miami	251 miles
Atlanta	419 miles

OUTDOOR ACTIVITIES

The Daytona Beach area is excellent for deep-sea fishing. Record size marlin and other fish are abundant in the Atlantic Ocean. Fresh water fishing is also popular. Other outdoor activities include canoeing, camping, golfing, sailing, water skiing, jet skiing, surfing, SCUBA diving, racquet sports, horseback riding, and of course, relaxing on the beach.

POINTS OF INTEREST

The Casements -- The former winter home of billionaire John D. Rockefeller now serves as a cultural center and museum for the city of Ormond Beach, located just north of Daytona Beach.

Daytona International Speedway -- The 2.5-mile "super speedway" lives up to its billing as the "World Center of Racing" as it is involved in some type of high-speed activity every day for more than four months of the year -- from NASCAR Sprint Cup Series stock cars (Daytona 500 and Coke Zero 400 Powered by Coca-Cola) to sports cars (Rolex 24 At Daytona) to motorcycles (Daytona 200 By Honda) and go-carts (World Karting Association).

Daytona 500 Experience -- An interactive motorsports attraction designed to entertain and inform race fans about the history of motorsports in the Daytona Beach area. Included in the indoor attraction are opportunities for visitors to participate in a NASCAR Sprint Cup Series stock car pit stop; design their own race car; talk to their favorite drivers (via video); take a walk through the history of Daytona Beach racing and play radio or television announcer by "calling" a race. Racing simulator rides Acceleration Alley and Daytona Dreams laps are also available along with daily track tours and "NASCAR 3D: The IMAX Experience" presentation.

Florida Tennis Center -- All ages and ability levels are welcome at the United States Tennis Association's state-of-the-art facility in Daytona Beach. Tennis enthusiasts can enjoy 24 hydro-clay courts, which are cool, fast drying, and easy on the body. There are also 20 lighted courts available for evening play. Racquet rentals and demonstrations are available, or guests can purchase their own equipment at the Full Service Pro Shop. After playing, visitors can enjoy the Player's Lounge & Snack Bar.

Halifax Harbor Marina -- One of the largest full-facility marinas along the Intracoastal Waterway, boating enthusiasts can dock their houseboat here overnight.

Ladies Professional Golf Association International -- This destination community features two championship courses, The Legends and The Champions. LPGA International also offers state-of-the-art practice and teaching facilities with professionals available to assist visitors in a variety of clinics and schools.

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Marine Science Center -- The Marine Science Center provides an innovative learning experience where visitors can discover, enjoy and appreciate the many wonders of marine science. The center houses a wet/dry classroom and lab, gift shop, a sea turtle exhibit, sea turtle rehabilitation facilities, a seabird sanctuary, a 5,000 gallon artificial reef aquarium, as well as static and interactive educational displays.

Mary McLeod Bethune Foundation, Home & Gravesite -- Visitors are encouraged to tour the two-story home of Dr. Mary McLeod Bethune -- a civil rights pioneer, educator, and founder of the nationally acclaimed Bethune-Cookman University. Today, her former home serves as headquarters of the Mary McLeod Bethune Foundation, which preserves her legacy. The historic home features photographs and the numerous citations, plaques and artifacts she received during her lifetime.

Museum of Arts and Sciences -- This renowned museum offers a variety of permanent exhibits including the skeleton of a 13-foot Ground Sloth whose bones were found near the museum, a Cuban Museum that includes pre-Castro art from the collection of General Batista, and an exhibit that features American fine and decorative arts from 1640-1920. The museum also houses one of the finest African art galleries in the Southeast.

Ocean Walk Shoppes at Ocean Walk Village -- This oceanside shopping and entertainment complex includes upscale eateries, boutiques and live entertainment. A 10-cinema movie theater, Bubba Gump's Shrimp Company and a Starbuck's coffee shop help to fill the four-level, 90,000-square-foot retail complex. Ocean Walk Shoppes & Theater is part of the \$250 million Ocean Walk Village redevelopment project that includes the recently expanded Hilton Daytona Beach Oceanfront Resort, Ocean Center Parking Garage and the luxury condominium hotel – Wyndham Ocean Walk Resort.

Ponce de Leon Inlet Lighthouse and Museum -- Located at the southernmost point of the area, the lighthouse serves as a faithful guide to mariners off the Atlantic coast. Historical displays and a gift shop are located on the grounds. A climb to the top provides a spectacular view of the Daytona Beach resort area.

Southeast Museum of Photography -- Now well into its second decade, this acclaimed museum is a vibrant and vital meeting place of ideas and a first rate cultural resource. The museum moved into its new, multi-million dollar facility in 2007 and has an excellent reputation for its dynamic exhibitions, programs and publications. It is one of fewer than 12 facilities in the United States dedicated exclusively to photography and is the only one in the southern United States.

Sugar Mill Botanical Gardens -- These English-period sugar mill ruins are surrounded by 12 acres of botanical gardens. The site features a human sundial and 40-year old dinosaur statues erected in the 1960s when the area was known as the Bongoland theme park.

--And much more! For additional information, contact the Daytona Beach Area Convention and Visitors Bureau toll-free at 1-800-854-1234 (U.S. & Canada) 1-386-255-0415 or visit www.daytonabeach.com.