



Media Kit



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Area Overview

Welcome to the New Smyrna Beach area! Our waterside community offers an authentic beach vibe and thriving collections of art, history, accommodations, unique dining and outdoor experiences.

The New Smyrna Beach area includes five communities:



New Smyrna Beach – Popular for its history, arts community, beachy vibe, surfing and water activities, the city spans its mainland area and barrier island offering two downtown shopping and entertainment districts along Canal Street and Flagler Avenue.



Edgewater



Edgewater – Located along Mosquito Lagoon, the waterfront city is south of New Smyrna Beach and home to boat manufacturer Boston Whaler and the soon-to-come PerfectSwell® Edgewater featuring a worldclass surf pool.



Oak Hill – Continuing south of Edgewater along Mosquito Lagoon, explore the vestiges of Old Florida with delicacies like alligator tail at Goodrich's Seafood Restaurant and Oyster House to the historic Seminole Rest, fish camps, and boat ramps.

New Smyrna Beach



Oak Hill





It is highly recommended when people visit the New Smyrna Beach area that they explore all five communities that make up south east Volusia and experience unique dining, arts, attractions as well as our seventeen-mile stretch of sandy white shores.

It's a laid-back getaway for visitors and a place where exceptional partners provide memorable experiences year round at locations such as:

- East Coast Surfing Mecca
- National Park, County & City Parks
- Outdoor & Eco Tourism
- Artists' Hub, Art Galleries
- Waterfront Hotels, Bed and Breakfast Inns & Vacation Rentals
- Ancient and Colonial History
- Exceptional Locally Owned Restaurants
- History & Surfing Museums
- Boutiques, Breweries & Distilleries
- Old Florida

Osteen



Osteen – Found southwest of New Smyrna Beach, this inland community is rural and wild with Beck Ranch, a working cattle ranch turned 25-year park, the nine-hole Cypress Point Golf Club & R.V. Retreat, and Hickory Bluff Preserve, which overlooks the St. John's River.

Port Orange



Port Orange – North of New Smyrna Beach, the area's largest city sits along the Halifax River. From golf courses to historic ruins, this city is home to Fysh, the area's largest restaurant.



The Beaches



The beaches of New Smyrna Beach are located on a barrier island, with only two roadways leading on and off the island. One is a high-rise bridge and the other is a drawbridge operated by a bridgetender.

- 17 Miles of White-Sand Beaches
- Annual Surfing Competitions
- Consistent Wave Formation for Surfers
- Canaveral National Seashore
- 5 Miles of Beach with Permitted Vehicle Access
- 12 Miles of Beach without Vehicle Access
- 7 Oceanfront Parks with Showers, Restrooms, & Parking
- Pet-Friendly Beach at Smyrna Dunes Park



Canal Street

Experience the small-town allure of Canal Street in New Smyrna Beach. Wander beneath the palms and savor the historic downtown's unique shopping and eateries. Stay in one of the nearby bed & breakfast inns, stroll Riverside Park, uncover the mysteries of Old Fort Park or delve into the area's storied past at the history museum. Canal Street has evolved to become an arts and culture district and is home to numerous art studios, exhibits and galleries. The architecture is historically significant, given that the majority of the buildings were constructed during the early 1900s. By 1920, the population rose to almost 2,500 and Canal Street naturally found itself the focal point of the town with a thriving shopping, dining and entertainment district.



Bridging the historic mainland with the "island" and its white, sandy beaches, the New Smyrna Beach Waterfront Loop encompasses the heart of New Smyrna Beach which includes Canal Street, Flagler Avenue and Third Avenue. The nearly six-mile NSB Waterfront Loop gets its name from the views offered by the Intracoastal Waterway, Indian River and the Atlantic Ocean.

Visitors often comment on the quaint, laid-back, non-commercialized atmosphere that surrounds the Loop's scenic waterfront. Locals will tell you they also are proud of the area's Old-Florida charm.

Finding Old Florida

There are many claims to the oldest cities in Florida. However, "Old Florida" generally conjures up a vision of quaint small towns, family-run shops and a generally slower pace. Vestiges of vintage Florida are revealed with a quick step off the beaten path. From historic neighborhoods lined with moss-laden Live Oaks to salty fisherman hideaways and stretches of cypress swamps, the area's hidden gems are revealed. Venture down US 1 to Edgewater and Oak Hill for fresh oysters, alligator tail, and the inside scoop on nearby fishing spots. Heading southwest along SR 415 is like going back in time where the Osteen Diner serves up country-fried steak and the latest gossip.



From a sunrise on the beach, follow the brick-laid walkways of Flagler Avenue west to a sunset on Indian River Lagoon and discover a treasure trove of shopping, dining and laid-back Florida in between. The beachy, Bohemian vibe of this coastal downtown will have you leaving your mark with a personalized brick in the sidewalk, stopping to watch a tournament at the historic shuffleboard courts, or lending an ear to live music along the way. The fun starts here!

Accommodations

The area provides more than 4,500 hotel, inn, campground and vacation rental units including many waterfront options.

6 BRANDED HOTELS:

Best Western Edgewater Inn – Edgewater
Best Western Oceanfront – New Smyrna Beach
Country Inn & Suites – Port Orange
Hampton Inn – New Smyrna Beach
La Quinta Inn & Suites – Port Orange
SpringHill Suites by Marriott – Oceanfront New Smyrna Beach

COMING SOON:

Holiday Inn Express – Port Orange
Hyatt Place – New Smyrna Beach
Woodspring Suites – Port Orange

BOUTIQUE & LUXURY ACCOMODATIONS:

Black Dolphin Inn – New Smyrna Beach
Victoria 1883 – New Smyrna Beach
Joy By The Sea – New Smyrna Beach
Riverview Hotel & Spa – New Smyrna Beach
The Salty Mermaid Oceanfront Hotel – New Smyrna Beach
Night Swan Intracoastal – New Smyrna Beach



NEW
SMYRNA
BEACH

Meetings By The Sea

The New Smyrna Beach area offers a variety of meeting options, from a large waterfront special events facility to intimate venues. Meeting planners find plenty to entertain meeting delegates and their attending family members in the New Smyrna Beach area. Representatives from corporate, social, medical, educational, religious, and fraternal groups will appreciate the professional settings, expert services, water views, and a host of amenities to make their next meeting remarkable.



Brannon Center, New Smyrna Beach

- 7,626 square feet of meeting space
- 7,500 square-foot waterfront terrace
- Catering kitchen

Best Western NSB Hotel & Suites

- Oceanfront location
- Flexible space for 50 attendees

Country Inn and Suites, Port Orange

- Flexible space for 60 attendees

Hampton Inn, New Smyrna Beach

- 1,600 square feet of meeting space
- Outdoor courtyard for up to 40 people

Springhill Suites by Marriott, New Smyrna Beach

- 1,820 square feet of meeting space
- Oceanfront location

Additionally available in the area

- Board rooms
- Banquet rooms
- Wedding venues





Shopping

Stroll our central districts and stumble upon

- Art Galleries
- Surf and Dive Shops
- Unique Fashion Boutiques
- Antique and Vintage Stores
- Specialty and Local Gift Shops
- The Pavilion at Port Orange: an outdoor shopping center anchored by a cinema, restaurants, Belk Department Store and Marshalls/Home Goods

Dining

Our culinary artists continue to delight, surprise and inspire the community, providing limitless options for all, either in a relaxed cafe or a high end restaurant. Our locally owned eateries include:

- One-of-a-Kind, Award-Winning Restaurants
- Outdoor & Waterfront Dining
- Distinctive & Global Cuisines
- Locally & Sustainably Sourced Ingredients
- Craft Breweries
- Local coffee roaster distributes to café's





Leisure & Fun

- World-class Fishing (ocean, estuary, & lagoon)
- Surfboard, Kayak, & Paddleboard Rentals, Tours & Lessons
- Hiking, Biking & Multiplex Trails
- Marine Discovery Center
- Nature Preserves
- Boat Ramps & Kayak Launches
- Eight Golf Courses (all skill levels)
- Three Disc Golf Courses
- Luxury Spas & Salons
- New Smyrna Speedway
- Dive Sites: more than 60 artificial reefs
- Dive Shops for SCUBA certification
- Go-Karts
- Educational River Tours & Sailing Cruises
- New Smyrna Beach Museum of History
- Sugar Mill Ruins
- Dunlawton Sugar Mill Gardens
- New Smyrna Lanes Bowling Center
- Two Multi-plex Cinemas
- Comedy Club
- Beach Cruiser, E-bike, Scooter, and Golf Cart Rentals

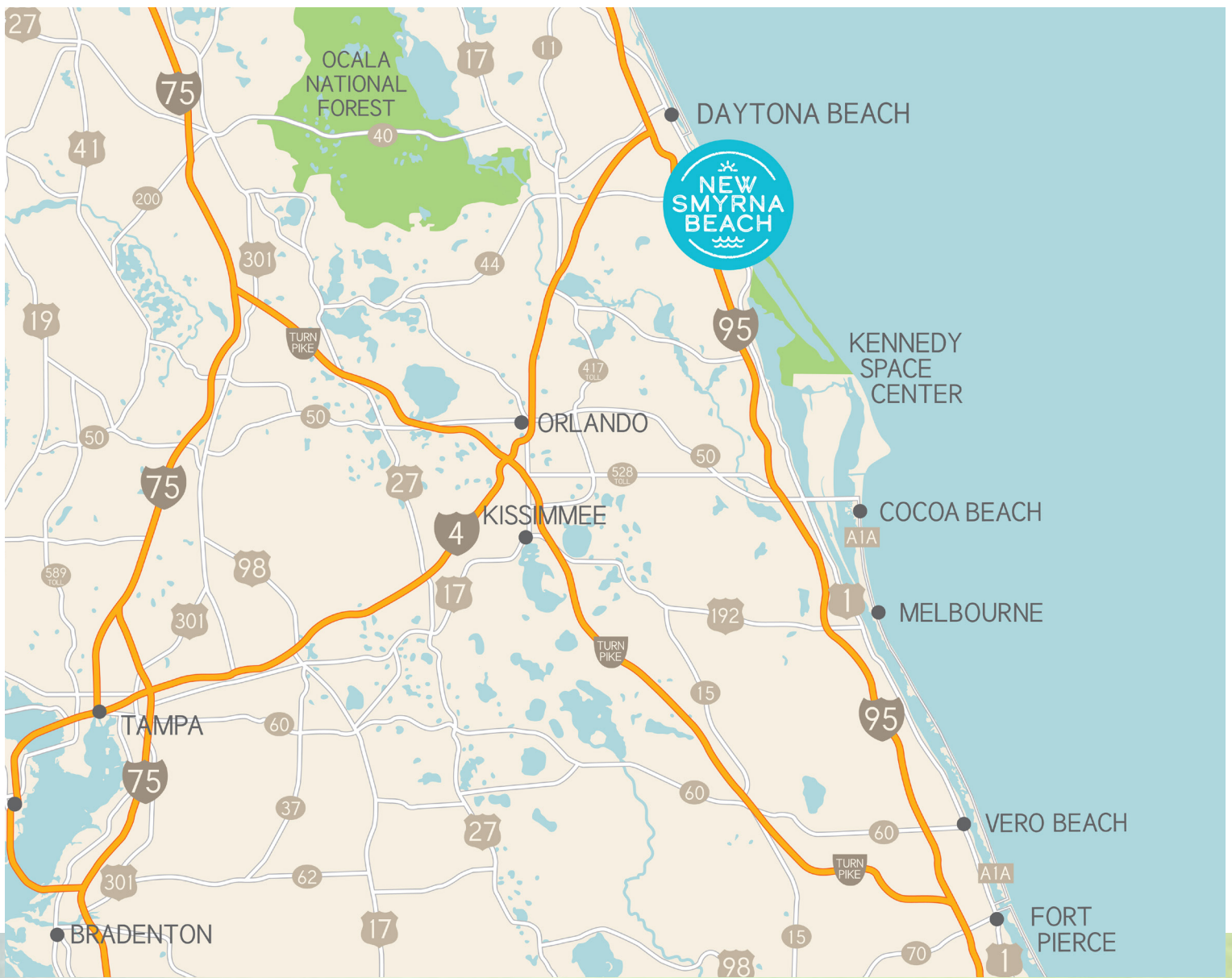


Arts & Culture

Central to the area's cultural development, Doris Leeper was an American sculptor and painter from New Smyrna Beach. An environmentalist, she was instrumental in the creation of the Canaveral National Seashore in 1975. She also founded the Atlantic Center for the Arts, an interdisciplinary artists' community and arts education facility, in 1982. The area continues to uphold her legacy and is now home to the following:

- Arts on Douglas and Harris House
- Atlantic Center for the Arts
- The Hub on Canal
- Bob Ross Workshop & Gallery
- Jane's Art Center
- Little Theater
- Artist Workshop
- More than 20 Historical Sites





Getting Here

- 20 minutes to Daytona Beach International Airport
- 45 minutes to Orlando Sanford International Airport
- 60 minutes to Orlando International Airport
- 60 minutes to Port Canaveral cruise terminal
- 30 minutes to Amtrack Station in DeLand
- 60 minutes to Orlando/Kissimmee Theme Parks
- 50 minutes to Kennedy Space Center

Visitation*

The area welcomes more than 400,000 visitors annually who stay in overnight accommodations:

- Average Household Income: \$100,000+
- Average Age: 50
- Families: 40%
- Couples: 42%
- Drive: 80%
- Fly: 36%

*Data is approximate. Specific fiscal year data is available upon request.





Our History

New Smyrna Beach is home to fascinating treasures left behind by its original occupants – Native Americans.

As early as 2,000 B.C., the Timucuan populated the area as evidenced by trash and burial middens. The largest is known as Turtle Mound, a 50-foot-tall ancient butte containing 33,000 cubic yards of oyster shells and spanning two acres. The “mound” first appeared on an explorer’s map in 1591.

The Timucuan population had almost vanished by the time the British appeared in 1768 with the largest colonial undertaking of the New World. Dr. Andrew Turnbull, a Scottish physician and entrepreneur, led the enterprise and named the area in honor of his wife, whose birthplace was Smyrna, Asia Minor (what is now Izmir, Turkey).

The history of Canal Street began when Dr. Turnbull established a series of canals for irrigation, drainage and transportation. Two and a half centuries ago, flat bottomed boats glided up and down what is now called Canal Street to deliver goods from the mainland to the Indian River. New Smyrna soon after established itself as an important producer of cane sugar and indigo.

Since the time of Turnbull, the area has been under the rule of four “flags:” British, Spanish, United States and the Confederate Jack.





In 1947, “New Smyrna” was renamed “New Smyrna Beach” when the city annexed the beachside community of Coronado Beach. The Coronado Beach Historic District is now on the National Register of Historic Places.

Today, you’ll find an ongoing recognition of the area’s vibrant past.

- Sugar Mill Ruins
- Dunlawton Sugar Mill Gardens
- Old Fort Park
- Old Stone Wharf
- The Black Heritage Museum
- New Smyrna Beach Museum of History
- Dummit’s Tomb
- Seminole Rest

Average Temperatures



			
Winter	Spring	Summer	Fall
70/51°F	79/66°F	89/72°F	82/66°F
22/11°C	26/19°C	32/22°C	28/19°C



Headlines & Accolades

- “15 Best Family Beaches in Florida” – *Travel & Leisure*
- “The 10 Best Beaches in Florida” – *Coastal Living*
- “Top American Trips” – *Canadian Traveller Magazine*
- “7 Waterfront Towns Worth a Closer Look” – *CNN Travel*
- “10 Beach Towns That Are So Much More Than You’d Expect” – *Buzzfeed*
- “10 Best Beach Towns in Florida” – *The Huffington Post*
- “Top 10 Beach Towns in Florida” – *Smarter Travel*
- Author John Villani named New Smyrna Beach one of “The 100 Best Small Art Towns in America.”
- “Best Southern Beach Town for Budget Travelers” – *Southern Living*

Story Ideas

Scan our blogs for the inside scoop about the area at:
<https://insidervisitnsbfl.com/>

Press Releases

For recent press releases visit:
www.visitnsbfl.com/press-releases

Media Gallery

Request photos from our destination gallery at:
www.cleanpix.com/cleanpix/portal/W113Z-nGs-Z4a

Sustainable Tourism

As a coastal community, sustainability and resiliency efforts are embedded in the area's DNA. Working within the One Planet Living® framework, our hotels, restaurants, attractions, municipalities, and local organizations create balance between environmental, economic and socio-cultural aspects of tourism development.

- Living Shoreline Creation
- Water & Habitat Conservation
- NSB Plastic Straw Ban
- Sea Turtle Tracking
- Florida Birding Trail
- Manatee Protection
- Beach Management
- Farm Tours
- “Keep it Like New” Campaign
- Global Sustainable Tourism Council
- Leave No Trace



Film Commission

With several historic downtowns, farms, scenic beaches, unique neighborhoods, and natural parks and trails, filmmakers can find the perfect location here. From permits and local hires to accommodations and logistics, the New Smyrna Beach area is here to assist.

- **The Cooking Channel** – “Emeril’s Florida”
- **The Travel Channel**
- **Grace** (feature film)
- **Tomorrowland** (feature film)
- **Curious Traveler TV**
- **HGTV** – Beachfront Bargain Hunt
- **WE TV**
- **National Geographic**
- **Various Commercial Advertisements**

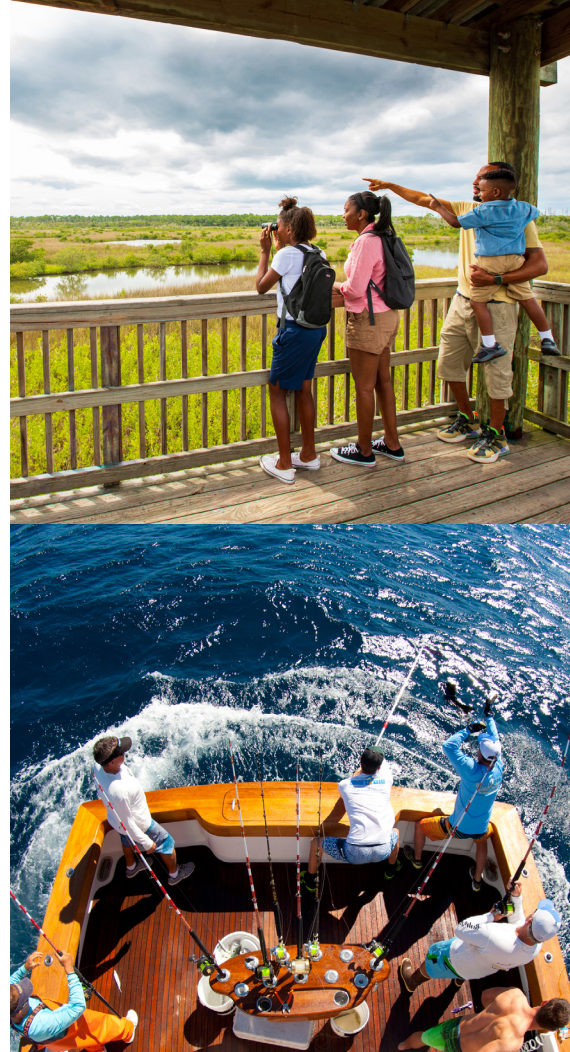


**Location
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10 Fast Facts

1. Settled in 1768, New Smyrna was the largest attempt of British colonization in the New World – three times larger than the settlement of Jamestown. New Smyrna was later incorporated in 1887.
2. New Smyrna Beach's excellent surfing conditions are mainly due to the configuration of a fishing jetting and Ponce de Leon Inlet at the north end of the beach. The consistent wave action has helped produce several world-class competitive surfers throughout the years.
3. Mosquito Lagoon, accessed from New Smyrna Beach, Edgewater and Oak Hill, is part of the Indian River Lagoon system, one of the most biodiverse estuaries in the Northern Hemisphere. Mosquito Lagoon is home to the 4,740-acre Mosquito Lagoon Aquatic Preserve, Canaveral National Seashore, and a resident and migratory population of plants and animals including mangroves, shorebirds, Atlantic bottle-nosed dolphins, sharks, and manatees.
4. With the exception of Starbucks, Dunkin Donuts and Subway, there are no national chain restaurants found on the area's barrier island. Most of the area's dining establishments are locally owned and enjoy high praise among locals and visitors.
5. Mosquito Lagoon, part of the Indian River Lagoon system, is the only place redfish live their entire lives inshore and is touted as the "Redfish Capital of the World."
6. New Smyrna Beach is located in Volusia County, one of only three counties in Florida where driving and parking a vehicle on the beach are permitted. In New Smyrna Beach, the northern five miles of the beach allow vehicular access and the southern 12 miles are for pedestrians and non-vehicular access only. Both areas offer off-beach parking.
7. Constructed in 1887 and seen from Port Orange and New Smyrna Beach, the still-operational 175-foot-tall Ponce de Leon Inlet Lighthouse is the tallest lighthouse in Florida and the second-tallest in the U.S.
8. Sharks tend to have a bad reputation, but these sea creatures are essential to the food chain. Without them, the marine ecosystem would be threatened, and the food chain would become dangerously unbalanced. While often feared by humans, the shark population is decreasing at an alarming rate. Swimmers and surfers are encouraged to follow Volusia County Beach Safety Tips when entering coastal waters.
9. The beach is a prime location to spot rocket launches from Kennedy Space Center, which is only 38 miles further down the coastline.
10. The first destination in Florida to join One Planet Living®, the area is committed to creating, measuring, and increasing sustainable tourism.



A couple is walking away from the camera on a sandy beach at sunset. The man is on the left, wearing a light blue short-sleeved shirt and light blue shorts. The woman is on the right, wearing a white long-sleeved shirt and white shorts. They are holding hands. The beach is wet, and their reflections are visible in the shallow water. The sky is a mix of orange, pink, and purple.

Coastal Glossary

Barrier Island – a long broad sandy island lying parallel to a shore that is built up by the action of waves, currents, and winds and that protects the shore from the effects of the ocean. The area's beaches are on a barrier island.

Estuary – a partially enclosed, coastal water body where freshwater from rivers and streams mixes with salt water from the ocean. Estuaries, and their surrounding lands, are places of transition from land to sea. New Smyrna Beach, Edgewater and Oak Hill border an estuary, which the Intracoastal Waterway flows through.

Intracoastal Waterway – 3,000-mile (4,800 km) inland waterway along the Atlantic and Gulf of Mexico coasts of the United States, running from Massachusetts southward along the Atlantic Seaboard and around the southern tip of Florida, then following the Gulf Coast to Brownsville, Texas. It was constructed to protect small craft from the hazards of the open sea.

Island – a piece of land surrounded by water. The Indian River Lagoon contains “disappearing islands” due to the tidal nature of the waterway. The area's beaches are on a barrier island.

Lagoon – an area of calm sea water that is separated from the ocean by a line of rock or sand. Example: Indian River Lagoon, one of the most biodiverse estuaries in North America, the lagoon has been designated an Outstanding Florida Water and an Estuary of National Significance.

Mangroves – tropical plants that are adapted to loose, wet soils, salt water and being periodically submerged by tides. In the New Smyrna Beach area you'll find White, Black and Red Mangroves. They stabilize and protect the shoreline.

Ocean Inlet/Inlet – a narrow water passage between peninsulas or through a barrier island leading to a bay or lagoon, such as Ponce de Leon Inlet.

River – a large amount of fresh water flowing continuously in a long line across the land. The Halifax River, located north of Ponce de Leon Inlet, runs along the shores of Port Orange. Osteen is near the St. John's River, one of only five rivers in the world that flows north.

Salt Marsh – coastal wetlands that are flooded and drained by salt water brought in by the tides. Home to snails, mollusks, crabs and the endemic Atlantic salt marsh snake.

Tide – the alternate rising and falling of the sea, usually twice in each lunar day at a particular place, due to the attraction of the moon and sun. The ocean and the estuary surrounding the New Smyrna Beach Area are tidal waters.





Contact Information



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