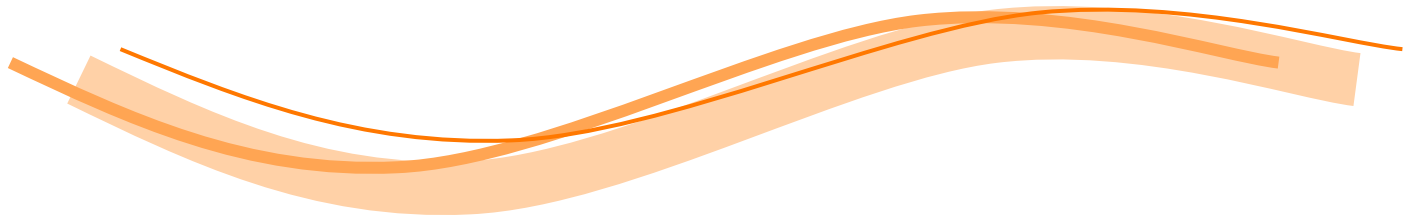




DAYTONA BEACH, FLORIDA





<p>DAYTONA BEACH</p>	<p>Florida's Daytona Beach area is twenty seven kilometers of sparkling beaches offering visitors buckets full of fun.</p> <p>There's so much to see and do - from spas, fine dining, shopping and nightlife to pristine state parks and attractions galore. A popular golf destination, the Daytona Beach area boasts an array of public courses including LPGA International's award-winning championship greens.</p> <p>Discover why Daytona Beach is "way more than a beach"! Visit the Smithsonian-affiliated Museum of Arts & Sciences or the Marine Science Center. Daytona is also the home of NASCAR at the world-famous Daytona International Speedway - you can enjoy motor racing year round.</p> <p>For more information visit www.DaytonaBeach.com . Check out the "Canadian Sand Dollars program" for year-round Canadian 'residents-only' values on accommodations through August 31, 2010. Plus the Daytona Beach Area Sun Saver savings booklet has even more offers, on attractions, golf, museums, shopping, dining and more!</p>
<p>Location</p>	<p>Daytona Beach is on the Atlantic east coast of Florida, in Volusia County. It is northeast of Orlando, about one third down the mainland coast of Florida.</p>
<p>Geography</p>	<p>The Daytona Beach area is located in Florida's Central East Coast region. It includes eight communities stretching 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.</p>
<p>Name</p>	<p>Daytona Beach is named after its founder, Mathias Day.</p>
<p>Population</p>	<p>According to 2006 U.S. Census Bureau estimates, the city has a population of 64,421.</p>
<p>Language</p>	<p>English</p>
<p>Currency</p>	<p>US Dollars; the current exchange rate at Nov 2009 is 94 cents US to the Canadian Dollar</p>
<p>Tipping</p>	<p>The custom of tipping is a common practice in Daytona Beach: 15% to 20% for waiters; 10% to 15% for taxi drivers; \$1 per bag for bellmen. Occasionally gratuities are automatically added to restaurant checks, but not usually.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



Clothing	Clothing styles in Orlando are as varied as any other major city in the world. Styles of dress ranging from comfortable and casual to elegant and stylish will be seen in all parts of the city. Air conditioning is a way of life during Florida summers, making all clothing comfortable indoors.
Documentation	Passports are now required for Canadian visitors arriving by air. An enhanced provincial driving license will also be an alternative.
Time zone	Eastern Standard Time, same as Toronto
Health	Excellent services available but ensure that you have travelers health insurance as health costs in the US can be very high
Safety tips	Many visitors flock to the Daytona Beach area because of its reputation as a safe, family oriented vacation destination. To maintain that reputation, the area's seven local law enforcement agencies work closely to ensure public safety remains a top priority. The area's tourist industry, the Daytona Beach Hotel/Motel Association, and local area law-enforcement agencies participate in a tourist crime prevention program information network called Tourist Oriented Policing (T.O.P.s)

CLIMATE	
General climate	The average annual temperature is a warm 21 degrees Celsius. The average water temperature is also 21 degrees C. 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 24 kilometers inland. This moderating effect occurs because of ocean breezes, which also keep the climate mild in the winter.
Today's weather	20C and sunny (27 November 2009)
Best time to visit	Daytona Beach is a four season destination, but its obvious attraction to Canadians is in the cold winter months in Canada when the weather is often perfect in Daytona Beach.

GETTING AROUND	
Getting There	The Daytona Beach area is only a 1.5 hour's drive to the greater Orlando area and Orlando International Airport, which has plenty of direct flights from both Toronto and Montreal. For details on flights with Sunwing, see below. It takes about 2.5 hours from Montreal or Toronto. From Orlando, head east on I-4 until you see signs for I-95. Take I-95 and head north. Exit I-95 at Exit 261 (U.S. 92; International Speedway Boulevard). Head east on U.S. 92 until you reach the beach. Travel time is approximately one hour to 90 minutes.
Cities	Daytona Beach
Distances	Orlando 85 kms St. Augustine 53 miles

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Tampa 139 miles Miami 251 miles Atlanta 419 miles</p>
Boats	<p>Visitors can discover the Daytona Beach area's rich history via a leisurely cruise along the Halifax River. Passengers aboard one of the area's many river boat tours can explore the Halifax River and see downtown Daytona Beach's historical sites, the area's magnificent riverfront homes, beautiful parks, islands, and marinas. Passengers also get the chance to see and experience an assortment of wildlife such as pelicans, herons, egrets, and other waterfowl. Lucky passengers may even spot a manatee or dolphin.</p> <p>The Manatee cruise: 1701 N. Riverside Dr., New Smyrna Beach Phone: (800) 881-BOAT Aboard the Manatee, cruise the protected wetland and scenic mangrove shores of the Intracoastal Waterway. Sights include dolphins, waterfront homes, and the historic Ponce de Leon Lighthouse.</p>
Trains	<p>Daytona Beach is served by Amtrak by way of a Thruway Motorcoach connection between the beachside and Amtrak's DeLand Station, 28 miles to the west. There, the service connects northbound with train 92, the Silver Star, and train 98, the Silver Meteor.</p>
Car Rental	<p>Most major car rental companies are available in the area; Avis are particularly recommended (tel. 800/831-2847) You can also rent a Harley. Contact Daytona Harley-Davidson (tel. 800/307-4464 or 386/258-0638; www.daytonahd.com). Rates are \$135 to \$155 daily, \$600 to \$640 weekly. A special sunset rate of \$75 is available from 4pm to 9am.</p>
Buses	<p>VoTran is the local bus service provided by Volusia County. It is a cheap way to get around and is handicap accessible. Buses travel to most sites and places of interest. A one-day VoTran bus pass costs \$3.</p> <p>A1A Beachside Trolley operates from January to Labor Day (September) along Atlantic Avenue on the beachside. They are air-conditioned and handicapped accessible.</p> <p>For travellers in Ontario, DeNure Tours offer comfortable coach travel all the way to Daytona Beach: see www.denuretours.com</p>
Deals	<p>Check out the "Canadian Sand Dollars program" at www.DaytonaBeach.com for year-round Canadian 'residents-only' values on accommodations through August 31, 2010. Plus the Daytona Beach Area Sun Saver savings booklet has even more offers, on attractions, golf, museums, shopping, dining and more!</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



ACCOMMODATION TYPES	The Daytona Beach area has more than 200 hotels, motels and inns with a combined total of more than 12,000 guestrooms.
----------------------------	--

LIFESTYLES	
Kids	<p>Fun, environmental learning opportunities can be found at the Marine Science Center in Ponce Inlet, which is located at the southernmost tip of the Daytona Beach area's barrier island. The centre sits in the shadows of the historic Ponce de Leon Inlet Lighthouse, the tallest lighthouse in Florida. With interactive exhibits on the area's marine environment, a seabird sanctuary and sea turtle rehabilitation facilities, the center provides a unique and entertaining learning experience for young and old.</p> <p>Charles and Linda Williams Children's Museum at the Museum of Arts & Sciences 352 S. Nova Road, Daytona Beach, FL Phone: 386.255.0285 Web site: www.moas.org Be among the first to explore the newest addition to this Smithsonian-affiliated museum. Opened in November 2008, the children's museum is the first hands-on science centre in the region. The 9,300-square-foot-wing houses 15 professionally designed interactive exhibits that demonstrate various principles of science, engineering, and physics.</p> <p>There's also the Angell & Phelps Chocolate Factory and the Daytona Ghost Walk in several locations in Daytona Beach - an entertaining journey that blends history, scientific data and haunting tales.</p>
Teens	<p>The beach is up to 500 feet wide at low tide and is perfect for sandcastle building, cycling, jogging, fishing or just relaxing in the sun. While at the beach, water-sports enthusiasts can grab a surfboard, launch a boat or head out for a parasailing adventure. The Atlantic Ocean is perfect for swimming especially during the spring and summer when temperatures range from 23 to 27 degrees Celsius.</p> <p>One of the area's most exhilarating attractions is the Daytona 500 Experience, located just outside Daytona International Speedway's fourth turn. This motorsports attraction offers a combination of high-tech, hands-on excitement and a fascinating historical perspective that's perfect for all ages. Guests can change tires in a timed pit stop competition, design and videotest their own cars, and broadcast a famous race finish. The Daytona 500 Experience also puts visitors in the driver's seat with racing simulator rides Daytona Dream Laps and Acceleration Alley. The Daytona 500 Experience's newest thrill is NASCAR 3D, The IMAX Experience," featuring rare behind-the-scenes glimpses as well as gripping action on the track and narration by Golden</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Globe award-winning actor Kiefer Sutherland.</p> <p>Daytona Lagoon Water Park: Twisty, turvey turns, over 1 million gallons of rushing water, exciting speed slides and attentive guards. The basic ingredients for a fun and safe summer await you at Daytona Lagoon. www.daytonalagoon.com Here are some of the thrills:</p> <p>Blackbeard's Revenge - Climb a 62 foot tower and slide into a tunnel of winding darkness on a tube.</p> <p>Panama Jacks' - 3 slides on one tower. Take a trip down The Canyon, The Cave or The Cavern.</p> <p>Adventure Mountain - Speed your way down through 2 sloping slaloms and splash down into a cool pool of water.</p> <p>Pelican's Drift ("Lazy River") - Sit back and relax in your tube as you drift along Pelican's Drift around Castaway Bay.</p> <p>Castaway Bay - A large themed play structure with 4 slides for the younger kids. Water shooting nozzles, climbing nets and a bucket that dumps 1000 gallons of water every 2 minutes.</p> <p>The Wave Pool - 500,000 gallons of water to splash around.</p> <p>Kraken's Conquest - The Lagoon's newest water ride it is a ProRacer series speed slide where you can race on one of 4 lanes of the 55 foot tower to the bottom.</p>
<p>Romance</p>	<p>The Daytona Beach area is a perfect destination for honeymooners and couples who want a getaway filled with sun, surf, and romance. Couples who desire to wed or renew vows while in the Daytona Beach area will find that there are several unique sites for weddings and receptions.</p>
<p>Honeymoons & Weddings</p>	<p>Couples can choose to marry in lush and vibrant gardens, on a romantic cruise down the Halifax River, or even in the former home of multi-millionaire John D. Rockefeller. Race car fans can make the Daytona International Speedway a part of their memorable day by holding their wedding at its famed Victory Lane and a reception overlooking the popular motorsports attraction, the Daytona 500 Experience.</p> <p>For a beautiful waterfront wedding or reception, the banquet facilities at the Sunset Harbor Yacht Club and Conference Center located at 861 Ballowh Road in Daytona Beach offers a luxurious setting. Set on the west bank of the Halifax River, the facility's stunning winding staircase, private Bride's Room and second floor ballroom, complete with balconies and enchanting views, will make any wedding party feel like royalty. Phone (386) 947-9900 or visit www.sunsetharboryc.com .</p> <p>One of the area's most popular romantic wedding sites is Chapel in the Garden, 5160 Riverside Drive, Port Orange. Chapel in the Garden is a beautifully restored century-old chapel that is nestled amid ancient oaks, soothing fish ponds, a quaint cottage and brick footpaths on a private estate near the shores of the Halifax River. Receptions,</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>banquets and parties can be held on-site at The Manor at Clark Gardens. Planning assistance is available through Wedding Designs, which is located at The Shoppes in the Garden adjacent to the manor. Wedding Designs is a full-service wedding consulting service and carries an exclusive line of wedding accessories and gifts. In addition to handling all bookings and reservations for the chapel and the manor, Wedding Designs' planners can also help brides with their off-site planning needs. Phone (386) 763-2285 or visit www.chapelinthegarden.com .</p> <p>Formerly the winter home of multi-millionaire John D. Rockefeller, the Casements, located at 25 Riverside Drive in Ormond Beach, now serves as the city of Ormond Beach's cultural centre and museum. The Casements is available for outdoor and indoor weddings and receptions. Due to limited space, only 150 guests are allowed indoors. Ceremonies can be held only on Saturdays and Sundays. (386) 676-3216.</p> <p>Getting married on Daytona Beach couldn't be made any simpler. Simply notify the Volusia County Beach Services Department of the upcoming event by completing and returning an event application. Rates to reserve a portion or area of the beach can vary due to event season periods and the size of the event. If you plan to marry between May 1 and October 31 (sea turtle nesting season), a special application for chair and tent set-up must be submitted 45 days prior to the date of the ceremony. For more information visit www.volusia.org/beach .</p> <p>Those planning to marry in the Daytona Beach area must have a marriage license issued by the state of Florida. A marriage license can be obtained at the Daytona Beach Courthouse Annex located at 125 E. Orange Ave., Room 100. Florida's Marriage Preparation and Preservation Act requires couples seeking a marriage license to complete either a four-hour marriage preparation course or wait three days to receive the license after applying for it. To apply for the license, couples must bring their driver's licenses or other valid photo identification and Social Security cards. Non-U.S. residents should present a passport when applying for a marriage license. If either partner has been married before, a document denoting their official date of divorce must be shown. Couples must be at least 18 years of age to apply for a license. Those under 18 must have parental consent.</p>
<p>Seniors</p>	<p>So long as you avoid the March Break crowds of celebrating youngsters, Daytona Beach will appeal hugely to Seniors as a very walkable, very friendly and very affordable escape from the Canadian cold.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



<p>UNIQUES</p>	<p>Automobile racing became a regular pastime along the hard-packed beaches at the turn of the 20th Century. Ormond Beach became known as the "birthplace of speed" due to the various land speed records set there. In 1947, the National Association of Stock Car Auto Racing was founded in Daytona Beach. Motorsports gained new ground in 1959 with the opening of the Daytona International Speedway, which continues to satisfy hundreds of thousands of speed-hungry fans each year. Today, the Daytona Beach area entertains approximately 8 million visitors each year. Visitors come from around the world to relax and recreate on one of the most beautiful, family-friendly beaches in Florida.</p> <p>Beach driving and parking is permitted from dawn until dusk seven days per week at a cost of \$5 per vehicle along 11 miles of the area's 23-mile stretch of beach. There are several pedestrian-only beach zones located in designated areas along the beach where vehicles are not permitted to drive or park.</p>
<p>Surprising</p>	<p>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.</p>
<p>History</p>	<p>The area was once inhabited by the Timucuan Indians, who lived in fortified villages. War and disease, however, decimated the tribe. Florida was acquired from Spain by the United States in 1821, although permanent settlement was delayed until after the Second Seminole War from 1835 to 1842. When the Civil War ended, Florida experienced a boom in tourism.</p> <p>The city was founded in 1870 and incorporated in 1876. It was named for its founder, Matthias D. Day. In 1886, the St. Johns & Halifax River Railway arrived in Daytona. The line was purchased in 1889 by Henry Flagler, who made it part of his Florida East Coast Railway. The separate towns of Daytona, Daytona Beach and Seabreeze merged as "Daytona Beach" in 1926, at the urging of civic leader J.B. Kahn and others. By the 1920s, it was dubbed "The World's Most Famous Beach".</p> <p>The trend continued with other entrepreneurs endeavoring to build a city of commerce and vision. Commodore Charles Burgoyne began by building a community center in Daytona Beach in the early 1900s. Burgoyne organized concerts along the riverfront actively promoting the town's events to travelers. Later, John D. Rockefeller discovered Ormond Beach's immaculate golf courses and made his winter home at The Casements.</p> <p>Daytona Beach not only inspired those who wanted to test the limits of speed, but also those who have desired to test the limits of society. Daytona Beach's role in the history of civil rights is significant. On March</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	17, 1946, Jackie Robinson played in the first integrated spring training baseball game with the Montreal Royals, a farm team of the Brooklyn Dodgers. Later he became the first African-American to play in the Major Leagues. Today, Robinson's name identifies the stadium in Daytona Beach and a life-size statue of him has been cast at the entrance.
Books	Frommer's Florida 2010
1000 Places to See Before You Die	The Daytona International Speedway: "The home of Speed" – try the Richard Petty Driving Experience and drive or ride the Daytona International track.
Must Sees	Completed in 1887, the Ponce de Leon Inlet Lighthouse is listed on the National Register of Historic Places and is one of only a handful of lighthouses in the United States to have all of its original buildings still standing. The 175-foot structure is the second tallest lighthouse in the U.S. and still serves as a faithful guide to Atlantic coast mariners. Located in Ponce Inlet, the Daytona Beach area's southernmost point, the lighthouse also features one of Florida's largest maritime museums. The grounds include historical displays, a video depicting lighthouse history, a rare Fresnel lens exhibit, and a gift shop full of treasures. A 203-step climb of the lighthouse provides a panoramic view of the north and south arteries of the Intracoastal Waterway and the surrounding area. Picnic facilities and nature trails are available nearby at Lighthouse Point Park. Lighthouse hours are 10 a.m.-4 p.m. daily with extended summer hours.

SPORTS ACTIVITIES	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
Racing	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). Visitors can call (386) 253-7223 (RACE) to obtain the latest ticket information, or they can visit the ticket information booth located inside the Daytona 500 Experience. Ticket information and sales are available online at www.daytonainternationalspeedway.com 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

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>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.</p>
<p>Golf</p>	<p>This stretch of the Atlantic coast is lined with championship greens that are open to the public. The Daytona Beach area offers courses designed by Jack Nicklaus, Rees Jones, Arthur Hills, Arnold Palmer, Gary Player, Lloyd Clifton and Bill Amick. With an average annual temperature of 21 degrees Celsius, the Daytona Beach area is the perfect spot for year-round golfing fun.</p> <p>Daytona Beach is home to the international headquarters of the Ladies Professional Golf Association. In addition, professional and amateur golf tournaments are held at courses throughout the area on an annual basis such as the Women's South Atlantic Amateur Golf Championship (The SALLY) and the LPGA Final Qualifying Tournament.</p> <p>Golf enthusiasts can plan their Daytona Beach getaway through www.GolfDaytonaBeach.com, a promotional program coordinated by the Daytona Beach Area Convention and Visitors Bureau that packages golf courses and accommodations for added value and convenience to the traveler. Here are some suggestions:</p> <p>Crane Lakes Golf & Country Club: This magnificent 18-hole layout has 32 beautiful lakes filled with flowering aquatic vegetation and is conveniently located just off I-95 in scenic Port Orange. The greens are pristinely manicured and are comprised of the highest quality Bermuda grass. With its luscious green fairways, Crane Lakes Golf & Country Club offers the truest test of golf around.</p> <p>Cypress Course at The Grand Club: Gary Player recently returned to The Cypress Course to modernize his original vision. The Cypress Course gives golfers fantastic views and backdrops, from pine and hardwood forests reminiscent of the Carolinas, to love grass and pot bunkers that might fit nicely on Scottish Links. This Gary Player Signature course is unmistakably Northeast Florida with its marshlands, lakes, and magnificent wildlife. With over \$3.5 million dollars in renovations to the course and a new clubhouse, the experience has never been greater!</p> <p>The Golf Club at Cypress Head: The Golf Club at Cypress Head is a championship course designed by Arthur Hill and Mike Dasher. The course features abundant Florida native topography of thick forests, wetlands and water that create a fair but challenging layout.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



<p>Fishing</p>	<p>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. Deep-sea fishing charters depart from several marinas daily. Half- and full-day trips are available and include all the bait and gear necessary to catch the "big ones." Charter boat companies take their passengers to favored fishing spots to catch red snapper, grouper and other native fish.</p> <p>The easiest and least expensive way to fish offshore for marlin, sailfish, king mackerel, grouper, red snapper, and more is with the Critter Fleet, 4950 S. Peninsula Dr., just past the lighthouse in Ponce Inlet (tel. 800/338-0850 or 386/767-7676; www.critterfleet.com), which operates two party boats. One goes on all-day trips (about \$75 for adults, \$45 for kids under 12), while the other makes morning and afternoon voyages (about \$50 for adults, \$35 for kids under 12). The fares include a rod, reel, and bait. Call for schedules, prices, and reservations.</p> <p>Save the cost of a boat by fishing with the locals at Main Street Pier, at the ocean end of Main Street (tel. 386/253-1212). Admission for anglers is \$5 for adults, \$3.50 for kids under 12. Bait and gear are available for \$13, and no license is required.</p>
<p>Horse riding</p>	<p>Shenandoah Stables, 1759 Tomoka Farms Rd., off U.S. 92 (tel. 386/257-1444), offers daily trail rides and lessons.</p>
<p>Hiking</p>	<p>Daytona Beach Boardwalk is a pleasant venue for both walking and biking and there are many other trails in this destination.</p>
<p>Tennis</p>	<p>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 hydroclay 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.</p>
<p>Diving</p>	<p>Artificial reefs are a great way to explore the area's waterways. Fresh and saltwater diving and snorkeling opportunities are plentiful in the Daytona Beach area and throughout Volusia County. The Ponce de Leon Inlet Port Authority Artificial Reef Program includes a total of 28 artificial reefs that were constructed with the remains of ships, barges, airplanes, and local demolished bridges. The area's freshwater springs feature spectacular underwater sites such as manatees and limestone-walled caves. For more information, contact the Ponce de Leon Inlet Port Authority at (386) 248-8072.</p>
<p>Parasailing</p>	<p>Daytona Parasail: Located in beautiful Daytona Beach, Florida, they are one of the most successful Parasail operations in the business. With years of experience, licensed USCG captains, and multiple Parasail</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>boats in operation, you can experience a breath taking view of Daytona. Their flights start at 800 feet and are the only business that scales up to 2000 feet in the air. There are five flights to choose from: check them out at www.daytonaparasailing.com .</p>
<p>CULTURE</p>	<p>From international music festivals to acclaimed museums, the Daytona Beach area is home to a stellar selection of enriching cultural activities and attractions that are sure to please even those with the most discriminating tastes.</p>
<p>Arts</p>	<p>Art galleries dot the Daytona Beach, Ormond Beach and New Smyrna Beach areas. The work of local artists can also be found at the Daytona Beach Art League, located on Palmetto Avenue in downtown Daytona Beach. Founded in 1932, the Daytona Beach Art League is the area’s oldest arts organization.</p> <p>Visitors can now enjoy modern dance performances by the area’s newest arts organization - Surfscape Contemporary Dance Theater. In addition, each December, the area’s oldest dance organization, the Daytona Beach Civic Ballet, presents The Nutcracker at the Peabody Auditorium.</p>
<p>Music</p>	<p>The Daytona Beach International Festival brings year-round cultural performances to the Daytona Beach area. Its biennial musical extravaganza is a 17-day festival that features a variety of entertainment including music, dance and comedy.</p> <p>The Daytona Beach Symphony Society annually hosts a season of classical concerts featuring world-renown guest conductors and symphony orchestras. Each year, the society also sponsors Winterfest, a classical music festival. Over the years, Winterfest has featured performances by the Boston Pops, Teatro Lirico D’Europa, Czech Symphony Orchestra, and the BBC Symphony Orchestra.</p> <p>Each spring and summer, free concerts are held beachside at the oceanfront Daytona Beach Bandshell, a historic landmark built in 1937 by the Federal Works Administration. The free concerts are held on Wednesdays, Saturdays and Sundays from April through October and feature jazz, Dixieland, big band, blues, folk music and other musical genres appealing to a wide range of tastes and preferences.</p>
<p>Theatre & Film</p>	<p>Theatre lovers won’t want to miss the Broadway in Daytona Beach series presented throughout the year at historic Peabody Auditorium. The Peabody’s Broadway in Daytona Beach series features national traveling productions of “Great White Way” favorites. In addition, the Peabody hosts concerts and comedy shows year-round.</p> <p>Another Daytona Beach tradition is the Daytona Playhouse. Established in 1947, the Daytona Playhouse provides a creative outlet for local thespians by staging plays and other theatrical performances from June to September.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Throughout the year, movie buffs can enjoy award-winning independent and foreign films presented by Cinematique of Daytona at the Bookstore Café in Ormond Beach.</p> <p>Cinematique also presents special outdoor events such as Movies Under the Stars at City Island Park in Daytona Beach. In addition, the organization annually presents the Daytona Beach Film Festival each fall.</p>
<p>Museums</p>	<p>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.</p> <p>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.</p> <p>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.</p>
<p>Festivals & Events</p>	<p>Speedweeks begins in late January with the running of the Rolex 24 At Daytona sports car race and NASCAR Preseason Thunder Daytona Fan Fest and concludes with the world famous Daytona 500. Motorcycles take their turn on the speedway in late February and March for Daytona 200 Week By Honda, featuring the popular Daytona 200 by Honda and Daytona Supercross By Honda. NASCAR returns to Daytona International Speedway in the summer for the Coke Zero 400, which is held 4th of July weekend.</p> <p>Daytona KartWeek By Cometic Gasket. December 27-30, 2009. This auto event will feature hundreds of karts on Daytona International Speedway's infield half-mile sprint course. Keeping with tradition, the holiday classic will begin with load in on December 27, followed by a full day of practice December 28 and race days on December 29-30. www.daytonainternationalspeedway.com .</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



ATTRACTIONS	
Beaches	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.
Wildlife	<p>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.</p> <p>Located west of the Daytona Beach area in DeLand, the Lake Woodruff National Wildlife Refuge features acres of secluded walking paths and boardwalks which offer visitors rare views of birds, turtles, raccoons and other wildlife. Heading west from DeLand on Interstate 4 just off the Orange City exit, nature lovers can get an up-close-and-personal view of Florida's manatee population at Blue Spring State Park and recreational area. The age-old Blue Spring maintains a constant temperature of 72 degrees year-round, attracting scores of the beloved manatee in search of warmer waters during the winter months. Visitors can enjoy camping, hiking, fishing, boating, scuba diving, and a visit to a historic on-site southern home. Raised wooden boardwalks along the riverbank allow gazers a chance to spot alligators, turtles and other wildlife.</p>
Parks	<p>Tomoka State Park, located at 2099 North Beach Street in Ormond Beach, was once the site of the Timucuan Indian Village of Nacorocco. It later became the Mount Oswald Plantation in 1766. Today, the 1,540-acre park offers camping, fishing, nature trails, picnic areas, a boat launch and canoe rentals for access to the beautiful Tomoka River. Park hours are 8 a.m.- dusk daily. Museum hours are 9:30 a.m.- 4:30</p> <p>Spruce Creek Park is located south of Daytona Beach off U.S. Highway 1. Once the home of a Timucuan Indian civilization, Spruce Creek Park is the site of several Indian mounds that contain rare monarchical tombs. Set along the banks of beautiful Spruce Creek, part of the vast Halifax River system, visitors can explore scenic bluffs, picnic and playground areas, and hiking trails. Primitive camping is available through the park ranger's office.</p>
Gardens	Sugar Mill Botanical Gardens: These English-period sugar mill ruins are surrounded by 12 acres of botanical gardens. The site features a

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>human sundial and 40-year old dinosaur statues erected in the 1960s when the area was known as the Bongoland theme park.</p>
<p>Historical Sites</p>	<p>The Casements is the former winter home of billionaire John D. Rockefeller and now serves as a cultural centre and museum for the city of Ormond Beach, located just north of Daytona Beach.</p> <p>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.</p> <p>Located on Old Dixie Highway, north of Ormond Beach, Bulow Plantation Ruins State Historic Site is the remains of what was once known as Bulowville. Founded in 1821, the plantation cultivated sugar cane, cotton, indigo and rice before its destruction in the Seminole Indian War. Bulow Plantation is one of the area's few preserved coquina-rock sugar mill ruins. The once cleared fields have been reclaimed by the forest, and the area looks much as it did in the 1800s. Also included is a spring house, an open-air museum featuring Seminole Indian relics and artifacts, canoe rentals, and picnic facilities. Hours are 9 a.m.-5 p.m. daily.</p>

<p>OTHER ACTIVITIES</p>	
<p>Shopping</p>	<p>Ocean Walk Shoppes at Ocean Walk Village: This ocean-side shopping and entertainment complex includes upscale eateries, boutiques and live entertainment. A 10-cinema movie theatre, 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.</p> <p>Beach Street in the downtown Daytona Beach Historic District, offers a nostalgic experience as you stroll amid unique shops and restaurants along a lush, palm-tree lined avenue. Along with the Halifax Historical Museum, Riverfront Park and antique shops, Beach Street is home to Angell and Phelps Chocolate Factory where chocolate lovers can see and learn how Angell and Phelps hand-make more than 100 kinds of candies.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	Souvenir hunters will enjoy browsing in the many beachside shops along Atlantic Avenue (A1A). Volusia Mall, the area's largest regional shopping mall, features more than 100 department stores, specialty shops and restaurants.
Markets	The area has two outdoor markets that are open every weekend The Farmers Market , located in downtown Daytona Beach on City Island, features fresh produce, citrus fruit and seafood. The Daytona Flea and Farmer's Market is a bargain hunter's dream featuring everything from food to clothing to antiques.
Nightlife	<p>Live music performed by local musicians can be found at several Daytona Beach hotels as well as restaurants and nightspots along the city's major entertainment districts including Beach Street in downtown Daytona Beach, Main Street, Seabreeze Boulevard and Ocean Walk Shoppes.</p> <p>Check the Friday edition of the Daytona Beach News-Journal (www.n-jcenter.com) for its weekly "Go-Do," and the Sunday edition for the "Master Calendar" section, which lists upcoming events. Other good sources listing nighttime entertainment are Happenings Magazine and Backstage Pass Magazine, two tabloids available at the visitor center and in many hotel lobbies.</p> <p>A popular beachfront bar for more than 40 years, the Ocean Deck Restaurant & Beach Club, 127 S. Ocean Ave. (tel. 386/253-5224), is packed with a mix of locals and tourists, young and old, who come for live music and cheap drinks. Reggae or ska bands play after 9:30pm. There's valet parking after dark, or leave your vehicle at Ocean Deck's Reggae Republic surf shop on Atlantic Avenue.</p>

CUISINE	
Food	Creative chefs have discovered the Daytona Beach area and are heating up the region's culinary scene. From casual cafes to gourmet sophistication, visitors will discover a delectable selection of restaurants in the Daytona Beach area that showcase some of Florida's young culinary talent. Dine at one of the many popular mainland restaurants or choose a waterfront eatery situated alongside the area's stretch of the Intracoastal Waterway where spectacular sunsets are the house speciality.
Restaurants	<p>A growing number of eateries call the historic downtown area home, including Angell and Phelps Café, The Cellar (home of former President Warren Harding), Bay Street Seafood, Zen Bistro, Siam Spice, Ronin Sushi Bar, McKay's Tavern, Christina's Beach Street Cafe and many others.</p> <p>Inlet Harbor Marina & Restaurant: Family atmosphere, casual waterfront dining, festive Caribbean setting. Delicious seafood entrees, fresh oysters and crabs, fine steaks and garden fresh salads. Dine</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>inside our outside on the area's largest torch-lit deck. Live entertainment. 1,000 foot Riverwalk. Waterfront gift shop. Open for lunch and dinner. 133 Inlet Harbor Rd., Ponce Inlet.</p> <p>Ocean Deck Restaurant and Beach Bar: Daytona Beach's only Oceanfront, Live Reggae Night Club. When you're in Daytona Beach, go where the locals go... A Daytona Beach tradition for over 40 years. Featuring great seafood, live reggae music and dancing every night of the week. Tel: 386.253.5224 Address: 127 S. Ocean Ave. Daytona Beach, FL 32118 Website: www.oceandeck.com</p> <p>StarLite Dining Cruises: Florida's #1 Dining Cruise Line. There's just no better waterfront view in the area, plus superb dining, live entertainment, dancing and more. This beautiful ship offers a great value on a range of day and evening dining cruises. The StarLite Princess Authentic Paddle Wheel Riverboat departs from behind Caribbean Jack's in Daytona Beach and features plush, comfortable interiors with large picture windows for unobstructed viewing of the passing scenery. Atlantic Bottlenose Dolphin are a common sight too. Website: http://www.starlitediningcruises.com/daytona</p>
--	--

MORE INFO	
Brochures	<p>For additional information, contact the Daytona Beach Area Convention and Visitors Bureau toll-free at 1-800-854-1234 or 1-386-255-0415 or visit www.daytonabeach.com</p> <p>For a free Daytona Beach area Arts Map and Visitors Guide filled with information on cultural events, attractions and activities, visit www.culturallydaytonabeach.com .</p>
Website	www.DaytonaBeach.com

HOTEL PRIZE PARTNER	<p>El Caribe Resort & Conference Center 2125 South Atlantic Avenue • Daytona Beach, Florida 32118 Phone: (386) 252-1558 • Fax: (386) 254-1940 Website: www.elcaribe.com</p>
Location	<p>For over 35 years this Daytona Beach hotel and conference centre has been providing a home away from home experience for both families and large groups. Located on the World's Most Famous Beach, the Daytona Beach resort offers eye-catching oceanfront rooms with private balconies, equipped kitchens and stunning Atlantic views.</p> <p>El Caribe is the comfortable way to get away for your next Daytona Beach family vacation. Situated on a stretch of Daytona's beautiful beaches, El Caribe Resort is a great choice for a relaxing beach-based vacation.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



Facilities	Two oceanfront pools, one heated during season
Accommodation	There are 112 oceanfront rooms with private balconies with spectacular sunrises along your private stretch of unspoiled beach.
Children	Children under 18 stay free at El Caribe. And for the really little ones, free summertime activities abound, making the magic of their family vacation even more memorable.

AIRLINE PRIZE PARTNER	Sunwing Vacations and Sunwing Airline Flights and vacations to Orlando Florida – just 1.5 hours away from Daytona Beach. www.sunwing.ca
Flight details	The Sunwing Travel Group comprises of a leisure travel company – Sunwing Vacations and airline - Sunwing Airlines. The company offers packages to the U.S (Florida and Las Vegas), Mexico, the Caribbean and Central America. For winter 2009/10 there'll be flights from 30 Canadian cities to 46 destinations bringing the vacation closer to your door! Plus, in the summer, the company operates a comprehensive network of domestic flights.

CURRENT DEALS	Sunwing has some amazing prices on flights to Orlando currently (as at 27 Nov 2009): From Toronto: \$69 return departing Dec 12 returning Dec 19 From Montreal; \$138 return departing Dec 12 returning Dec 19
----------------------	--

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.