



# Media Kit

## 2022

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# Area Overview

**Welcome to the New Smyrna Beach area! A seaside community with an authentic beach vibe and thriving collection of art, accommodations, independent dining, outdoor activities and attractions – all waiting to be experienced.**

From offshore fishing in the Atlantic Ocean to boating and paddling on the Intracoastal Waterway, visitors are always seeking a sense of adventure.

The destination's 17 miles of hard-packed sand welcome visitors, sunbathers, runners, surfers and cyclists. Additionally, New Smyrna Beach has the rare distinction of offering 5 miles of beach-driving where visitors are able to drive right up to the water. A surf town at its core, New Smyrna is known worldwide for its consistent and performance-friendly break at Smyrna Inlet, home to professional surfers and frequented by East Coast surf stars and visitors seeking their next wave.

The area's downtowns feature flourishing local eateries, breweries, historic districts, arts communities, eclectic shops and visitors longing to extend their stay to explore more of what New Smyrna Beach has in store.

The New Smyrna Beach area includes Port Orange, Osteen, Edgewater, Oak Hill and New Smyrna Beach. No matter the season, come visit us and enjoy our laid-back beach town spirit.





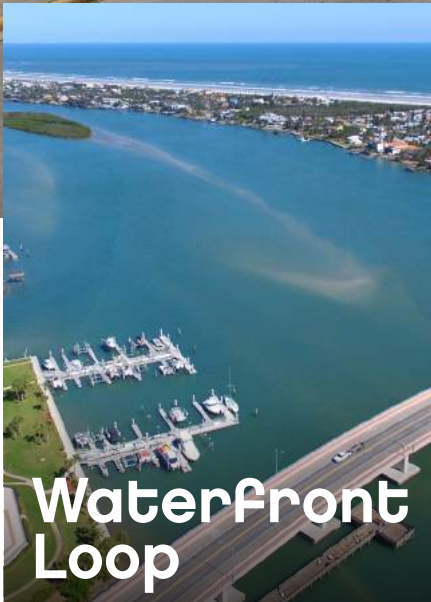


## Canal Street

Experience the “small town charm” of Canal Street in New Smyrna Beach. Wander beneath the palms and savor the historic downtown with specialty shops, unique galleries, and delicious eateries. Stay in one of the nearby bed & breakfast inns, stroll Riverside Park, or visit the renowned Museum of History.

Canal Street has evolved to become the arts and cultural district of the area and is the permanent home for several art studios 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 business district. Old Florida is represented in its personality today.



## Waterfront Loop

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.



## Flagler Avenue

Flagler Avenue is a treasure of tropical Florida ambiance. Stroll this charming brick side-walked downtown and leave your personal inscription in this coastal town.

Leisurely walk the five blocks from the ocean to the river while enjoying the unique boutiques, exclusive galleries, fine restaurants, fun pubs with music, cozy inns and comfortable hotels.

Extend your stay and you will get to experience a spectacular oceanside sunrise and a riverside sunset.





## Accommodations

### 6 BRANDED HOTELS:

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

- Unique-style bed and breakfasts and boutique inns
- Hotels/B&Bs: 982 units
- Various sized condominium units with kitchens
- Condominium/single-family homes: 3,512 units featuring moderate to high-end pricing



## Shopping

- Island/boutique shopping
- Art galleries on Canal Street and Flagler Avenue
- Antique shops on Canal Street and downtown
- Specialty and gift shops
- The Pavilion at Port Orange, an outdoor shopping center – 20 minutes north
- Tanger Outlets – 35 minutes north
- Volusia Mall – 30 minutes north
- ONE DAYTONA Outdoor Lifestyle Center – 30 minutes north

## Dining

- One-of-a-kind, award-winning restaurants
- Independent restaurants in downtown districts and on beachside
- Authentic mix of distinctive cuisines
- Global cuisine
- Locally sourced foods
- Craft beer and specialty wines sourced to local restaurants
- Waterfront and kitschy atmospheres
- Local breweries
- Coffee roasters





## Leisure & Fun

- World-class fishing (ocean, river and lagoon)
- “Redfish Capital of the World”
- Surfing and paddleboarding rentals, tours and lessons
- Hiking, biking and multi-use trails
- Marine Discovery Center
- Nature preserves
- Boating and paddling
- Eight area golf courses (all skill levels)
- Luxury spas and salons
- Full-sized American manufactured stock cars at New Smyrna Speedway
- Ponce de Leon Inlet Lighthouse (tallest lighthouse in Florida)
- BiPLane FunFlights aerial tours
- Dive sites—over 60 artificial reefs in area
- Dive shops for scuba certification
- Go-Karts
- Educational river tours and sailing cruises
- History and museums
- Sugar Mill Botanical Gardens
- New Smyrna Lanes bowling center
- Beach cruiser and golf cart rentals



## Arts & Culture

- Deeply rooted in local culture and art
- Arts on Douglas and Harris House
- World Renowned Atlantic Center for the Arts
- Doris Leeper is known as the founder of the Atlantic Center for the Arts and Arts on Douglas
- The Hub on Canal
- Juried and unique festivals such as the Images Festival of the Arts, the Jazz Festival and the Florida Surf Film Festival
- Little Theatre featuring live performances by local thespians
- Year-round calendar of events for all ages
- Second oldest city in Florida with more than 20 historical sites





# Barrier Island Beaches



- 17 miles of white, sandy beaches
- New Smyrna Beach is bookended between the Ponce de Leon Inlet Jetty and the Canaveral National Seashore
- Surf competitions held annually at the Smyrna Inlet
- Perfect, consistent wave for surfers
- National Park, Canaveral National Seashore
- 5 miles of drivable beach
- Pet-friendly beach area, Smyrna Dunes Park





## Location: Getting Here

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







# Our History

**New Smyrna is home to fascinating treasures left behind by its original settlers**—both British and Native Americans—and holds the distinction of being the second oldest city in Florida. As early as 2,000 B.C., Timucuan Native Americans inhabited the area of New Smyrna Beach. The Timucuan population almost vanished by the time Dr. Andrew Turnbull, a Scottish physician and entrepreneur, settled in New Smyrna in 1768 naming the area in honor of his wife, whose birthplace was Smyrna, Asia Minor (what is now Izmir, Turkey).

Turtle Mound, now protected as part of the Canaveral National Seashore, is a relic containing 33,000 cubic yards of oyster shells – that is 50 feet tall and spans two acres. The Timucuan Indians created many sand and shell Old Fort Park mounds on our coast—and Turtle Mound was first shown on an explorer's map in 1591.

In 1947, “New Smyrna” became “New Smyrna Beach” when the city annexed the seaside community of Coronado Beach.

New Smyrna has been under the rule of four “flags”: the British, Spanish, United States, and the Confederate Jack.

The Sugar Mill Ruins were built to make sugar during the early 1800s. However, the mill, sugar plantations and all buildings were destroyed during the war between the Seminole Indians and the

U.S. You can still see the remains of the ruins in New Smyrna Beach today.

Old Fort Park (pictured above), now a downtown riverfront park, awaits your discovery of the mysterious coquina rock foundation, which is believed to be the home of Dr. Turnbull. Just blocks away from Old Fort Park on Riverside Drive is the 1770s- era Old Stone Wharf, where a significant maritime Civil War battle was fought. If you're lucky, you'll catch a glimpse of it at low tide.

The Black Heritage Museum is one of a few of its kind in the state. Filled with memorabilia and artifacts of the 20th century, visitors are offered a glimpse back in time through African-American history in Florida. The history of Canal Street began at the same time 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 Beach soon after established itself as an important producer of cane sugar and indigo.

Today, you'll find a laid-back blend of history and culture surrounding the area.

## Average Temperatures



Winter  
**70**  
51



Spring  
**79**  
66



Summer  
**89**  
72



Fall  
**82**  
66



# 10 Fast Fun Facts

1. New Smyrna Beach was the largest attempt of British colonization in the New World. Three times larger than the first settlement of Jamestown in 1607! It is known as the second oldest city in Florida and celebrated its 250th birthday in 2018.
2. New Smyrna's excellent surfing conditions have produced more than eight world-class competitive surfers over the years, including Kem McNair, Charley Baldwin, Isabel McLaughlin, and Ross Pell.
3. New Smyrna Beach has the most biologically diverse estuary in North America. It is home to more than 400 species of birds, dolphins, manatees, turtles, and more.
4. There are no chain restaurants on New Smyrna's beachside. Everything is locally owned with only mom-and-pop style restaurants.
5. New Smyrna Beach is the "Redfish Capital of the World." Anglers can participate in world-class fishing offshore and in the backwaters of Mosquito Lagoon.
6. New Smyrna Beach is one of three locations in Florida where beach driving is allowed, but there are traffic-free zones as well.
7. Ponce de Leon Inlet is home to the Ponce de Leon Inlet Lighthouse, which is the tallest lighthouse in Florida and the second tallest masonry lighthouse in the country.
8. New Smyrna Beach is set on a barrier island. There is no access to A1A North or South out of New Smyrna Beach.
9. Winter, the dolphin known for its prosthetic tail and star of the Hollywood film, "Dolphin Tale," was actually found and rescued in the Canaveral National Seashore in New Smyrna Beach. She now calls the Clearwater Marine Aquarium her home.
10. New Smyrna Beach is a great location to spot rocket launches organized by the Kennedy Space Center. Many people even drive down to the southernmost point of the Canaveral National Seashore where they can see the skyline of the Kennedy Space Center facility with an up-close view of the launches. You don't need to drive all the way to the space center to get a great view of the launches.





# Area Accolades



- New Smyrna Beach was named one of the “World’s Top 20 Surf Towns,” by *National Geographic Magazine*
- Canaveral National Seashore in New Smyrna Beach was named one of “The 10 Best Beaches in Florida,” in 2016 by *Coastal Living Magazine*
- New Smyrna Beach was selected as one of the top beach vacation destinations in *Canadian Traveller Magazine*’s “Top American Trips” in 2017
- New Smyrna Beach was voted “Best Beach” by the readers of *The Orlando Sentinel* from 2007-2017
- CNN Travel named New Smyrna Beach as one of “7 Waterfront Towns Worth a Closer Look” in 2016
- New Smyrna Beach was named one of “10 Beach Towns That Are So Much – More Than You’d Expect” by Buzzfeed in 2016
- The Huffington Post named New Smyrna Beach as one of the “10 Best Beach Towns in Florida”
- Smarter Travel named New Smyrna Beach as one of the “Top 10 Beach Towns in Florida”
- Dr. Beach rated New Smyrna Beach as one of “Florida’s Top 10 Beach Towns” in his annual rankings for *USA Today*
- Writer John Villani named New Smyrna Beach as one of “The 100 Best Small Art Towns in America”



New Smyrna Beach on the cover of the June/July 2016 issue



Five-page spread on New Smyrna Beach







### **New Smyrna Beach Contact Information**






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