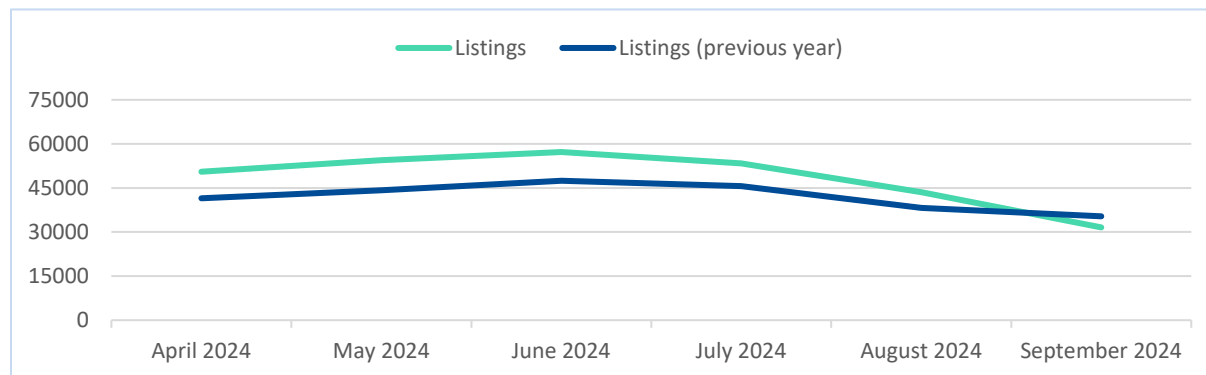
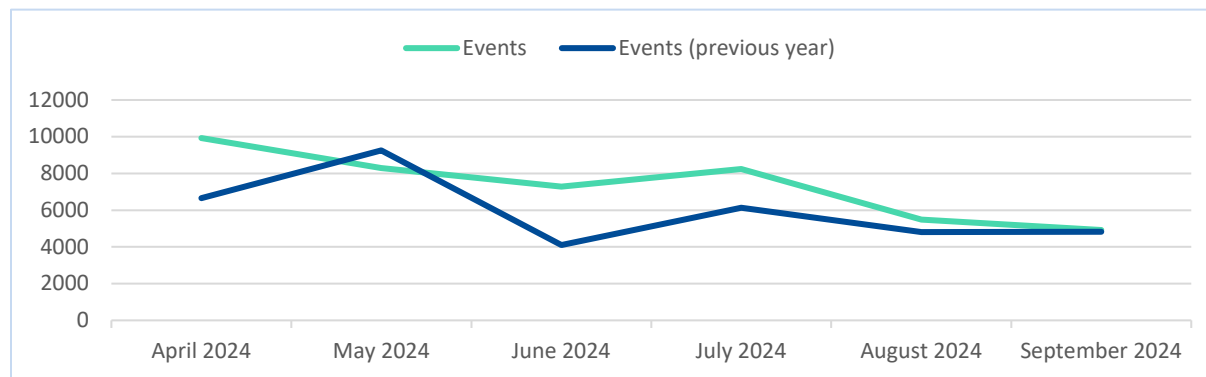


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

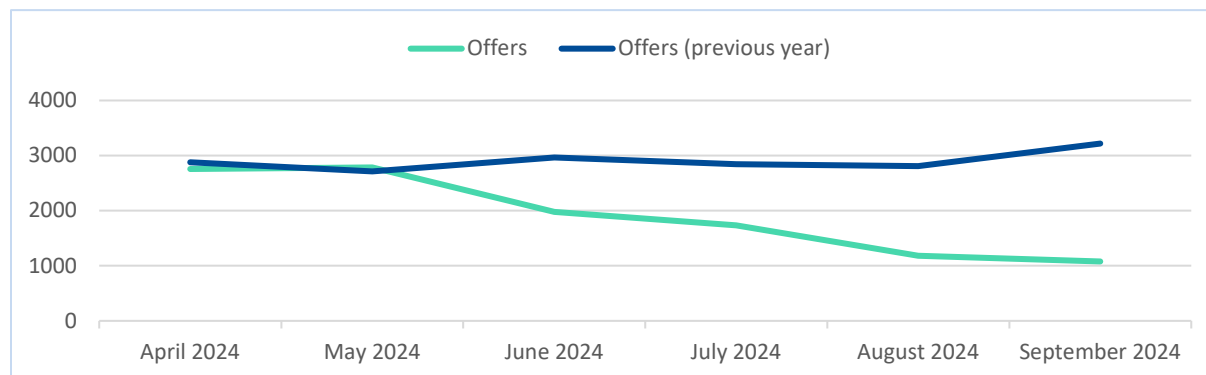
Month	Listings Clicks	Previous Year	%YoY
September 2024	31,579	35,354	-10.7%
August 2024	43,577	38,232	14.0%
July 2024	53,400	45,649	17.0%
June 2024	57,232	47,454	20.6%
May 2024	54,443	44,181	23.2%
April 2024	50,546	41,536	21.7%



Month	Events Clicks*	Previous Year	%YoY
September 2024	4,920	4,821	2.1%
August 2024	5,491	4,810	14.2%
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%



Month	Offers Clicks*	Previous Year	%YoY
September 2024	1,078	3,218	-66.5%
August 2024	1,179	2,810	-58.0%
July 2024	1,733	2,846	-39.1%
June 2024	1,977	2,963	-33.3%
May 2024	2,785	2,713	2.7%
April 2024	2,758	2,881	-4.3%



\* 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 Overview | September 2024

Top 10 Pages	Pageviews
/brazil	674,308
/things-to-do/top-10-reasons-to-visit	177,360
/places-to-stay/hotel-deals	161,947
Homepage	91,546
/things-to-do/with-kids	80,830
/canadian-sand-dollars	74,864
/biketoberfest	62,258
/plan/travel-resources/visitors-guide	48,307
/events/all-events	37,273
/florida-resident-deals	36,994

Top Viewed Events	Views
Biketoberfest®	62,258
90s Con Florida	6,333
Daytona Beach Bike Week	6,130
Jeep Beach	2,060
Daytona Turkey Run	1,518
6 <sup>th</sup> Annual Ormond Beach Live Original Music & Art Festival	1,154
Welcome to Rockville	762
Fall Fine Dining Days	547
Summer Concert Series - Completely Unchained: Van Halen Tribute	467
Summer Concert Series – Wall of Echos: Pink Floyd Tribute	369

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,009
Daytona Beach Boardwalk	271
Daytona Lagoon Premier Water Park & Family Fun Entertainment Center	211
Marine Science Center	191
Daytona Beach Pier	185
Southside Jet Ski	174
NASCAR Racing Experience	174
Screamer's Park	168
Hanksters Hot Rods & Museum	160
Urban Air Trampoline & Adventure Park	156

Dining	Listing Clicks
Alexander's Prime	258
Profeta's Trattoria	191
Dine and Cruise – Dinner and River Cruise	176
Racing's North Turn Beach Bar & Grill	134
Polynesian Fire Luau in Daytona Beach	121
Ocean Deck Restaurant & Beach Club	113
Aunt Catfish's on the River	98
Crabby's Oceanside	98
Pier House Daytona	97
Our Deck Down Under	95

# Partner Referrals | September 2024



Shopping	Listing Clicks
Ocean Walk Shoppes	115
Riverfront Shops of Daytona Beach	91
Tanger-Daytona Beach	79
Volusia County Farmer's Market	72
Volusia Mall	67
DeLand Flea Market	60
Daytona Flea & Farmers Market	58
Teddy Morse's Daytona Harley-Davidson	54
ONE DAYTONA	47
Daytona 2000	41

Golf Courses	Listing Clicks
Daytona Beach Golf Club	91
LPGA International	46
Pelican Bay Golf Club	45
Halifax Plantation Golf Club	44
The Club at Venetian Bay	37
Cypress Head Golf Club	33
The Deltona Club	31
Riviera Country Club	30
Crane Lakes Golf and Country Club	26
Spruce Creek Country Club	21

Top Offers	Views/Clicks
Daytona Aquarium & Rainforest Adventure   \$2 Off Florida Residents	262 / 14
Hilton Daytona Beach Oceanfront Resort   Up to 30% Off for FL/GA/NC/SC Residents	152 / 36
Grand Seas Resort by Exploria Resorts   FL & GA Resident Rate - Save up to 20% Off	135 / 29
Max Beach Resort   AAA & CAA Members Discount	134 / 28
Hard Rock Hotel Daytona Beach   20% Off Rates Plus Two Cozy Cocktails	130 / 31
Max Beach Resort   Military Discount	118 / 14
Tropical Manor on the Ocean   Adorable & Affordable Studios from \$146	103 / 19
Max Beach Resort   Eggs-citing Ocean Escape with Breakfast for Two	101 / 7
Max Beach Resort   Florida Residents - Couples, Gals & Pals Package	97 / 21
Grand Seas Resort by Exploria Resorts   Save up to 20% Off (Stay 3 Nights or More)	92 / 11

Parks	Listing Clicks
Sun Splash Park	86
Blue Spring State Park	86
Andy Romano Beachfront Park	59
Riverfront Esplanade	43
Breakers Oceanfront Park	36
Winterhaven Park	28
27th Avenue Park	28
Lighthouse Point Park	28
Tiger Bay State Forest	24
Riverwalk Park	24