

Press Release

20 December 2021

## **WHAT'S PUTTING THE 'NEW' INTO FLORIDA'S NEW SMYRNA BEACH?**

**From boutique accommodation additions and dining debuts to buzzing breweries bursting onto the scene, the Florida gem is awash with new discoveries for 2022**

[New Smyrna Beach](#), a charming beach town on Florida's Atlantic coast, is known for its quaint streets and traditional charm, but there's also plenty that's new to entice holidaymakers in 2022, and to keep those already under its spell, coming back for more.

Located north of Kennedy Space Center and south of Daytona Beach, New Smyrna Beach offers a different experience to the Florida that many Brits are familiar with. The beach town offers miles of white sand, water and beach activities, thriving shopping and dining districts, boutique accommodation, natural wildlife encounters, a thriving arts scene, and a refreshing dearth of chain restaurants.

### **Staying in Style**

Already home to a range of boutique [accommodations](#), New Smyrna Beach will see new properties welcome guests next year, and others expand or renovate their existing luxurious spaces.

Notably, the [Victoria Waterfront Estate](#), a brand new bed & breakfast and wedding venue, will open in early 2022 in a waterfront location overlooking the Indian River. Beautifully crafted from a home built around 1883, the main house is the longest standing structure in the district. The chic bed and breakfast experience will be offered across seven elegant, individually themed rooms and suites, and come complete with gorgeous outdoor gardens, artful gathering spaces, a speakeasy, wedding venue and more.

Also in 2022, the riverside [Black Dolphin Inn](#), one of the area's most esteemed, luxury bed and breakfasts, will add two additional homes to its existing space, increasing its exclusive capacity. In the heart of the neighbouring Canal St arts district, a renovation project is taking place that will see a wine bar and six accompanying guest rooms opening in place of a former ice cream parlour (name tbc).

On the beach-side of NSB, [Joy by the Sea](#) is a newly opened exclusive 5-star resort perfect for family reunions, groups and events. This spectacular collection offers a four-bedroom,

oceanfront beach home and six upscale beachside villas surrounding a refreshing saltwater pool. Rooms can be rented separately or together. To accommodate larger groups, a three-bedroom oceanfront Executive Beach Home is also available, which must be rented together with the beach home and all six beach villas.

Also beachside, perfectly located where vibrant Flagler Avenue meets the sand and surf, is the [Seahorse Inn](#). The vintage motel-style accommodation is under new ownership and will welcome guests to a fully renovated place to stay in 2022.

### **New Adventures in Wining and Dining**

New Smyrna Beach's delectable dining scene, full of one-of-a-kind [eateries, bars and more](#), will see some new kids on the block in 2022.

Canal Street will see a [Jimmy Hula's](#) open in 2022, bringing its seaside flair, delicious dishes, good vibes and "food nirvana" to the area. Jimmy Hula's will join another new restaurant, [The Spott](#), which opened on Canal Street in late 2021. Brits visiting New Smyrna Beach in 2022 will also see that [City Market Bistro](#), an upscale, destination seafood restaurant, opened on Canal Street (March 2021).

2022 is one of the first time that Brits can enjoy the spectacular location of [River Deck NSB](#), which opened in early 2021. Overlooking the Indian River, River Deck offers a tropical experience, fantastic food and renowned cocktails, while guests enjoy the views and marine life. New to the Flagler Avenue area is the oceanside [Crabby's Bar and Grill](#), which opened in late 2021 and offers seafood, family favourites, live music and much more.

Port Orange, neighbouring town to New Smyrna Beach, saw [Fysh Bar & Grill](#) open in late 2021, and is now the largest eatery in the county, offering American, Japanese, and Italian cuisine, and a gelato station. Fysh also features three bars, a large rooftop with outdoor dining, stellar views and live entertainment. Also in the Port Orange area, [Dunes Brewing](#) opened on 1 October 2021. The brainchild of three local craft beer lovers and 25 years in the making, the 4,000 square-foot taproom features two bars with six home-grown craft brews on tap, as well as an expansive selection of wine, champagne, seltzer, and cider.

Lovers of a tipple will be pleased to hear that New Smyrna Beach's [Sugar Works Distillery](#) will expand in 2022, opening a new facility with additional seating, new dining offerings and more. Sugar Works makes and sells, and offers tours and tastings, of its artisanal whiskeys, rums, and the rustic-styled New Smyrna Shine. And locally owned and operated tea company,

[Yaupon Brothers American Tea Co.](#), will also open its much-awaited new space in 2022, where visitors can go behind the scenes, learn how the specialty teas are made and enjoy a deluxe tea tasting room.

### **Looking ahead to 2023**

The buzz and activity in New Smyrna Beach aren't set to end in 2022, with exciting new developments on the horizon for 2023. The ground has been broken on a completely new, 114 room hotel, opening under the Hyatt Place brand, coming to the Third Avenue area in 2023. Also, an exciting new surfing complex is set to open in 2023, featuring a wave pool amongst the 180-acre multi-use space, also slated to include a new Holiday Inn Express and restaurants.

For travellers seeking quirky independent accommodation, the existing [Salty Mermaid](#) oceanfront hotel, in a prime location for both lively Flagler Avenue and beach access, will undergo a complete redevelopment, expected during 2023.

With so many exciting developments coming to New Smyrna Beach, 2022 is the year to discover this Florida hidden gem.

For more information on New Smyrna Beach, please go to [www.visitnsbfl.com](http://www.visitnsbfl.com).

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### **About New Smyrna Beach**

Only an hour's drive from Orlando, yet a world away, New Smyrna Beach offers holidaymakers a lush tropical landscape, white sand beach, land and water activities, unique and branded accommodation, colourful architecture, and a friendly welcome from the vibrant community.

Both charming Canal Street and beachy Flagler Avenue are lined with boutiques, art galleries, antique shops, and unique stores, as well as buzzing bars and breweries, independent restaurants and artisanal coffee shops.

New Smyrna Beach occupies a notable place in history as the second oldest city in Florida, site of the largest single attempt at British colonisation in the new world. In 2018, New Smyrna Beach celebrated its 250th birthday.

Natural attractions include 17 miles of sandy beaches from Ponce de Leon Inlet to Canaveral National Seashore. The Indian River Lagoon, North America's most diverse estuary system, runs through NSB and is home to more than 4,000 species of plants, animals, birds and marine life.

The city's barrier island is recognised worldwide for its incredible surf with Surfer magazine touting it one of the "Best Surf Towns in America" and National Geographic magazine including NSB in its "World's Top 20 Surf Towns" list.

The New Smyrna Beach Area Visitors Bureau offers a variety of informational resources readily available for business and leisure travellers. Visitors can learn about the area's many options for fun, dining, shopping, overnight accommodations, attractions, recreation and more.

For more information on New Smyrna Beach, please go to [www.visitnsbfl.com](http://www.visitnsbfl.com).

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