

Daytona Beach: “Ahh...Spas...”
Media Tour
April 16-20, 2007

Hosted by
Daytona Beach Area Convention & Visitors Bureau and area partners

FINAL ITINERARY

DRESS: Resort Casual during the day. Comfortable walking shoes, sunglasses and/or shade hats recommended. And don't forget your bathing suit! Dressier at night.

Monday, April 16, 2007

Evening Arrive and check in at **The Shores Resort & Spa**.
2637 S. Atlantic Avenue
Daytona Beach Shores, FL 32118
1-866-934-SHORES
386-767-7350
386-760-3651 (fax)

Experience the height of luxury – Daytona Beach style – at **The Shores Resort & Spa**. A fine example of the upscale accommodations now available in the Daytona Beach area, every guestroom offers a stunning water view.

www.shoresresort.com

7 pm Early arrivals will have dinner at the hotel's fine dining restaurant, **Baleen**.

11 pm Those who have later flights will have a “late night” snack and tasty ‘Smores by the fire pit.

Tuesday, April 17, 2007

Morning Watch the sunrise or sleep in, have breakfast in bed or in the restaurant downstairs – the choice is yours.

10 am *Optional sporting activities.* Daytona Beach is headquarters to three world-class sporting organizations – **the United States Tennis Association – Florida (USTA), Ladies Professional Golf Association (LPGA) and NASCAR (the National Association for Stock Car Auto Racing).**

You'll get a taste of one of the three with a tennis lesson, golf lesson or VIP tour of the Daytona International Speedway track!

<http://www.usatennisflorida.usta.com>
<http://www.lpgainternational.com/>
www.daytonainternationalspeedway.com

- 1 pm* Lunch for all at **Knickers** at the LPGA headquarters.
<http://lpgainternational.com/dining.htm>
- 4-7 pm* Spa experience at host hotel, including **Margarita Pedicures** and **Massage Medleys**.
- 8 pm* Dinner at **Ronin** in downtown Daytona Beach. The newest – and “hippest” – restaurant in the area offers sushi and other Asian fusion delights served tapas style.
<http://roninsushiandbar.com>

Wednesday, April 18, 2007

- 8 am* Depart hotel.
- 8:30 am* Continental breakfast and tour at **Museum of Arts & Sciences** - . This museum complex is located on the beautiful Tuscowilla Nature preserve, a six-acre site complete with nature trails. Exhibits include the Center for Florida History, which features a 130,000-year-old, 13-foot-tall Giant Ground Sloth that once roamed the land nearby. Several permanent collections are displayed including the Cuban Museum, African ritual art, decorative art, Chinese art, and the new Root Family Museum featuring Americana collections donated by the Root family. The museum also houses the area's only planetarium.
www.moas.org
- 11 am* Demonstration at **Bath Junkie** at **Ocean Walk Village** - Experiment, party, get addicted, and tell your friends all about it at Bath Junkie. Bath stuff designed by you, is what you'll do here. All you need is a willingness to be fearless and creative. Pick your favorite, ultra high quality, bath junkie product a selection of lotions, scrubs, body washes, and more. Next, create your own fragrance blend from over 200 perfume oils. Then, choose a color that best suits your needs. It all happens in real time, right before your very eyes.
<http://www.bathjunkie.com>

12:30 pm Lunch at **Bubba Gump**, where life is like a box of chocolates, and if you've got room, a tasty "designer" dessert at **Cold Stone Creamery**.

www.oceanwalkvillage.com
www.bubbagump.com
www.coldstonecreamery.com

2 pm Spa Treatments

- Plaza Resort & Spa
- Vacation Therapy
- Hilton

7 pm Drinks and dinner at **Rain Supper Club** (with optional late night Ladies Night – which happens at Rain every Wednesday)

www.rainsupperclub.com

Thursday, April 19, 2007

8:30 am Depart hotel.

9 am Breakfast at **Dancing Avocado**, a healthy local favorite for vegetarians and meat-eaters alike, in downtown Daytona Beach.

11 am **OPTION 1 – Surfari Surfing School (with lunch at Ocean Deck)**

- **Surfari** lessons start on the beach with thirty minutes of instruction and practice. Students learn techniques for paddling, standing, falling, dodging and selecting waves along with surfer's etiquette, stretching and much more. After students have learned the techniques on land, we move into the ocean for one hour of guided surf instruction. During this time the instructor will push and coach students into waves, tell students what they are doing right, or wrong so they are surfing on their own by the end of the lesson.

www.surfarisurf.com

- The **Ocean Deck** has been a Daytona Beach tradition for over 40 years, featuring great seafood, tasty drinks and an ocean view.

www.oceandeck.com

OPTION 2 – Canoe/kayaking (with picnic and tour at Gamble Place)

- **Cracker Creek Canoeing** on Spruce Creek - a unique, natural black water stream and one of only a few left undisturbed in Florida. Through preservation efforts, over 2000 acres along Spruce Creek are now protected as a natural resource known as the Spruce Creek Preserve and Recreation Area. The Spruce Creek Canoe Trail is officially designated as part of Florida's Statewide System of Greenways and Trails.

www.oldfloridapioneer.com/

- Cracker Creek Canoeing is adjacent to the historic **Gamble Place** and is surrounded by an associated 175-acre nature preserve. Guests to the Gamble Place can step back in time to experience the same pristine environment that James Gamble (of Proctor & Gamble fame) found so inviting during his first visit to the area in the late 1800's. Educational tours of the grounds and buildings built by Gamble and his family are offered by the Daytona Beach Museum of Arts and Sciences. They also offer a variety of cultural and environmental programs throughout the year. The City of Port Orange has provided improved access to the property. In May 2006 the newly renovated property which was closed for many years re-opened for public access on a limited schedule. Lunch is a yummy barbecue picnic from local favorite **Woody's**.

www.moas.org/gamble_place.html

- 3 pm* Spa Treatments
- Vacation Therapy
 - Plaza Resort & Spa
 - Hilton

7:30 pm Drinks outside and dinner inside at **Chop's by Martini's**.
<http://www.chopsbymartinis.com/>

Friday, April 20, 2007

Morning "Box breakfast" from hotel on the way to the airport or drive home.