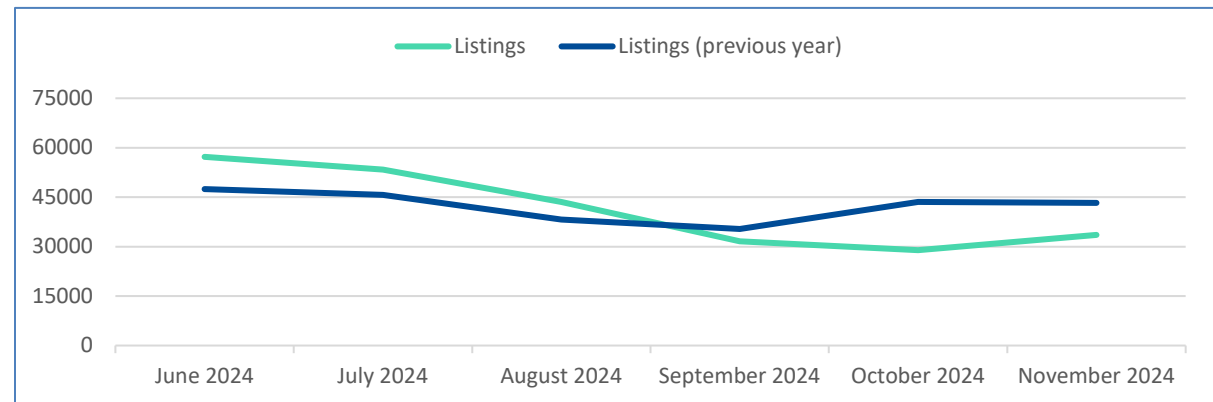
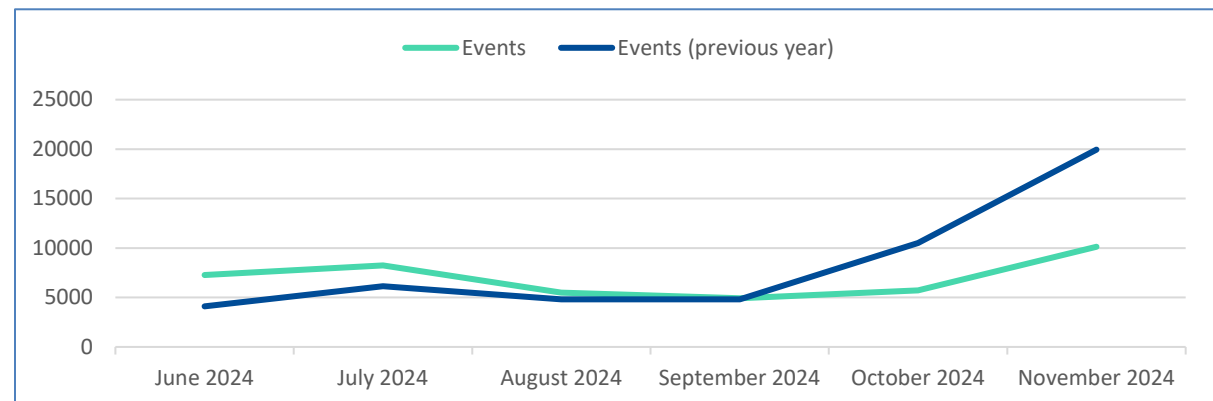


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

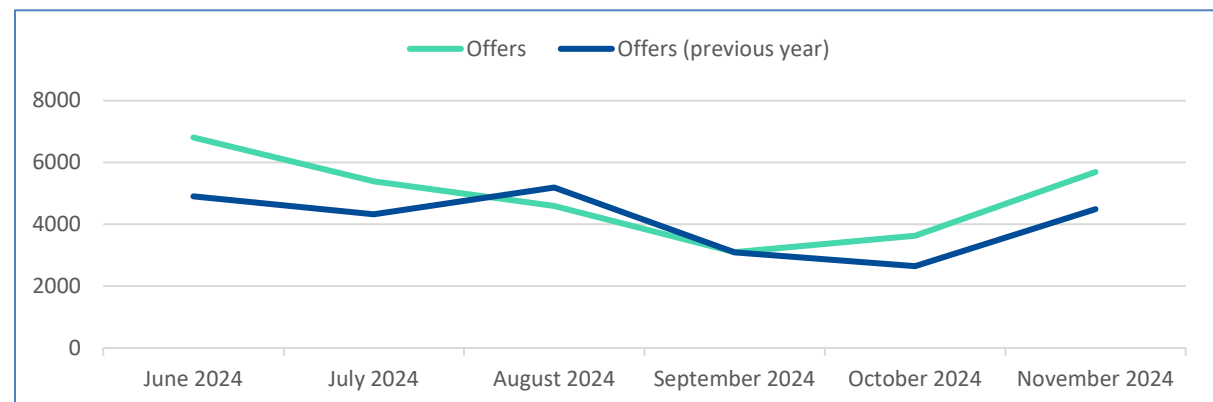
Month	Listings Clicks	Previous Year	%YoY
November 2024	33,538	43,269	-22.5%
October 2024	28,927	43,583	-33.6%
September 2024	31,579	35,354	-10.7%
August 2024	43,577	38,232	14.0%
July 2024	53,400	45,649	17.0%
June 2024	57,232	47,454	20.6%



Month	Events Clicks*	Previous Year	%YoY
November 2024	10,126	19,947	-49.2%
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%



Month	Offers Clicks*	Previous Year	%YoY
November 2024	5,695	4,485	27.0%
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%



\* 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 | November 2024

Top 10 Pages	Pageviews
/brazil	148,704
/places-to-stay/hotel-deals	146,769
/things-to-do/top-10-reasons-to-visit	105,551
Homepage	63,944
/canadian-sand-dollars	60,899
/events/all-events	51,709
/plan/travel-resources/visitors-guide	47,759
/things-to-do/with-kids	46,088
/florida-resident-deals	39,661
/things-to-do/beaches/live-web-cam	16,082

Top Viewed Events	Views
Daytona Turkey Run	13,857
Daytona Beach Bike Week	6,571
Biketoberfest®	4,434
Riverfest Seafood Festival	3,660
47 <sup>th</sup> Annual Greek Festival	2,810
Volusia County Fair & Youth Show	2,660
Welcome to Rockville	2,120
Magic of Lights	2,111
Halifax Art Festival	1,793
Jeep Beach	1,682

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	627
Daytona Beach Boardwalk	193
Daytona International Speedway Track Tours	188
Daytona Beach Pier	167
Screamer's Park	158
Daytona Lagoon Premier Water Park & Family Fun Entertainment Center	156
NASCAR Racing Experience	147
Daytona Electric Bikes	145
Daytona Beach Parasail	127
Hanksters Hot Rods & Museum	124

Dining	Listing Clicks
Mama Foo Foo	184
Dine and Cruise - Dinner and River Cruise	166
Racing's North Turn Beach Bar & Grill	134
Aunt Catfish's on the River	113
Crabby's Oceanside	113
Joe's Crab Shack	113
Ocean Deck Restaurant & Beach Club	108
Azure Oceanfront American Kitchen	101
Polynesian Fire Luau in Daytona Beach	101
Alexander's Prime	94

# Partner Referrals | November 2024

Shopping	Listing Clicks
Tanger-Daytona Beach	129
Daytona Flea & Farmers Market	122
Riverfront Shops of Daytona Beach	105
Ocean Walk Shoppes	94
Volusia County Farmer's Market	89
Volusia Mall	74
DeLand Flea Market	61
Teddy Morse's Daytona Harley-Davidson	52
ONE DAYTONA	47
Daytona 2000	37

Golf Courses	Listing Clicks
Daytona Beach Golf Club	90
The Club at Venetian Bay	89
LPGA International	64
Victoria Hills Golf Club	58
Pelican Bay Golf Club	56
Spruce Creek Country Club	54
Halifax Plantation Golf Club	49
Riviera Country Club	46
Cypress Head Golf Club	39
New Smyrna Golf Club	36

Top Offers	Views/Clicks
Max Beach Resort   AAA & CAA Members Discount	291 / 93
Hilton Daytona Beach Oceanfront Resort   Up to 30% Off for FL/GA/NC/SC Residents	247 / 70
Max Beach Resort   Extend Your Stay & Save 50% When you Stay 30 or More Nights	211 / 120
Max Beach Resort   Military Discount at Max Beach resort	205 / 65
Max Beach Resort   Eggs-citing Ocean Escape with Breakfast for Two	183 / 73
PopStroke Daytona Beach   20% Off Adult Golf Pass Rate	179 / 47
Grand Seas Resort by Exploria Resorts   Get a Fourth Night Free	167 / 90
Daytona Aquarium & Rainforest Adventure   \$2 Off Florida Resident	166 / 49
Boardwalk Inn & Suites   Our Black Florida Sale is Live	155 / 76
Daytona Lagoon Premier Water Park   All-Day Fun Pass	126 / 51

Parks	Listing Clicks
Blue Spring State Park	83
Riverfront Esplanade	82
Sun Splash Park	61
Andy Romano Beachfront Park	42
Central Park	42
Lyonia Preserve	33
Breakers Oceanfront Park	32
Ponce Preserve	31
27 <sup>th</sup> Avenue Park	28
Lighthouse Point Park	28