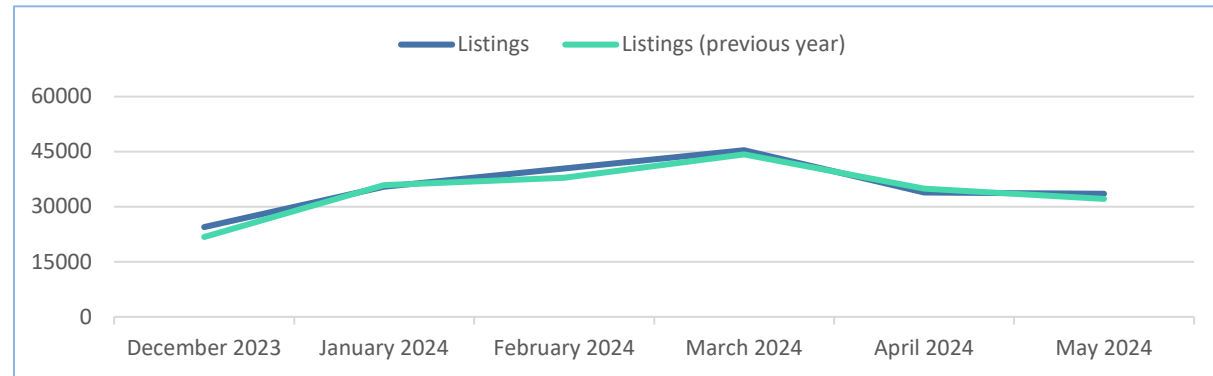
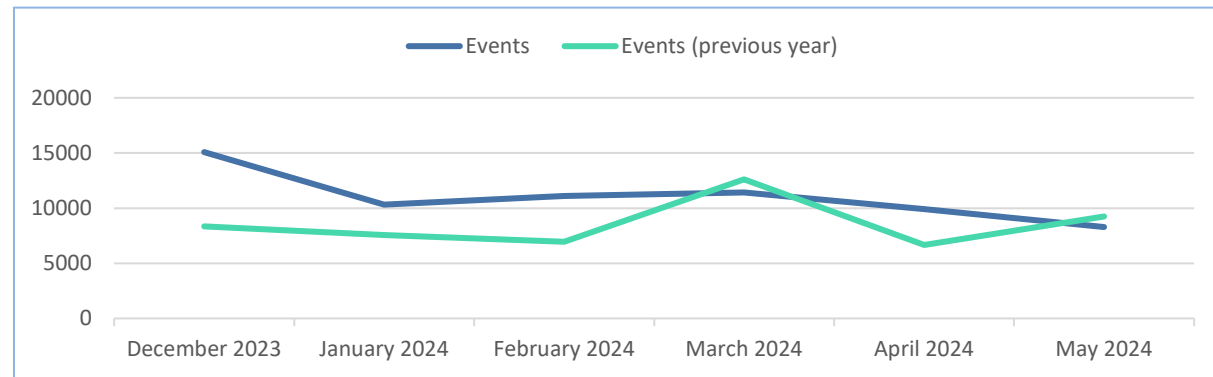


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

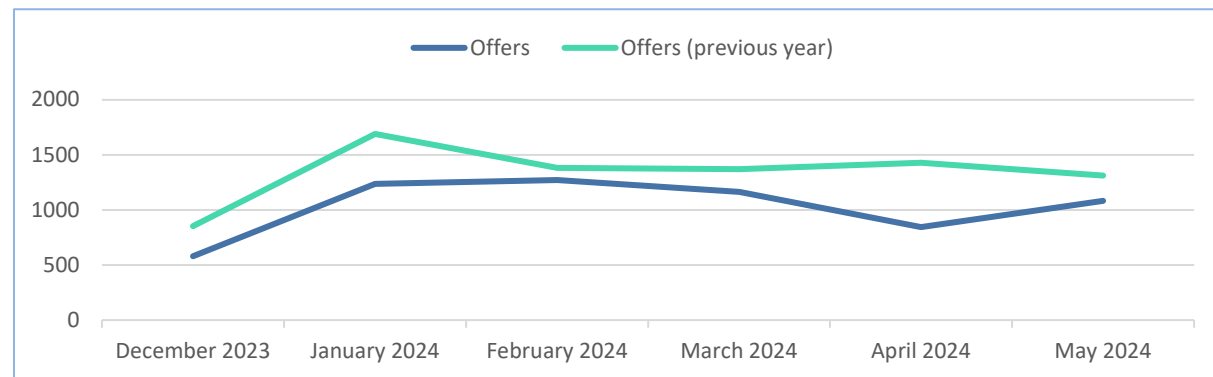
Month	Listings Clicks	Previous Year	%YoY
May 2024	33,528	32,180	4.2%
April 2024	33,900	34,898	-2.9%
March 2024	45,424	44,296	2.5%
February 2024	40,387	37,858	6.7%
January 2024	35,497	35,867	-1.0%
December 2023	24,446	21,749	12.4%



Month	Events Clicks*	Previous Year	%YoY
May 2024	8,296	9,255	-10.4%
April 2024	9,927	6,648	49.3%
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%



Month	Offers Clicks*	Previous Year	%YoY
May 2024	1,082	1,313	-17.6%
April 2024	843	1,427	-40.9%
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%



\* 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 | May 2024

Top 10 Pages	Pageviews
/brazil	461,623
homepage	121,385
/places-to-stay/hotel-deals	108,174
/events/all-events	78,514
/things-to-do/with-kids	76,721
/things-to-do/top-10-reasons-to-visit	62,888
/florida-resident-deals	45,142
/things-to-do	34,189
/things-to-do/outdoors	33,739
/things-to-do/attractions	31,765

Places to Stay	Listing Clicks
Coral Sands RV Park	373
International RV Park & Campground	244
Daytona Grande Oceanfront Resort	237
Sunshine Holiday RV Park North Daytona Beach	226
Tomoka State Park	208
Club Wyndham Ocean Walk	207
Daytona RV Park	198
Max Beach Resort	194
Hard Rock Hotel Daytona Beach	192
Hilton Daytona Beach Oceanfront Resort	178

Things to Do	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,445
Buc-ee's Gas Station & Travel Center	1,270
Daytona Lagoon Premier Waterpark	917
Daytona Beach Boardwalk	855
Daytona Fun Rentals	761
Daytona Beach Parasail	588
Sun Splash Park	520
Marine Science Center	497
Blue Diamond Boat Rentals	471
Screamer's Park	468

Dining	Listing Clicks
Alexander's Prime	540
Dine and Cruise - Dinner and River Cruise	407
The Roof Daytona Beach Pier	302
Polynesian Fire Luau	262
Crabby's Oceanside	210
Racing's North Turn Beach Bar & Grill	176
Ocean Deck Restaurant & Beach Club	167
Dick's Last Resort	165
Joe's Crab Shack	161
Riptides Raw Bar & Grill	154

Top Viewed Events	Views
Welcome to Rockville	15,796
Biketoberfest®	11,037
Daytona Beach Bike Week	3,337
Jeep Beach	2,404
Rushour & Kiss America: A Tribute to Rush & Kiss	2,167
Freestyle by the Beach Summer Throwback Jam	1,728
Coke Zero Sugar 400	1,684
Bert Kreischer’s Third Annual Fully Loaded Comedy Festival	1,333
Almost Cinco de Mayo Street Party	1,322
Megalodon: Largest Shark that Ever-Lived Exhibit	1,246

Referrals from Partners	Clicks to DaytonaBeach.com
VisitFlorida.com/referral	1,683
TravelZoo.com/referral	1,044
Lmdbhoa.com/referral	333
DaytonaInternationalSpeedway.com/referral	188
CODB.us/referral	68
OfficialBikeWeek.com/referral	67
TurkeyRun.com/referral	48
DaytonaBeachPoker.com/referral	22
BeachsideHotelDaytona.com/referral	21
News-JournalOnline.com/referral	18

Offers	Offer Views/Clicks
Hilton Daytona Beach Oceanfront Resort   Up to 30% Off for Florida & Georgia Residents	417 / 122
Daytona Aquarium & Rainforest Adventure   \$2 off Florida Resident	405 / 32
Max Beach Resort   Daytona Lagoon Waterpark Room Package	359 / 93
Hilton Daytona Beach Oceanfront Resort   Coastal Rewards Escape Package	281 / 64
Max Beach Resort   20% Savings for Florida & Georgia Residents	249 / 80
Max Beach Resort   Florida Residents - 20% Off Weekday Stays & 15% Off Weekend Stays	245 / 69
Daytona Lagoon Premier Water Park & Family Entertainment Center   \$5 Go-Kart Night at Daytona Lagoon!	243 / 28
The Shores Resort & Spa   Stay More, Save More - 25% Off Stays of Three Nights or More	203 / 64
Daytona Lagoon Premier Water Park & Family Entertainment Center   Pool Daze at Daytona Lagoon	194 / 41
Max Beach Resort   Couples, Gals & Pals Package	188 / 50