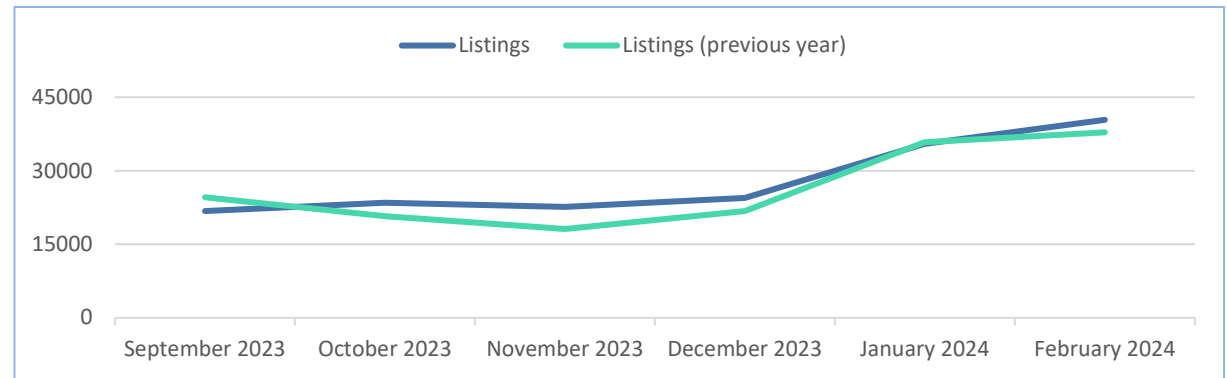
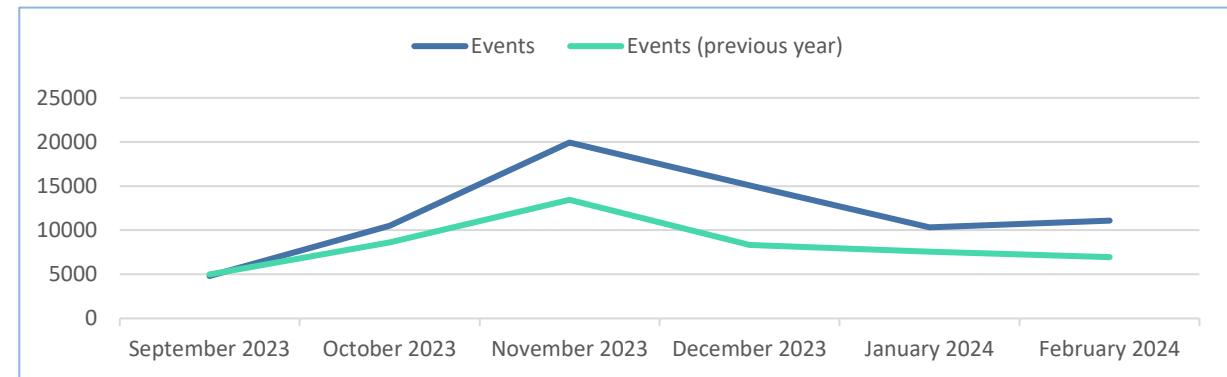


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

Month	Listings Clicks	Previous Year	%YoY
February 2024	40,387	37,858	6.7%
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	-11.34%



Month	Events Clicks*	Previous Year	%YoY
February 2024	11,097	6,956	59.5%
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%



Month	Offers Clicks*	Previous Year	%YoY
February 2024	1,270	1,381	-8.0%
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%



* 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.

Top 10 Pages	Pageviews
/brazil	506,402
homepage	181,014
/bike-week	121,994
/events/all-events	82,376
/things-to-do/with-kids	77,640
/things-to-do/top-10-reasons-to-visit	68,368
/florida-resident-deals	51,408
/places-to-stay/hotel-deals	45,400
/things-to-do/outdoors	34,404
/things-to-do	34,090

Things to Do	Listing Clicks
Daytona Aquarium & Rainforest Adventure	3,956
Buc-ee's Gas Station & Travel Center	1,574
Daytona International Speedway Track Tours	1,021
Daytona Lagoon Premier Water Park & Family Entertainment Center	712
Daytona Beach Boardwalk	549
Marine Science Center	428
Screamer's Park	413
Daytona Beach Parasail	403
The Manatee - Scenic Boat Tours	360
NASCAR Racing Experience	332

Places to Stay	Listing Clicks
Coral Sands RV Park	555
Sunshine Holiday RV Park Daytona North	551
Hilton Daytona Beach Oceanfront Resort	347
Tomoka State Park	326
Racetrack RV Park	314
Hard Rock Hotel Daytona Beach	301
Daytona RV Park	297
Daytona RV Oasis	288
Max Beach Resort	285
International RV Park & Campground	278

Dining	Listing Clicks
Dine & Cruise - Dinner and River Cruise	434
Racing's North Turn Beach Bar & Grill	255
The Roof Daytona Beach Pier	240
Polynesian Fire Luau	229
Joe's Crab Shack	224
The Beach Bucket Bar & Grill	178
The Chart House	167
Ocean Deck Restaurant & Beach Club	146
Azure Oceanfront American Kitchen	137
Top of Daytona	128

Partner Referrals | February 2024



Top Viewed Events	Views
Daytona Beach Bike Week	24,706
Speedweeks & DAYTONA 500	7,879
Welcome to Rockville	6,468
Jeep Beach	5,243
Historic North Turn Legends Beach Parade	3,919
Biketoberfest®	3,297
66 th DAYTONA 500	2,756
34 th Annual Daytona Spring Turkey Run	2,020
2024 Coke Zero Sugar 400	1,739
Megalodon: Largest Shark that Ever-Lived Exhibit	1,702

Referrals from Partners	Clicks to DaytonaBeach.com
VisitFlorida.com/referral	1,500
DaytonaInternationalSpeedway.com/referral	602
OfficialBikeWeek.com/referral	461
Imdbhoa.com/referral	391
CODB.us/referral	271
TurkeyRun.com/referral	209
DaytonaRacetrackRV.com/referral	98
AmericanQuilter.com/referral	89
DaytonaRVOasis.com/referral	51
RegionalDanceAmerica.org/referral	49

Offers	Offer Views/Clicks
Max Beach Resort 20% Savings for Florida & Georgia Residents	631 / 192
Max Beach Resort Couples, Gals & Pals Package	478 / 163
Max Beach Resort Florida Residents – 20% Off Weekday Stays & 15% Off Weekend Stays	388 / 87
Club Wyndham Ocean Walk Save Up to \$250 When You Stay Longer	331 / 109
The Shores Resort & Spa Stay More, Save More – 25% Off Stays of Three Nights or More	327 / 120
Hilton Daytona Beach Oceanfront Resort Up to 30% Off for Florida & Georgia Residents	268 / 83
Hilton Daytona Beach Oceanfront Resort Summer Savings: Up to 25% Off	248 / 80
Beachside Rentals Property Management Free Night Stay	233 / 53
Hilton Daytona Beach Oceanfront Resort Biker Package	233 / 5
Max Beach Resort Home Runs & Sunsets	226 / 57