

Market Insight

Mainland Daytona Beach, the neighborhoods west of the Halifax River including Pelican Bay, Indigo Lakes, and the Mason Avenue and LPGA and Williamson corridors, remains the city's most affordable and largest housing segment, where most of the year round population lives. Citywide, Redfin puts the median sale price near \$320,000 as of April 2026, up about 1.5 percent year over year, while Zillow's broader average sits lower at \$259,418, down 8.2 percent, reflecting how much pricing varies by specific neighborhood and home condition. Individual communities tell a more granular story. Pelican Bay's gated, golf course adjacent homes carry a median closer to \$290,000, with typical pricing from the mid \$200s into the \$400s and homes selling in about 71 days. Indigo Lakes runs a wider range, from \$137,800 up to \$569,900, reflecting its mix of older and newer single family homes, townhomes, and condos. Inland homes across the mainland can still be found from the \$200,000s, well below beachside pricing that often exceeds \$400,000. Homes here are also moving at a steady pace, generally 71 to 93 days on market depending on the neighborhood. Flood risk is notably lower on the mainland, with most areas sitting in Zone X rather than the flood prone AE zones along the coast and river, keeping annual flood insurance closer to \$600 to \$1,200 versus \$1,200 to \$6,500 beachside.

For buyers, this makes mainland Daytona Beach the practical choice for a traditional single family home with a yard, lower insurance costs, and easier commutes to schools, Daytona State College, and Halifax Health. The mix of established neighborhoods like Pelican Bay and Indigo Lakes gives buyers real flexibility in price point, lot size, and amenities like golf course access or lake views, depending on what matters most to a growing family or first time buyer.

For sellers, well maintained homes in established, low flood risk neighborhoods continue to move at a steady pace, giving this segment a reliably stable market compared to the more seasonal, condo driven beachside, another reason having the right local team matters when buying, selling, or relocating here.

Local Flavor

Daytona Beach's mainland side is anchored by institutions and landmarks that give the city its year round identity beyond the shoreline. The Daytona Tortugas, a Cincinnati Reds affiliate in the Florida State League, play their April through September season at Jackie Robinson Ballpark on City Island, a historic riverfront park where South Beach Street, just across the Halifax River, is lined with local shops and restaurants that make gameday a walkable downtown experience. Beach Street and the surrounding downtown corridor blend riverside dining, boutiques, and small businesses into one of the city's most walkable pockets.

Three colleges give the mainland its academic backbone. Bethune-Cookman University and Daytona State College sit close to downtown, while Embry-Riddle Aeronautical University, one of the top aviation and aerospace schools in the country, anchors the area near the airport with its own campus culture and steady stream of students. Halifax Health Medical Center serves as the region's major hospital system, rounding out the mainland's role as the city's civic and institutional core.

Just west along International Speedway Boulevard, restaurants, hotels, and shops line the route toward Daytona International Speedway, the legendary home of NASCAR's Daytona 500 and a year round draw for racing fans, car shows, and concerts. Nearby ONE DAYTONA adds retail, dining, and entertainment directly across from the track, while everyday shopping and grocery options run along Nova Road and Williamson Boulevard.

Add in Daytona Beach International Airport for easy air access, and the mainland offers everything a beachside visit doesn't: sports, higher education, healthcare, and everyday convenience, all within a short drive of the coast. Together, these landmarks make mainland Daytona Beach the practical counterpart to its famous shoreline, a place where residents live, work, study, and root for the hometown team.