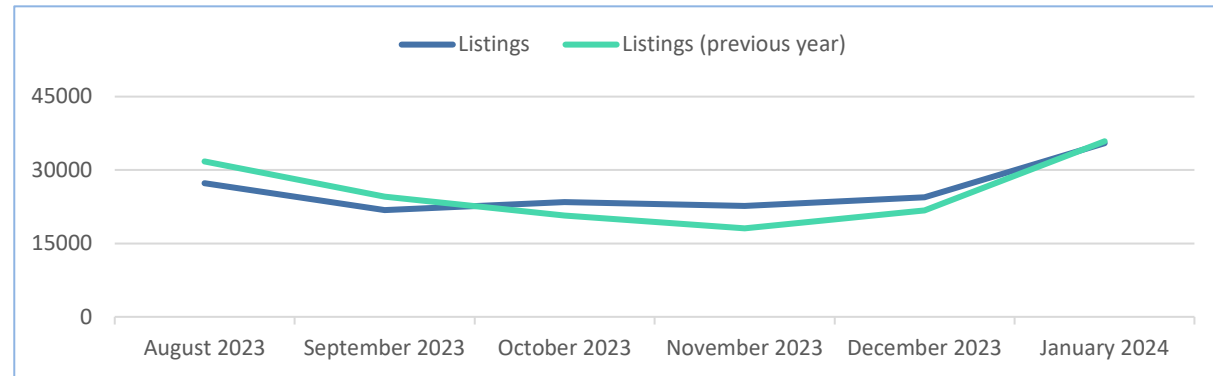
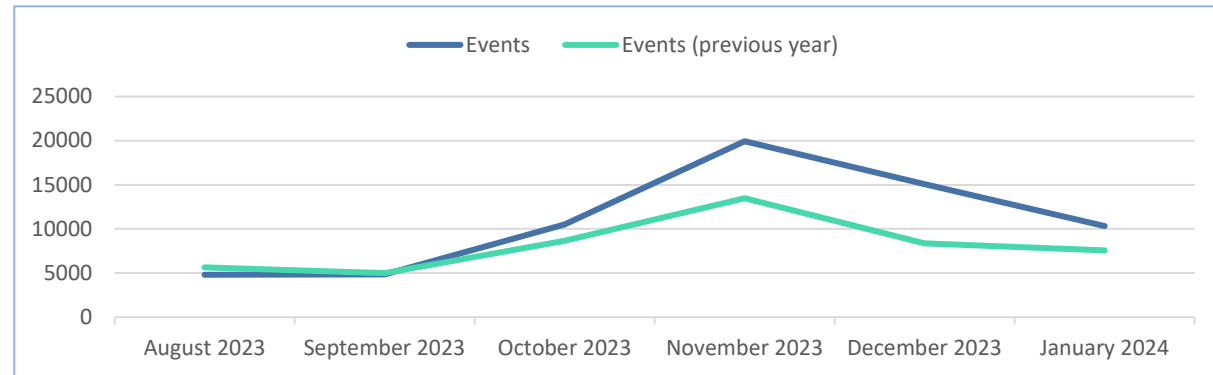


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

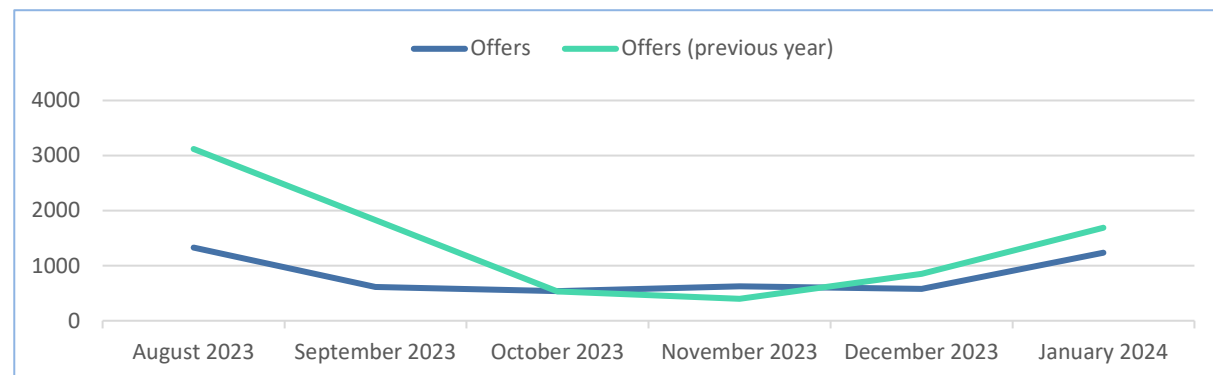
Month	Listings Clicks	Previous Year	%YoY
January 2024	35,497	35,867	-1.0%
December 2023	24,446	21,749	12.4%
November 2023	22,662	18,120	25.1%
October 2023	23,482	20,714	13.4%
September 2023	21,793	24,566	-11.3%
August 2023	27,325	31,762	-14.0%



Month	Events Clicks*	Previous Year	%YoY
January 2024	10,317	7,566	36.4%
December 2023	15,080	8,344	80.7%
November 2023	19,947	13,463	48.2%
October 2023	10,496	8,631	21.6%
September 2023	4,821	4,995	-3.5%
August 2023	4,810	5,616	-14.4%



Month	Offers Clicks*	Previous Year	%YoY
January 2024	1,235	1,691	-27.0%
December 2023	579	854	-32.2%
November 2023	625	400	56.3%
October 2023	537	533	0.8%
September 2023	614	1,831	-66.5%
August 2023	1,330	3,118	-57.3%



* Event and Offer clicks are dependent on the number of each (Event or Offer) loaded onto DaytonaBeach.com, as the listing counts remain steady year over year.

Partner Referrals | January 2024

Top 10 Pages	Pageviews
/brazil	172,728
homepage	150,790
/bike-week	100,183
/things-to-do/with-kids	88,062
/things-to-do/top-10-reasons-to-visit	86,623
/events/all-events	71,751
/places-to-stay/hotel-deals	49,643
/things-to-do/outdoors	41,888
/florida-resident-deals	35,917
/event/Daytona-beach-bike-week-2024	31,725

Things to Do	Listing Clicks
Daytona Aquarium & Rainforest Adventure	2,181
Buc-ee's Gas Station & Travel Center	1,528
Daytona International Speedway Track Tours	980
Daytona Lagoon Premier Water Park & Family Entertainment Center	487
Daytona Beach Boardwalk	468
Screamer's Park	373
NASCAR Racing Experience	325
Daytona Beach Parasail	314
Marine Science Center	273
The Manatee - Scenic Boat Tours	254

Places to Stay	Listing Clicks
Sunshine Holiday RV Park Daytona North	544
Coral Sands RV Park	515
Hard Rock Hotel Daytona Beach	350
Daytona RV Park	343
Racetrack RV Park	335
Daytona RV Oasis	329
Tomoka State Park	306
International RV Park & Campground	289
Holiday Inn Hotel & Suites on the Ocean	287
Hilton Daytona Beach Oceanfront Resort	235

Dining	Listing Clicks
Dine & Cruise - Dinner and River Cruise	291
The Roof Daytona Beach Pier	216
Joe's Crab Shack Daytona Beach	201
The Beach Bucket Bar & Grill	185
Polynesian Fire Luau	182
Racing's North Turn Beach Bar & Grill	144
Top of Daytona	132
Chart House	129
Ocean Deck Restaurant & Beach Club	118
Azure Oceanfront American Kitchen	100

Partner Referrals | January 2024



Top Viewed Events	Views
Daytona Beach Bike Week	31,725
62nd Rolex 24 at DAYTONA	16,096
Welcome to Rockville	8,102
Speedweeks & DAYTONA 500	5,857
Jeep Beach	4,928
Biketoberfest®	3,078
34 th Annual Daytona Spring Turkey Run	1,988
2024 State Cheer & Dance Championships	1,484
2024 Coke Zero Sugar 400	1,050
Megalodon: Largest Shark that Ever-Lived Exhibit	811

Referrals from Partners	Clicks to DaytonaBeach.com
DaytonaInternationalSpeedway.com/referral	1,527
VisitFlorida.com/referral	1,313
OfficialBikeWeek.com/referral	409
Imdbhoa.com/referral	377
CODB.us/referral	174
DaytonaRVOasis.com/referral	106
DaytonaRacetrackRV.com/referral	95
RegionalDanceAmerica.org/referral	74
WJCL.com/referral	74
TCPalm.com/referral	61

Offers	Offer Views/Clicks
Max Beach Resort 15% Off a 3-Night Stay with a Winter Warm Up	636 / 196
Max Beach Resort Florida Residents – 20% Off Weekday Stays & 15% Off Weekend Stays	634 / 89
Max Beach Resort Couples, Gals & Pals Package	573 / 182
Club Wyndham Ocean Walk Save Up to \$250 When You Stay Longer	565 / 176
The Shores Resort & Spa Stay More, Save More – 25% Off Stays of Three Nights or More	557 / 169
Max Beach Resort Family Fun Max Package	406 / 99
Beachside Rentals Property Management Free Night Stay	311 / 64
The Shores Resort & Spa Up to 20% Off – Florida & Georgia Resident Savings	265 / 72
Max Beach Resort The More You Stay, the More You Save	147 / 44
Max Beach Resort Home Runs & Sunsets	137 / 32