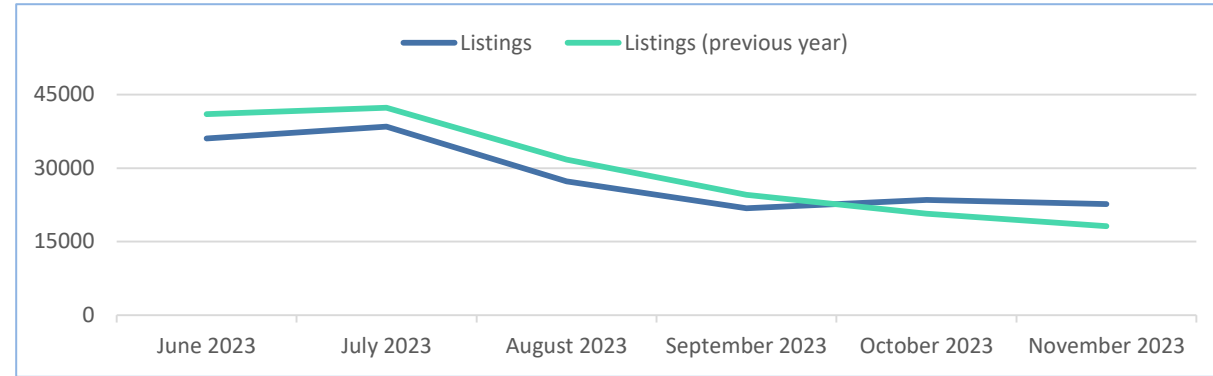
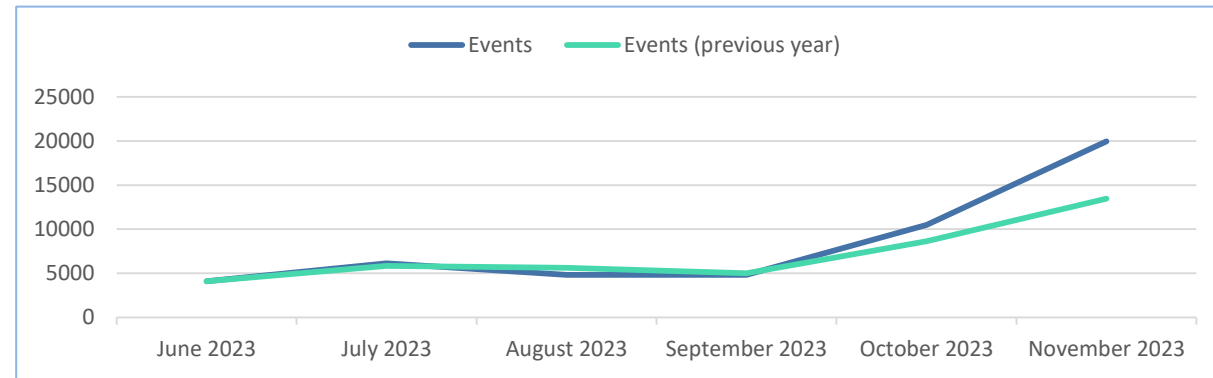


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

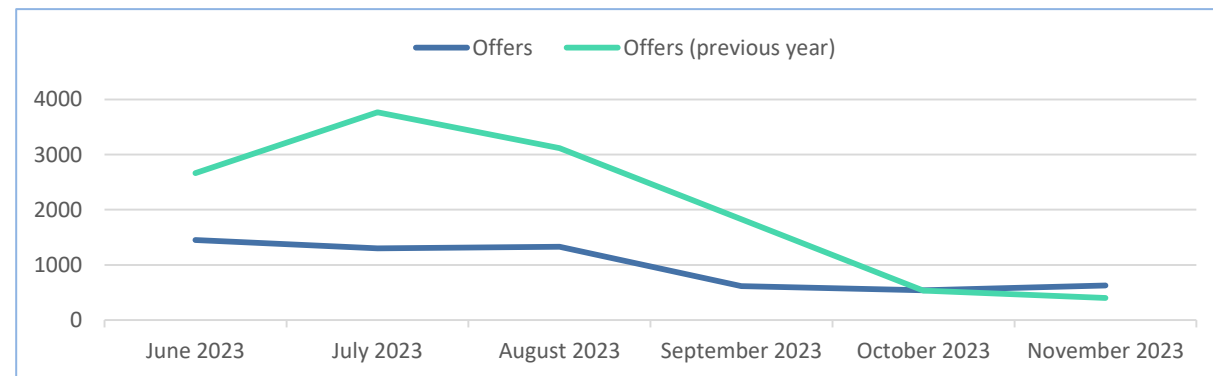
Month	Listings Clicks	Previous Year	%YoY
November 2023	22,662	18,120	25.1%
October 2023	23,482	20,714	13.4%
September 2023	21,793	24,566	-11.3%
August 2023	27,325	31,762	-14.0%
July 2023	38,502	42,345	-9.1%
June 2023	36,061	41,006	-12.1%



Month	Events Clicks*	Previous Year	%YoY
November 2023	19,947	13,463	48.2%
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%



Month	Offers Clicks*	Previous Year	%YoY
November 2023	625	400	56.3%
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%



\* 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
Homepage	85,438
/events/all-events	66,275
/things-to-do/top-10-reasons-to-visit	45,280
/places-to-stay/hotel-deals	38,950
/things-to-do/with-kids	32,065
/things-to-do	20,927
/events	19,957
/event/daytona-turkey-run-2023	19,794
/things-to-do/attractions	18,002
/florida-resident-deals	14,933

Places to Stay	Listing Clicks
Sunshine Holiday RV Park Daytona North	305
Coral Sands RV Park	240
Tomoka State Park	204
Daytona RV Park	202
Hard Rock Hotel Daytona Beach	202
Racetrack RV Park	189
International RV Park & Campground	176
Hilton Daytona Beach Oceanfront Resort	174
Daytona RV Oasis	163
Bahama House	128

Things to Do	Listing Clicks
Buc-ee's Gas Station & Travel Center	817
Daytona Aquarium & Rainforest Adventure	602
Daytona Lagoon Premier Water Park & Family Entertainment Center	323
Daytona Beach Boardwalk	303
Daytona International Speedway	302
Daytona Beach Parasail	296
Daytona International Speedway Track Tours	293
Screamer's Park	231
Airboat & Gator Charters	228
The Manatee - Scenic Boat Tours	219

Dining	Listing Clicks
Polynesian Fire Luau	192
Dine & Cruise - Dinner and River Cruise	191
Rose Villa Southern Table & Bar	156
Racing's North Turn Beach Bar & Grill	132
McK's Tavern & Brewery	131
The Beach Bucket Bar & Grill	127
The Roof Daytona Beach Pier	121
Joe's Crab Shack	113
Ocean Deck Restaurant & Beach Club	102
Hidden Treasure Tiki Bar & Grill	99

# Partner Referrals | November 2023

Top Viewed Events	Views
Daytona Turkey Run	28,431
Daytona Beach Bike Week	13,903
Welcome to Rockville	11,651
Biketoberfest®	5,188
46 <sup>th</sup> Annual Greek Festival	4,842
Riverfest Seafood Festival	4,565
Volusia County Fair & Youth Show	4,021
Magic of Lights	2,840
Birthplace of Speed Antique Gaslight Car Parade	2,095
Jeep Beach	2,081

Referrals from Partners	Clicks to DaytonaBeach.com
TurkeyRun.com/referral	706
VisitFlorida.com/referral	626
Imdbhoa.com/referral	280
Nautilus-Inn.com/referral	199
DaytonaInternationalSpeedway.com/referral	194
CODB.us/referral	184
DaytonaRVOasis.com/referral	48
DaytonaRacetrackRV.com/referral	47
OfficialBikeWeek.com.com/referral	42
RegionalDanceAmerica.org/referral	28

Offers	Offer Views/Clicks
Hilton Daytona Beach Oceanfront Resort   Another Day in Paradise, Buy 3 Nights, Get 1 Free	622 / 185
Bahama House   10% Off Senior Discount	298 / 8
Bahama House   20% Off for the Holidays	282 / 70
Max Beach Resort   Florida Residents - 30% Off Weekday Stays & 15% Off Weekend Stays	249 / 73
Hard Rock Hotel Daytona Beach   Canadian Sun & Sand Offer	229 / 59
Hilton Daytona Beach Oceanfront Resort   Park Eat Play Package – Breakfast & Parking Included	202 / 47
The Shores Resort & Spa   Stay More, Save More – 25% Off Stays of Three Nights or More	186 / 55
Max Beach Resort   Family Fun Max Package	164 / 33
Bahama House   10% Discount for Canadians	149 / 30
Daytona Beach Regency   Travel for Less as a Southeast State Resident	96 / 20