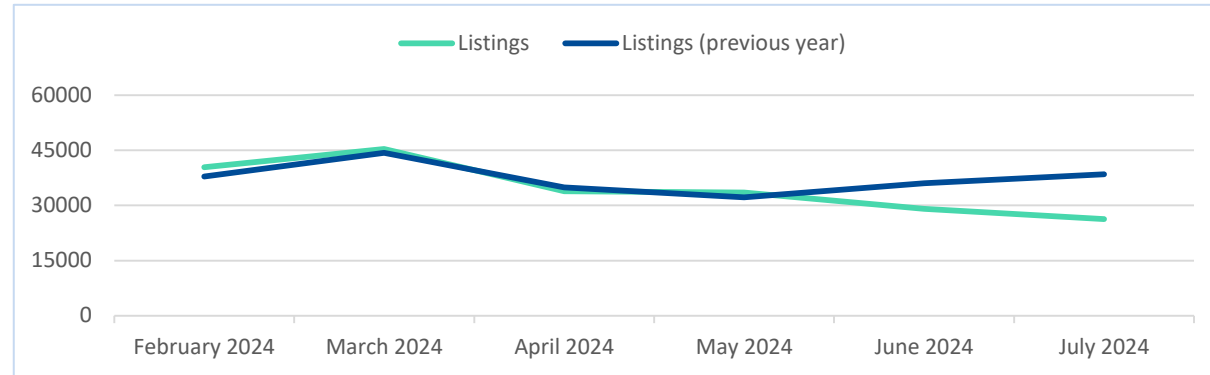
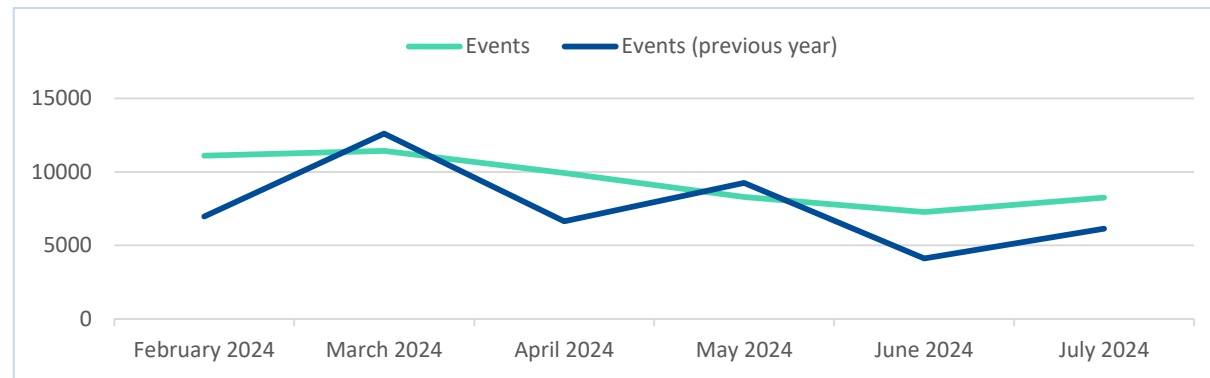


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

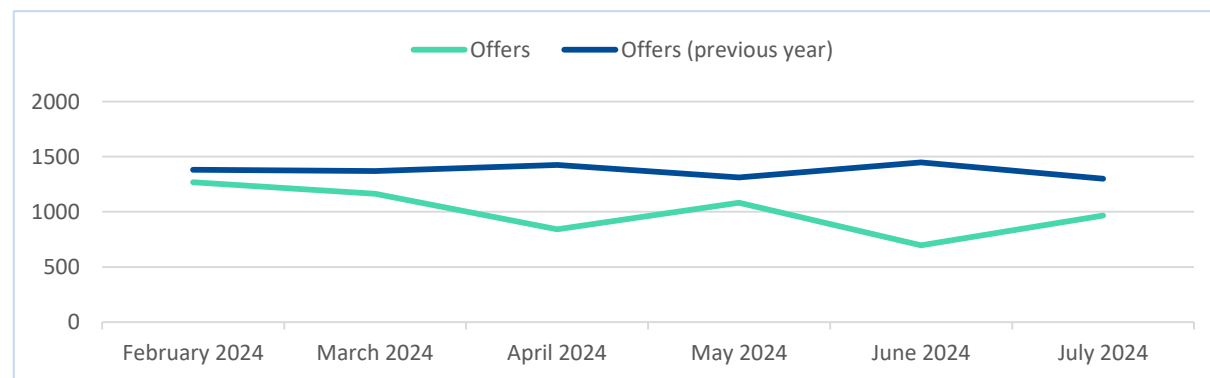
| Month | Listings Clicks | Previous Year | %YoY |
|---------------|-----------------|---------------|--------|
| July 2024 | 26,312 | 38,502 | -31.7% |
| June 2024 | 29,064 | 36,061 | -19.4% |
| May 2024 | 33,528 | 32,180 | 4.2% |
| April 2024 | 33,900 | 34,898 | -2.9% |
| March 2024 | 45,424 | 44,296 | 2.5% |
| February 2024 | 40,387 | 37,858 | 6.7% |



| Month | Events Clicks* | Previous Year | %YoY |
|---------------|----------------|---------------|--------|
| July 2024 | 8,244 | 6,136 | 34.4% |
| June 2024 | 7,279 | 4,102 | 77.5% |
| 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% |



| Month | Offers Clicks* | Previous Year | %YoY |
|---------------|----------------|---------------|--------|
| July 2024 | 966 | 1,302 | -25.8% |
| June 2024 | 697 | 1,450 | -51.9% |
| 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% |



* 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 | 335,978 |
| /things-to-do/top-10-reasons-to-visit | 149,662 |
| Homepage | 147,328 |
| /places-to-stay/hotel-deals | 111,474 |
| /things-to-do/with-kids | 77,360 |
| /events/all-events | 61,174 |
| /florida-resident-deals | 39,570 |
| /things-to-do/attractions | 34,258 |
| /things-to-do | 33,572 |
| /plan/travel-resources/visitors-guide | 32,979 |

| Things to Do | Listing Clicks |
|---|----------------|
| Daytona Aquarium & Rainforest Adventure | 2,490 |
| Daytona Lagoon Premier Waterpark | 1,037 |
| Daytona Beach Boardwalk | 783 |
| Buc-ee's Gas Station & Travel Center | 774 |
| Southside Jet Ski | 672 |
| Screamer's Park | 625 |
| Daytona Fun Rentals | 616 |
| Daytona Beach Parasail | 602 |
| Urban Air Trampoline & Adventure Park | 598 |
| Daytona Beach Pier | 467 |

| Places to Stay | Listing Clicks |
|--|----------------|
| Daytona Grande Oceanfront Resort | 525 |
| Coral Sands RV Park | 281 |
| Sunshine Holiday RV Park North Daytona Beach | 248 |
| Hard Rock Hotel Daytona Beach | 198 |
| Daytona RV Oasis | 184 |
| Hilton Daytona Beach Oceanfront Resort | 180 |
| Driftwood Resort | 178 |
| The Makai Beachfront Resort | 177 |
| Max Beach Resort | 177 |
| International RV Park & Campground | 156 |

| Dining | Listing Clicks |
|---|----------------|
| Dine and Cruise – Dinner and River Cruise | 339 |
| Alexander's Prime | 335 |
| Polynesian Fire Luau | 316 |
| Crabby's Oceanside | 214 |
| 35 Bistro & Wine Bar | 209 |
| Chart House | 175 |
| Ocean Deck Restaurant & Beach Club | 170 |
| Our Deck Down Under | 161 |
| Racing's North Turn Beach Bar & Grill | 156 |
| Joe's Crab Shack | 151 |

| Top Viewed Events | Views |
|---|--------|
| Biketoberfest® | 30,730 |
| Daytona Beach Bike Week | 7,137 |
| 90s Con Florida | 5,349 |
| Coke Zero Sugar 400 | 3,147 |
| Alter Eagles: A Tribute to the Eagles | 3,095 |
| Daytona Taco & Margarita Fest | 2,528 |
| Jeep beach | 2,432 |
| Independence Day Celebration (Ormond Beach) | 2,045 |
| July 4 th Celebration (New Smyrna Beach) | 1,943 |
| 4 th of July Spectacular (Port Orange) | 1,554 |

| Referrals from Partners | Clicks to DaytonaBeach.com |
|---|----------------------------|
| VisitFlorida.com/referral | 1,617 |
| Lmdbhoa.com/referral | 326 |
| DaytonaInternationalSpeedway.com/referral | 136 |
| TurkeyRun.com/referral | 126 |
| OrlandoOnTheCheap.com/referral | 122 |
| OfficialBikeWeek.com/referral | 69 |
| CoastalCameraNetwork.com/referral | 65 |
| DaytonaBeach.gov/referral | 48 |
| DaytonaRVOasis.com/referral | 36 |
| Insurance.Harley-Davidson.com/referral | 28 |

| Offers | Offer Views/Clicks |
|--|--------------------|
| Daytona Aquarium & Rainforest Adventure \$2 off Florida Resident | 530 / 102 |
| Hilton Daytona Beach Oceanfront Resort \$159 July Weekend Rate | 261 / 105 |
| Grand Seas Resort by Exploria Resorts Florida & Georgia Resident Rate - Save up to 20% off your Summer Getaway | 237 / 114 |
| Daytona Lagoon Premier Water Park & Family Entertainment Center Save \$20 on a Day of Fun | 193 / 98 |
| Tropical Manor on the Ocean Adorable & Affordable Studios from \$146 | 173 / 113 |
| Max Beach Resort Daytona Lagoon Waterpark Room Package | 165 / 110 |
| Hilton Daytona Beach Oceanfront Resort Up to 30% Off for FL/GA/NC/SC Residents | 162 / 107 |
| Hard Rock Hotel Daytona Beach 20% Off Rates Plus Two Cozy Cocktails | 141 / 95 |
| Max Beach Resort Military Discount at Max Beach Resort | 139 / 69 |
| Max Beach Resort AAA and CAA Members Discount | 133 / 62 |