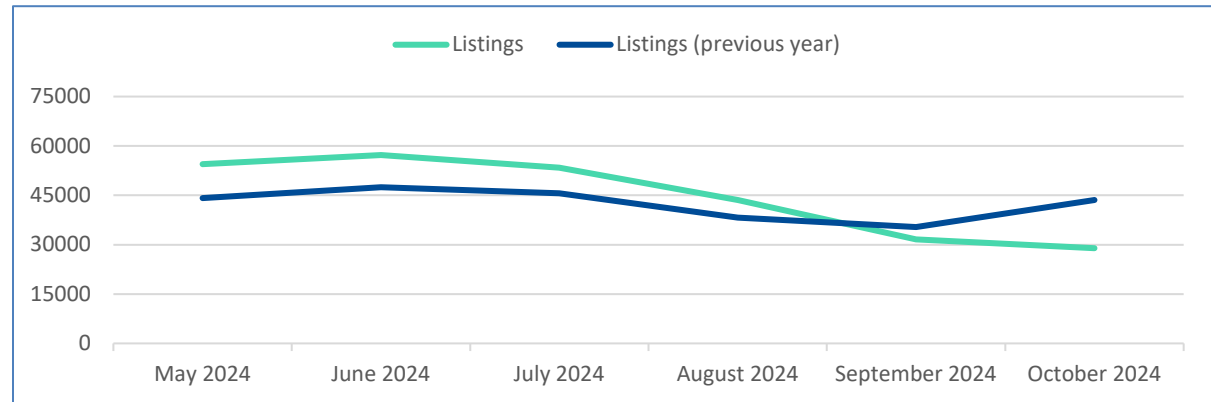
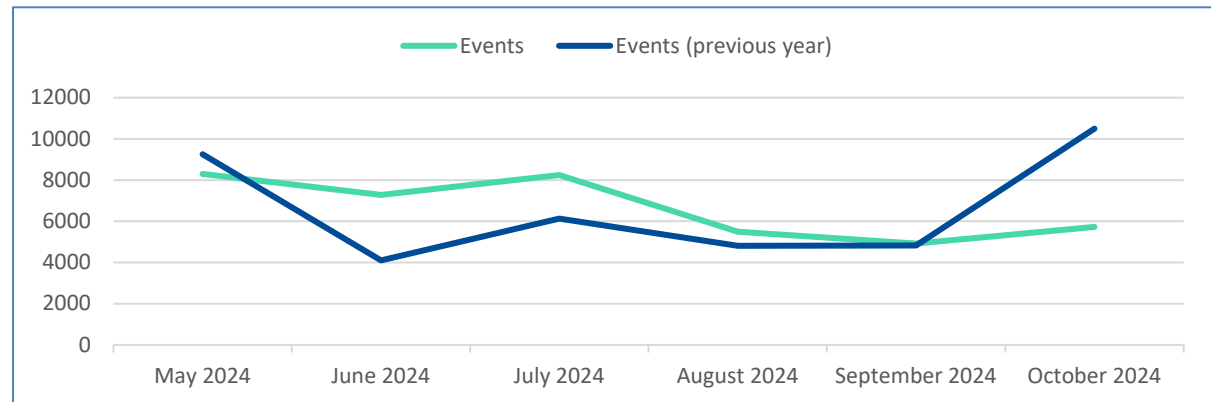


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

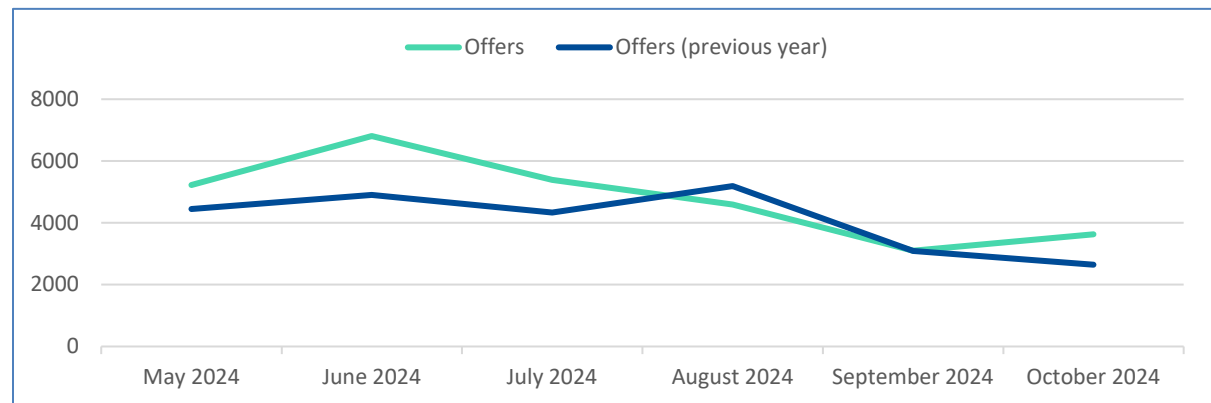
Month	Listings Clicks	Previous Year	%YoY
October 2024	28,927	43,583	-33.6%
September 2024	31,579	35,354	-10.7%
August 2024	43,577	38,232	14.0%
July 2024	53,400	45,649	17.0%
June 2024	57,232	47,454	20.6%
May 2024	54,443	44,181	23.2%



Month	Events Clicks*	Previous Year	%YoY
October 2024	5,731	10,496	-45.4%
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%



Month	Offers Clicks*	Previous Year	%YoY
October 2024	3,633	2,646	37.3%
September 2024	3,099	3,093	0.2%
August 2024	4,595	5,190	-11.5%
July 2024	5,390	4,329	24.5%
June 2024	6,809	4,906	38.8%
May 2024	5,223	4,445	17.5%



* 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 | October 2024

Top 10 Pages	Pageviews
/brazil	612,114
/things-to-do/beaches/live-web-cam	131,000
/biketoberfest	107,426
/things-to-do/top-10-reasons-to-visit	71,589
/biketoberfest/events	64,304
Homepage	57,417
/florida-resident-deals	52,918
/places-to-stay/hotel-deals	50,874
/canadian-sand-dollars	43,375
/events/all-events	39,519

Top Viewed Events	Views
Biketoberfest®	113,105
Daytona Beach Bike Week	6,657
Daytona Turkey Run	1,749
Jeep Beach	1,467
Welcome to Rockville	1,141
ASRA CCS Motorcycle Racing	996
Fall Fine Dining Days	863
Boardwalk Full Throttle Classic Bike Show	761
Motorcycle Swap Meet (Daytona Flea & Farmers Market)	708
Fall Cycle Scene at Daytona Presented by Monster Energy	548

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	565
Daytona Beach Boardwalk	204
Daytona Lagoon Premier Water Park & Family Fun Entertainment Center	156
Daytona Beach Pier	156
NASCAR Racing Experience	127
Marine Science Center	126
Hanksters Hot Rods & Museum	122
Screamer's Park	119
Sunglow Pier	117
Cruisin' Tikis	113

Dining	Listing Clicks
Dine and Cruise – Dinner and River Cruise	150
Alexander's Prime	123
Profeta's Trattoria	117
Racing's North Turn Beach Bar & Grill	114
Mama Foo Foo	104
Polynesian Fire Luau in Daytona Beach	82
Ocean Deck Restaurant & Beach Club	79
The Beach Bucket Bar & Grill	79
Pier House Daytona	70
Crabby's Oceanside	67

Partner Referrals | October 2024

Shopping	Listing Clicks
Teddy Morse's Daytona Harley-Davidson	119
Tanger-Daytona Beach	99
Daytona Flea & Farmers Market	97
Riverfront Shops of Daytona Beach	93
Volusia County Farmer's Market	92
Ocean Walk Shoppes	72
Volusia Mall	64
ONE DAYTONA	51
DeLand Flea Market	46
DeLand Artisan Alley Farmers Market	45

Golf Courses	Listing Clicks
Daytona Beach Golf Club	78
Pelican Bay Golf Club	54
The Club at Venetian Bay	51
Riviera Country Club	49
Halifax Plantation Golf Club	49
LPGA International	47
The Deltona Club	41
Cypress Head Golf Club	39
Spruce Creek Country Club	33
Oceans Golf Club	31

Top Offers	Views/Clicks
Hilton Daytona Beach Oceanfront Resort Up to 30% Off for FL/GA/NC/SC Residents	189 / 45
Max Beach Resort AAA & CAA Members Discount	148 / 21
Daytona Aquarium & Rainforest Adventure \$2 Off Florida Resident	146 / 46
Hard Rock Hotel Daytona Beach 20% Off Rates Plus Two Cozy Cocktails	144 / 32
Max Beach Resort Couples, Gals & Pals Package	136 / 47
Max Beach Resort Eggs-citing Ocean Escape with Breakfast for Two	118 / 33
The Shores Resort & Spa A Salute to Heroes - 50% Off Best Available Rate	114 / 6
Grand Seas Resort by Exploria Resorts Get a Fourth Night Free	106 / 17
Boardwalk Inn & Suites Veterans Appreciation Deal: 35% Off Your Stay	103 / 36
Grand Seas Resort by Exploria Resorts Active & Retired Military Rate - Save Up to 20%	103 / 50

Parks	Listing Clicks
Blue Spring State Park	63
Riverfront Esplanade	51
Andy Romano Beachfront Park	45
Sun Splash Park	45
27 th Avenue Park	30
Lighthouse Point Park	26
Bulow Creek State Park	26
Ponce Preserve	23
Central Park	22
Breakers Oceanfront Park	21