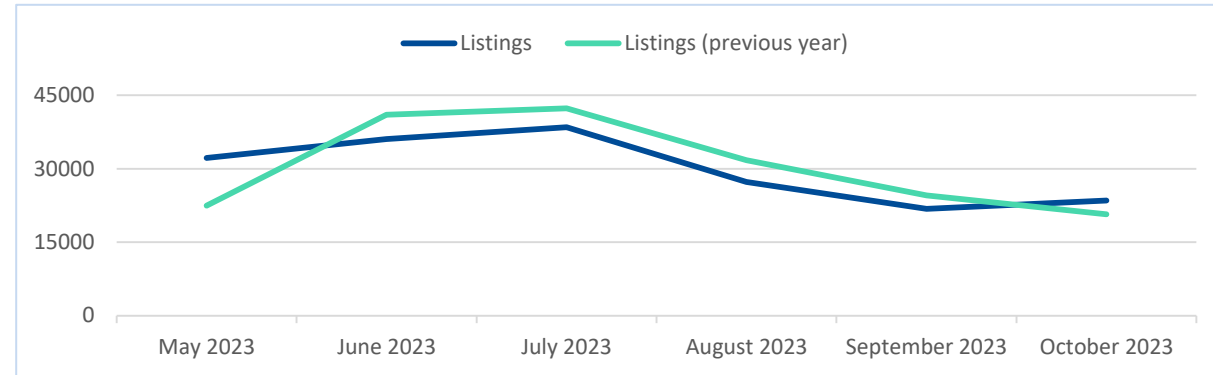
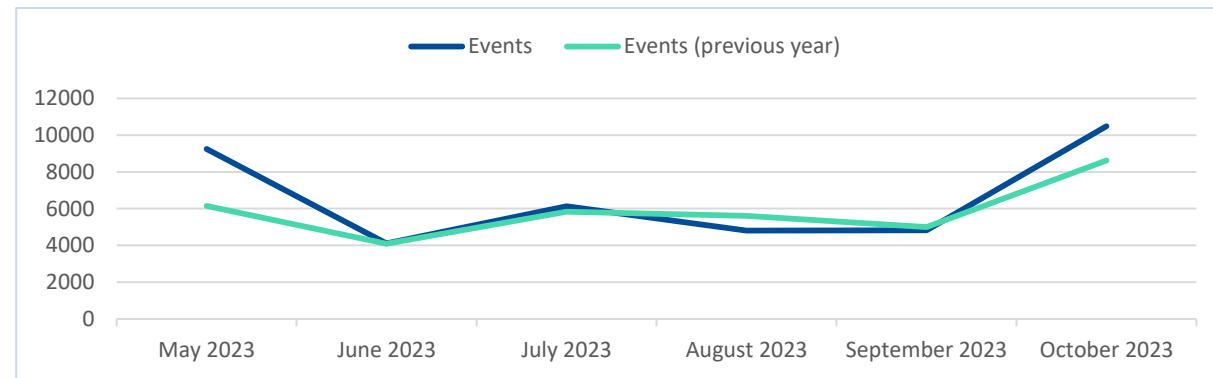


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

Month	Listings Clicks	Previous Year	%YoY
October 2023	23,482	20,714	13.4%
September 2023	21,793	24,566	-11.3%
August 2023	27,325	31,762	-14.0%
July 2023	38,502	42,345	-9.1%
June 2023	36,061	41,006	-12.1%
May 2023	32,180	22,463	43.3%



Month	Events Clicks*	Previous Year	%YoY
October 2023	10,496	8,631	21.6%
September 2023	4,821	4,995	-3.5%
August 2023	4,810	5,616	-14.4%
July 2023	6,136	5,838	5.1%
June 2023	4,102	4,085	0.4%
May 2023	9,255	6,156	50.3%



Month	Offers Clicks*	Previous Year	%YoY
October 2023	537	533	0.8%
September 2023	614	1,831	-66.5%
August 2023	1,330	3,118	-57.3%
July 2023	1,302	3,772	-65.5%
June 2023	1,450	2,664	-45.6%
May 2023	1,313	2,183	-39.9%



* 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
/Biketoberfest	112,772
Homepage	88,572
/Biketoberfest/Events	69,927
/Events/All-Events	58,350
/Biketoberfest/Where-to-Stay	46,019
/Things-to-do/Top-10-Reasons-to-Visit	43,609
/Places-to-Stay/Hotel-Deals	40,073
/Things-to-Do/With-Kids	30,522
/Things-to-Do	20,946
/Things-to-Do/Attractions	18,491

Places to Stay	Listing Clicks
Sunshine Holiday RV Park Daytona North	399
Coral Sands RV Park	301
Hilton Daytona Beach Oceanfront Resort	218
Daytona RV Oasis	210
Daytona RV Park	203
International RV Park & Campground	201
Tomoka State Park	192
Racetrack RV Park	183
Hard Rock Hotel Daytona Beach	156
Holiday Inn Hotel & Suites on the Ocean	150

Things to Do	Listing Clicks
Buc-ee's Gas Station & Travel Center	726
Daytona Beach Parasail	352
Daytona Lagoon Premier Water Park & Family Entertainment Center	325
Daytona Beach Boardwalk	311
Screamer's Park	307
Daytona International Speedway Track Tours	288
Airboat & Gator Charters	265
NASCAR Racing Experience	235
The Manatee – Scenic Boat Tours	231
Teddy Morse's Daytona Harley-Davidson	204

Dining	Listing Clicks
The Garlic	3475
Dine & Cruise – Dinner and River Cruise	287
Polynesian Fire Luau	152
The Beach Bucket Bar & Grill	136
Ocean Deck Restaurant & Beach Club	133
Racing's North Turn Beach Bar & Grill	124
Joe's Crab Shack	117
Top of Daytona	109
Fysh Bar & Grill	100
The Roof Daytona Beach Pier	94

Partner Referrals | October 2023

Top Viewed Events	Views
Biketoberfest®	74,984
Daytona Beach Bike Week	9,224
Daytona Turkey Run	3,811
5 th Annual Ormond Beach Live Original Music & Art Festival	3,700
Fall Cycle Scene	1,638
Jeep Beach	1,582
35 th Annual Boardwalk Full Throttle Classic Bike Show	1,432
Welcome to Rockville	1,207
Let the Good Times Roll at Main Street Station	1,157
Oktoberfest	1,092

Referrals from Partners	Clicks to DaytonaBeach.com
CODB.us/referral	4,771
VisitFlorida.com/referral	1,881
TurkeyRun.com/referral	754
News-JournalOnline.com/referral	719
Imdbhoa.com/referral	558
DaytonaInternationalSpeedway.com/referral	475
Nautilus-Inn.com/referral	184
OfficialBikeWeek.com.com/referral	167
DaytonaRVOasis.com/referral	116
RegionalDanceAmerica.org/referral	105

Offers	Offer Views/Clicks
Hilton Daytona Beach Oceanfront Resort Another Day in Paradise, Buy 3 Nights, Get 1 Free	545 / 168
Hard Rock Hotel Daytona Beach Canadian Sun & Sand Offer	303 / 101
Hilton Daytona Beach Oceanfront Resort Park Eat Play Package – Breakfast & Parking Included	194 / 72
Bahama House Florida Residents – 10% Off Senior Discount	190 / 95
Max Beach Resort Florida Residents - 20% Off Weekday Stays & 15% Off Weekend Stays	188 / 72
Max Beach Resort Family Fun Max Package	155 / 102
The Shores Resort & Spa Stay More, Save More – 25% Off Stays of Three Nights or More	121 / 77
Bahama House 20% Off for the Holidays	100 / 62
Beachside Rentals Property Management Free Night Stay!	72 / 39
Nautilus Inn FL/GA Resident Fall Season Special	69 / 65