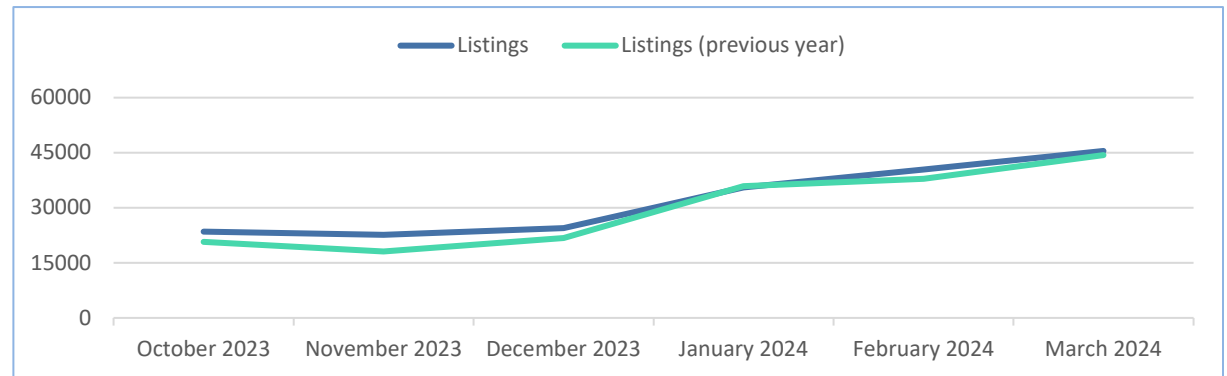
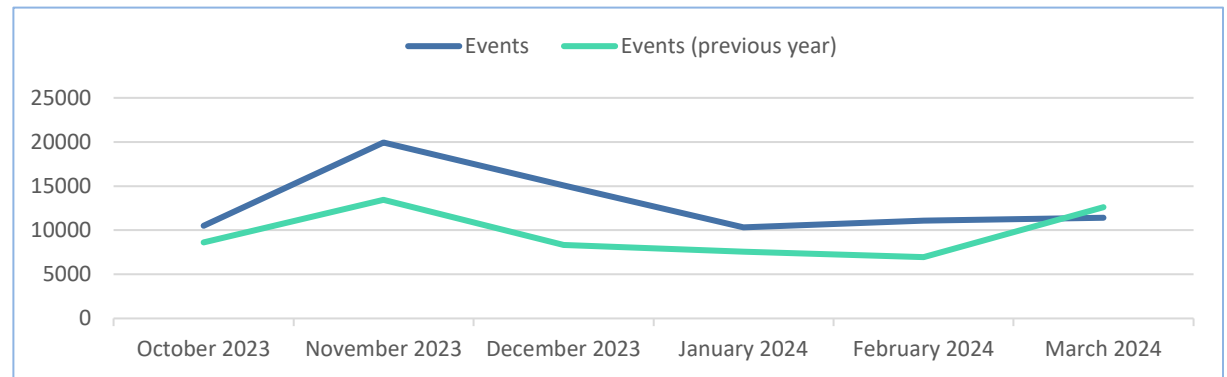


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

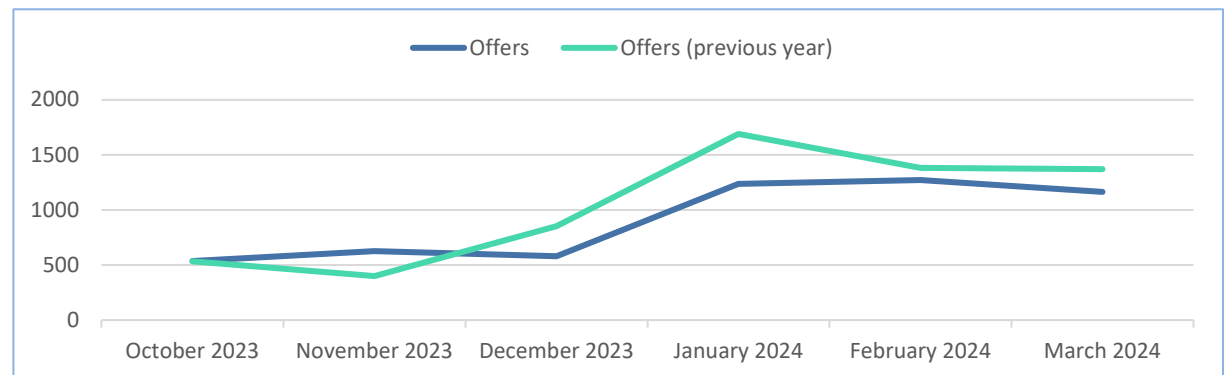
| Month         | Listings Clicks | Previous Year | %YoY  |
|---------------|-----------------|---------------|-------|
| March 2024    | 45,424          | 44,296        | 2.5%  |
| February 2024 | 40,387          | 37,858        | 6.7%  |
| January 2024  | 35,497          | 35,867        | -1.0% |
| December 2023 | 24,446          | 21,749        | 12.4% |
| November 2023 | 22,662          | 18,120        | 25.1% |
| October 2023  | 23,482          | 20,714        | 13.4% |



| Month         | Events Clicks* | Previous Year | %YoY  |
|---------------|----------------|---------------|-------|
| March 2024    | 11,430         | 12,610        | -9.4% |
| 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% |



| Month         | Offers Clicks* | Previous Year | %YoY   |
|---------------|----------------|---------------|--------|
| March 2024    | 1,164          | 1,370         | -15.0% |
| 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%   |



\* 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                               | 380,599   |
| homepage                              | 190,812   |
| /events/all-events                    | 97,178    |
| /things-to-do/with-kids               | 83,830    |
| /things-to-do/top-10-reasons-to-visit | 72,529    |
| /florida-resident-deals               | 41,297    |
| /things-to-do                         | 41,179    |
| /places-to-stay/hotel-deals           | 38,226    |
| /bike-week                            | 33,968    |
| /things-to-do/attractions             | 33,782    |

| Things to Do  | Listing Clicks |
|---|----------------|
| Daytona Aquarium & Rainforest Adventure                         | 3,396          |
| Buc-ee's Gas Station & Travel Center                            | 1,931          |
| Daytona Lagoon Premier Water Park & Family Entertainment Center | 1,320          |
| Daytona International Speedway Track Tours                      | 1,256          |
| Daytona Beach Boardwalk   | 898            |
| Daytona Beach Parasail  | 687            |
| Screamer's Park   | 600            |
| Daytona Fun Rentals   | 573            |
| Marine Science Center   | 518            |
| Sun Splash Park   | 453            |

| Places to Stay                           | Listing Clicks |
|--|----------------|
| Coral Sands RV Park                      | 423            |
| Sunshine Holiday RV Park Daytona North   | 385            |
| Hilton Daytona Beach Oceanfront Resort   | 329            |
| Hard Rock Hotel Daytona Beach            | 247            |
| Max Beach Resort                         | 232            |
| Daytona Beach Resort & Conference Center | 230            |
| Holiday Inn Hotel & Suites on the Ocean  | 226            |
| Tomoka State Park                        | 205            |
| Daytona RV Park                          | 203            |
| Club Wyndham Ocean Walk                  | 198            |

| Dining                                  | Listing Clicks |
|---|----------------|
| Dine & Cruise - Dinner and River Cruise | 633            |
| The Roof Daytona Beach Pier             | 550            |
| Polynesian Fire Luau                    | 349            |
| Joe's Crab Shack                        | 300            |
| Ocean Deck Restaurant & Beach Club      | 175            |
| The Beach Bucket Bar & Grill            | 173            |
| Racing's North Turn Beach Bar & Grill   | 159            |
| Azure Oceanfront American Kitchen       | 134            |
| Chart House                             | 133            |
| Landshark Bar & Grill                   | 123            |

| Top Viewed Events                                 | Views  |
|---|--------|
| Daytona Beach Bike Week                           | 14,144 |
| Welcome to Rockville                              | 7,144  |
| Jeep Beach  | 7,141  |
| Biketoberfest®                                    | 6,509  |
| 2024 College Basketball Invitational (CBI)        | 6,245  |
| 34 <sup>th</sup> Annual Daytona Spring Turkey Run | 6,066  |
| St. Patrick's Day Block Party & Dog Parade        | 2,059  |
| Bike Week at Daytona International Speedway       | 1,950  |
| Megalodon: Largest Shark that Ever-Lived Exhibit  | 1,898  |
| Daytona Supercross                                | 1,715  |

| Referrals from Partners                   | Clicks to DaytonaBeach.com |
|---|----------------------------|
| VisitFlorida.com/referral                 | 2,062                      |
| SurveyMonkey.com/referral                 | 1,233                      |
| DaytonaInternationalSpeedway.com/referral | 402                        |
| TurkeyRun.com/referral                    | 343                        |
| Imdbhoa.com/referral                      | 339                        |
| CODB.us/referral                          | 310                        |
| OfficialBikeWeek.com/referral             | 281                        |
| News4Jax.com/referral                     | 121                        |
| RoadRunner.Travel/referral                | 112                        |
| RegionalDanceAmerica.org/referral         | 62                         |

| Offers   | Offer Views/Clicks |
|--|--------------------|
| Max Beach Resort   20% Savings for Florida & Georgia Residents                           | 591 / 49           |
| Hilton Daytona Beach Oceanfront Resort   Up to 30% off for Florida & Georgia Residents   | 472 / 160          |
| Hilton Daytona Beach Oceanfront Resort   Summer Savings: Up to 25% Off                   | 362 / 114          |
| Max Beach Resort   Couples, Gals & Pals Package  | 321 / 106          |
| Hilton Daytona Beach Oceanfront Resort   Coastal Rewards Escape Package                  | 305 / 96           |
| The Shores Resort & Spa   Stay More, Save More – 25% Off Stays of Three Nights or More   | 270 / 102          |
| Daytona Lagoon Premier Water Park   Upgrade Your Fun with Free Food & a \$15 Arcade Card | 234 / 46           |
| Max Beach Resort   Florida Residents – 20% Off Weekday Stays & 15% Off Weekend Stays     | 219 / 58           |
| Daytona Aquarium & Rainforest Adventure   \$2 Off Florida Resident                       | 213 / 32           |
| Max Beach Resort   20% Off for Georgia Residents   | 213 / 77           |