



# Volusia Mall

Daytona Beach, FL

Location	W. International Speedway Blvd. (U.S. 92) near I-95
Anchors	Dillard's, JCPenney, Macy's and Sears
Size	1,071,516 square feet
Website	VolusiaMall.net

**Mall Facts** Volusia Mall is a super-regional shopping center featuring four department stores and more than 120 specialty stores. Specialty stores range from trendy boutiques to national retailers including Abercrombie & Fitch, Aéropostale, American Eagle Outfitters, Artsy Abode, Books-A-Million, Buckle, Crazy 8, Charlotte Russe, Gymboree, Hollister Co., Journeys, Maui Nix, New York & Company, Victoria's Secret, and Yankee Candle Company.

In 2013, Volusia Mall added a new restaurant district which includes Bahama Breeze Island Grille, IHOP, and Olive Garden.

In 2014, Volusia Mall will undergo a multi-million dollar renovation which will include enhancements to the interior and exterior of the mall. The interior of the mall will include new soft seating areas and new flooring as well as ceiling and lighting upgrades. The renovation is scheduled to be completed by late fall.

**Trade Area Facts** Volusia Mall is conveniently located off I-95 and I-4. It is also directly across the street from the Daytona International Speedway, a short two-minute drive from the Daytona International Airport and less than ten-minutes from the world-famous Daytona beaches.

Daytona Beach's leading industry is tourism, hosting more than eight-million visitors each year. Annual Special events include the Daytona 500 (225,000 attendees), Bike Week (500,000 attendees), Spring Break (200,000 attendees), Coke Zero 400 (225,000 attendees), Biketoberfest (100,000 attendees), and the Turkey Rod Run Classic Car Show (150,000 attendees).

The area's major attractions include NASCAR's headquarters, Daytona International Speedway, USTA's headquarters, LPGA's headquarters, the 205,000 square-foot Ocean Center Convention Center, as well as Disney World, Universal Studios, Sea World, and Kennedy Space Center.

Major employers in the Volusia County trade area include Halifax Health, Volusia County Schools, Florida Hospital Memorial, Daytona State College and Embry-Riddle Aeronautical University. According to the Florida Trend's List of the 350 biggest companies in Florida, Volusia County has four firms that are in the top 350 including NASCAR, Brown & Brown, International Speedway Corporation, and Halifax Media Group.

Daytona Beach is home to eight colleges and universities including Embry-Riddle Aeronautical University and Daytona State College with a total annual enrollment of more than 40,000 students.

The Daytona Beach area is poised for tremendous growth in the near future with several new projects underway including the \$400 million renovation of the Daytona International Speedway (Daytona Rising), the opening of the Hard Rock Hotel & Café and a new upscale hotel and condominium complex on beachside.

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## Demographics

### Population Trends

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	374,203	241,621	615,824
2011 Estimate	361,159	236,266	597,425
2000 Census	309,745	185,613	495,358
2011 Daytime Population Estimate	160,964	61,274	222,238

### Average Household Income

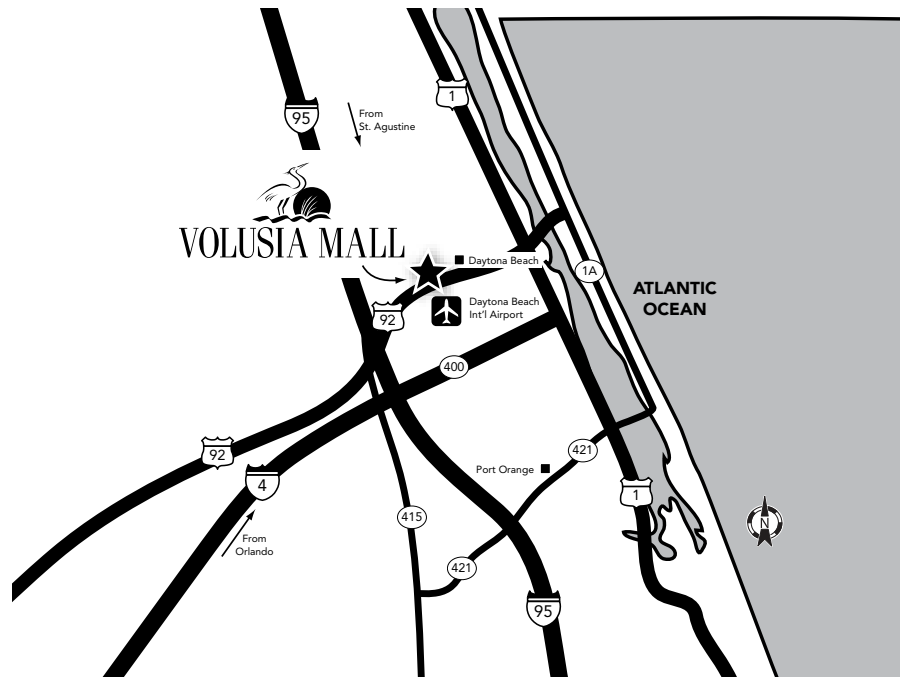
	Primary Trade Area	Secondary Trade Area	Total Trade Area
2016 Projection	\$60,813	\$60,673	\$60,762
2011 Estimate	\$55,306	\$55,454	\$55,361
2011 - 2016 % Change	9.96%	9.41%	9.76%

### Median Age

	Primary Trade Area	Secondary Trade Area	Total Trade Area
2011 Estimate	44	44	44

Source: 2000 Census; Scan/US 2011/2016 Estimates

## Location Map



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