30 SEPTEMBER 2021



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DESTINATIONS

FLORIDA | THE US







CLOCKWISE FROM TOP LEFT: Indian River North; dolphins; New Smyrna Dunes Park; JB's Fish Camp; and Flagler Avenue PICTURES: Cameron Lancaster;



top tip

For clients looking to explore beyond NSB, Daytona Beach and Kennedy Space Center are less than an hour's drive away.

visitnsbfl.com



the river and the Ponce de Leon Inlet. For fishing enthusiasts there's also a 90m pier from which to cast a line.

Back in town, at the end of Flagler Avenue, sits NSB's main beach, which has a real USP – you can drive a car right onto the beach and spend a day by the water. It's also the place to hire bicycles or golf carts at Salty Rentals, so you can freely cycle or drive along the vast stretch of beach.

CANAL STREET CULTURE

The historic downtown area of Canal Street, with its quintessential small-town charm and mom-and-pop restaurants, could easily be the set of a classic American movie. Indeed, there's barely a chain restaurant in sight.

In recent years, this riverside area has evolved into a thriving arts and cultural district, packed with studios and galleries, including the Hub on Canal. Once a silent cinema, the Hub is now alive with around 70 artists in residence showcasing their works – from abstract sculptures that take inspiration from the sea, to delicate jewellery designs and photographic displays.

Just a couple of streets away is Jane's Art Center, which hosts an eclectic mix of art and classes and is well worth a look.

As Florida's second-oldest city, New Smyrna was once a British colony and has more than 20 historical sites spread across the area. It's all documented at the town's Museum of History, alongside the Museum of East Coast Surfing, which is packed with surf artefacts and memorabilia.

Back on Flagler Avenue, you'll find the larger hotel chains, offering easy access to downtown. The SpringHill Suites by Marriott has a beachside location with direct access onto the sand, with rooms from \$218 per night including breakfast, while the Hampton Inn is located centrally on the avenue.

They are interspersed along brick sidewalks brimming with cute boutiques and upscale eateries serving the freshest seafood, making this sophisticated surf town a must for anyone eager to escape the crowds.

BOOK IT

America As You Like It offers seven nights in New Smyrna Beach from £1,520, including Virgin Atlantic flights from Heathrow, seven days' car hire, three nights at SpringHill Suites and four nights at Night Swan, both B&B.

americaasyoulikeit.com

WHERE TO EAT

- © CorkScrew Bar & Grille: Located in the historic downtown, this eatery offers classic American dishes with a southern twist such as shrimp and cheese grits, southern smothered chicken and parmesan-encrusted mahi. corkscrewbarandgrille.com
- JB's Fish Camp: Many diners arrive at JB's by boat, and if you're lucky you'll be joined by manatees, dolphins and seabirds by the dock. This lively, no-nonsense venue offers some of the best fish and chip platters around. jbsfishcamp.com
- Third Wave Cafe: On Flagler Avenue, Third Wave Cafe offers an alfresco setting for diners to sample flavours of the Mediterranean in Florida, with a focus on sustainable fishing. thirdwavensb.com
- New Smyrna Beach Brewing Company: At any one time, the New Smyrna Beach Brewing Company has 14 beers on tap that are produced on-site at its taproom on Canal Street. newsmyrnabeachbrewery.com

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