

DAYTONA BEACH®

November 2024 End of Month Reports Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 63
- Followers: 364,568 - gained 16,192
- Organic Impressions: 364,184 - up 66.3%
- Paid Impressions: 14,670,400 - up 28.5%
- Organic Engagements: 4,996 - up 76.8%
- Paid Engagements: 89,341 - up 162.8%
- Organic Engagement Rate Per Impression: 1.4% - up 6.3%
- Paid Engagement Rate Per Impression: 0.6% - up 104.6%
- Organic Post Link Clicks: 163 - down 48.4%
- Paid Post Link Clicks: 2,424 - up 338.3%

Instagram - DiscoverDaytonaBeach

- Published Posts: 68
- Followers: 25,991 - gained 279
- Organic Impressions: 334,929 - up 500.6%
- Paid Impressions: 3,026,593 - up 203.5%
- Organic Engagements: 2,341 - up 47.3%
- Paid Engagements: 216,902 - up 6,829.8%
- Organic Engagement Rate Per Impression: 0.7% - down 75.5%
- Paid Engagement Rate Per Impression: 7.2% - up 2,183.1%
- Profile Actions: 50 - down 15.3%

X - DaytonaBeachFun

- Published Posts: 21
- Followers: 11,840 - lost 87
- Impressions: 3,489 - up 122.8%
- Engagements: 96 - up 118.2%
- Engagement Rate Per Impression: 2.8% - down 2.1%
- Post Link Clicks: 28 - up 47.7%


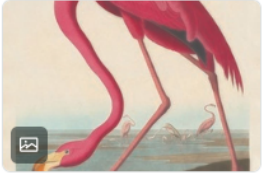



TikTok - DiscoverDaytonaBeach

- Published Posts: 4
- Followers: 13,191 - gained 5,186
- Video Views: 1,395,219 - up 40.7%
- Engagements: 9,316 - up 78.1%
- Engagement Rate Per Impression: 0.7% - up 26.6%






YouTube - VisitDaytonaBeach

- Subscribers: 989 - gained 7
- Impressions: 10,645 - down 24.1%
- Video Views: 50,533 - up 3.9%
- New Viewers: 35,037 - up 2.3%
- Click-Thru Rate: 3.9% - up 14.7%






Facebook Top Posts

Post Title	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>Daytona Turkey Run 2024 Day...</p> 	6,860	6,252	13	154	232	209
<p>Take an extraordinary journey through the original Birds of Florida as captured in the meticulously painted...</p> 	6,802	5,576	46	203	67	910
<p>Gorgeous! 🥰 #LoveDaytonaBeach #LoveFL 🇺🇸 by @morkiemeetsworld: Girls Just Want To Have Sun: 🇺🇸 Vanes...</p> 	5,734	5,150	25	48	296	215
<p>An Ormond Beach tradition, the Birthplace of Speed Antique Gaslight Car Parade takes place Nov. 29 at 7...</p> 	5,672	5,229	6	38	83	316
<p>Rose Villa Southern Table & Bar has been transformed into a Gingerbread Fantasy decorative light display that...</p> 	5,485	4,923	23	59	2	478





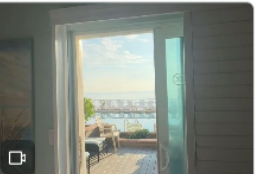
Facebook Top Viewed Videos

Video Title	Video Views
<p>We love a room with a view! 🥰 #LoveDaytonaBeach 🇺🇸 by @boardwalkhoteldaytona: Sip your...</p> 	127,906
<p>Wow! 🥰 🇺🇸 by @aikenadventures: The Daytona Beach Aquarium and Rainforest Adventure is the newest aquarium in...</p> 	664
<p>🥰 🥰 🥰 🇺🇸 by @riptidesrawbaromond: 🌴 Dive into Paradise with Our Island Pineapple Bowl!...</p> 	647
<p>🥰 An absolutely delicious weekend plan! #LoveDaytonaBeach 🇺🇸 by @dalmareomond: 🍂 With Hallowee...</p> 	597
<p>🥰 🥰 🥰 🇺🇸 by @riptidesrawbaromond: 🍂 "Shell-ebrate good times at Riptides Raw Bar and Grill!...</p> 	585

Instagram Top Posts

<p>discoverdaytonabeach Fri 11/15/2024 7:20 pm EST</p> <p>Wow! 🤩 🇺🇸 by @aikenadventures: The Daytona Beach Aquarium and Rainforest Adventure is the newest...</p>  <p>Total Engagements 319</p> <p>Likes 203</p> <p>Comments 3</p> <p>Shares 91</p> <p>Saves 22</p>	<p>discoverdaytonabeach Mon 11/18/2024 10:38 am EST</p> <p>Beautiful! 🤩 🇺🇸 by @florida4families: So close to Daytona Beach, yet so far away. Tomoka State Park is located o...</p>  <p>Total Engagements 317</p> <p>Likes 255</p> <p>Comments 2</p> <p>Shares 34</p> <p>Saves 26</p>	<p>discoverdaytonabeach Sat 11/30/2024 10:16 am EST</p> <p>Beautiful! 🤩 🇺🇸 by @kylehunxr: Scenes from Daytona Beach #canonr6 Ironically enough I find myself...</p>  <p>Total Engagements 129</p> <p>Likes 126</p> <p>Comments 2</p> <p>Saves 1</p>	<p>discoverdaytonabeach Tue 11/5/2024 2:09 pm EST</p> <p>Happy #TravelTuesday! Plan your fall or winter beach getaway today at DaytonaBeach.com...</p>  <p>Total Engagements 121</p> <p>Likes 114</p> <p>Comments 1</p> <p>Shares 3</p> <p>Saves 3</p>	<p>discoverdaytonabeach Thu 11/28/2024 6:20 am EST</p> <p>Happy Thanksgiving from your friends at the Daytona Beach Area Convention & Visitors Bureau! 🍂 ...</p>  <p>Total Engagements 109</p> <p>Likes 107</p> <p>Comments 1</p> <p>Shares 1</p> <p>Saves 0</p>
---	---	--	--	---


Instagram Top Viewed Videos

<p>discoverdaytonabeach Mon 11/18/2024 10:38 am EST</p> <p>Beautiful! 🤩 🇺🇸 by @florida4families: So close to Daytona Beach, yet so far away. Tomoka State Park is located on the...</p>  <p>Video Views 4,884</p>	<p>discoverdaytonabeach Fri 11/15/2024 7:20 pm EST</p> <p>Wow! 🤩 🇺🇸 by @aikenadventures: The Daytona Beach Aquarium and Rainforest Adventure is the newest aquarium in...</p>  <p>Video Views 4,525</p>	<p>discoverdaytonabeach Wed 11/27/2024 9:46 am EST</p> <p>We ❤️ Florida! 🇺🇸 by @lovefi and @miamituristico : Get outta town, literally! 🚗 Tag the friend you're going road...</p>  <p>Video Views 2,064</p>	<p>discoverdaytonabeach Fri 11/8/2024 9:15 am EST</p> <p>Hey, we recognize that beach! 🤩 🇺🇸 by @visitflorida: Headed south for the fall? Save this for your next Florida getaway!...</p>  <p>Video Views 2,063</p>	<p>discoverdaytonabeach Mon 11/11/2024 3:46 pm EST</p> <p>We love a room with a view! 🤩 #LoveDaytonaBeach 🇺🇸 by @boardwalkhoteldaytona: Sip your...</p>  <p>Video Views 2,029</p>
---	--	--	---	--

Top X Posts

@DaytonaBeachFun
Fri 11/22/2024 3:32 pm EST


🔥 Calling all classic car lovers! Make plans to attend the 51st Daytona Turkey Run — the largest combined...



Total Engagements	15
Likes	3
@Replies	0
Reposts	4
Post Link Clicks	3
Other Post Clicks	5
Other Engagements	0

@DaytonaBeachFun
Thu 11/28/2024 6:20 am EST


Happy Thanksgiving from your friends at the Daytona Beach Area Convention & Visitors Bureau! 🍂...



Total Engagements	10
Likes	6
@Replies	0
Reposts	1
Post Link Clicks	—
Other Post Clicks	3
Other Engagements	0

@DaytonaBeachFun
Mon 11/25/2024 2:49 pm EST


An Ormond Beach tradition, the Birthplace of Speed Antique Gaslight Car Parade takes place Nov. 29 at 7...



Total Engagements	7
Likes	3
@Replies	0
Reposts	2
Post Link Clicks	1
Other Post Clicks	1
Other Engagements	0

@DaytonaBeachFun
Wed 11/20/2024 8:56 pm EST


☀️ Don't miss the Manatee Island Seafood & BBQ Festival on Nov. 23 from 11 am-5:30 pm at the Riverfront...



Total Engagements	6
Likes	3
@Replies	0
Reposts	1
Post Link Clicks	2
Other Post Clicks	0
Other Engagements	0

@DaytonaBeachFun
Fri 11/15/2024 10:44 am EST

🇺🇸 Throughout November, the Daytona Beach area is showing its appreciation to active-duty military...




Total Engagements	6
Likes	3
@Replies	0
Reposts	2
Post Link Clicks	1
Other Post Clicks	0
Other Engagements	0

X Top Viewed Videos

@DaytonaBeachFun
Mon 11/11/2024 3:46 pm EST

We love a room with a view! 🌅
#LoveDaytonaBeach by @boardwalkhoteldaytona: Sip your...




Video Views 73

Top TikTok Posts

discoverdaytonabeach
Fri 11/15/2024 7:19 pm EST

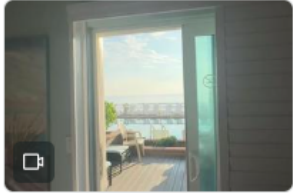
Wow! 🤩 🇺🇸 by @aikenadventures:
The Daytona Beach Aquarium and Rainforest Adventure is the newest...



Total Engagements	42
Likes	33
Comments	1
Shares	8

discoverdaytonabeach
Mon 11/11/2024 3:46 pm EST


We love a room with a view! 🍷
#LoveDaytonaBeach 🇺🇸 by
@boardwalkhoteldaytona: Sip your...



Total Engagements	29
Likes	27
Comments	1
Shares	1

discoverdaytonabeach
Fri 11/8/2024 1:16 pm EST


🤩 🤩 🤩 🇺🇸 by
@riptidesrawbaromond: 🍷 "Shell-
ebrate good times at Riptides Raw Ba...



Total Engagements	27
Likes	25
Comments	1
Shares	1

discoverdaytonabeach
Fri 11/1/2024 3:31 pm EDT

🤩 An absolutely delicious weekend
plan! #LoveDaytonaBeach 🍷 🇺🇸 by
@dalmareomond: 🍷 ✨ With...




Total Engagements	15
Likes	15
Comments	0
Shares	0

TikTok Top Viewed Videos

discoverdaytonabeach
Fri 11/15/2024 7:19 pm EST

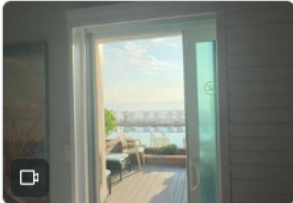
Wow! 🤩 🇺🇸 by @aikenadventures: The
Daytona Beach Aquarium and Rainforest
Adventure is the newest aquarium in...



Total Video Views	1,057
Follow Video Views	53
For You Video Views	679
Hashtag Video Views	0
Business Account Video Views	4
Sound Video Views	0
Unspecified Video Views	16

discoverdaytonabeach
Mon 11/11/2024 3:46 pm EST


We love a room with a view! 🍷
#LoveDaytonaBeach 🇺🇸 by
@boardwalkhoteldaytona: Sip your...



Total Video Views	979
Follow Video Views	68
For You Video Views	753
Hashtag Video Views	0
Business Account Video Views	2
Sound Video Views	0
Unspecified Video Views	19

discoverdaytonabeach
Fri 11/1/2024 3:31 pm EDT

🤩 An absolutely delicious weekend plan!
#LoveDaytonaBeach 🍷 🇺🇸 by
@dalmareomond: 🍷 ✨ With Hallowee...



Total Video Views	902
Follow Video Views	142
For You Video Views	643
Hashtag Video Views	0
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	16











discoverdaytonabeach
Fri 11/8/2024 1:16 pm EST

🤩 🤩 🤩 🇺🇸 by @riptidesrawbaromond:
🍷 "Shell-ebrate good times at Riptides
Raw Bar and Grill! Our seafood is so good...





Total Video Views	470
Follow Video Views	74
For You Video Views	279
Hashtag Video Views	0
Business Account Video Views	1
Sound Video Views	0
Unspecified Video Views	20


YouTube - Top 10 Video Analytics


Content		Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Duration	Publish date					
<input type="checkbox"/>	Total	10,645	3.9%	50,533	0:18	260.1
<input type="checkbox"/>	 0:16 Looking for things to do in Daytona Beach, FL? You'd b...	685	1.9%	14,081 27.9%	0:14	58.7 22.6%
<input type="checkbox"/>	 0:16 First Surf Lesson - Daytona Beach (:15)	371	1.6%	6,065 12.0%	0:14	25.1 9.7%
<input type="checkbox"/>	 2:01 Daytona Beach Parasail - A Birds' Eye View of Daytona ...	309	2.3%	8 0.0%	1:10	0.2 0.1%
<input type="checkbox"/>	 1:16 Visit These Historical Sites in Daytona Beach, Florida	239	3.4%	76 0.2%	0:57	1.2 0.5%
<input type="checkbox"/>	 1:54 Daytona International Speedway Tours	236	4.2%	13 0.0%	0:51	0.2 0.1%
<input type="checkbox"/>	 1:34 Oceanfront and Riverfront Dining in Daytona Beach, Flo...	231	3.9%	85 0.2%	1:10	1.7 0.6%
<input type="checkbox"/>	 2:01 Landshark Bar & Grill - Dine in Paradise in Daytona Bea...	203	6.9%	17 0.0%	1:30	0.4 0.2%
<input type="checkbox"/>	 0:16 The Arrival - Daytona Beach (:15)	199	6.0%	21,679 42.9%	0:14	90.3 34.7%
<input type="checkbox"/>	 3:03 Check out this view of Daytona Beach FL, one the best ...	197	4.1%	59 0.1%	0:50	0.8 0.3%
<input type="checkbox"/>	 2:01 ONE DAYTONA - the Newest Entertainment Complex in...	188	6.4%	51 0.1%	1:24	1.2 0.5%

eNewsletter Performance Overview

 Total sends
573,929
↑ 650%

 Open rate
4.4%
↓ 19%

 Click rate
0.54%
↓ 31%

 Unsubscribe rate
0.21%
↑ 2.2%

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	1400	1213	1065	91.10428571	441
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1148	1042	1003	43.97125436	47
/blog/post/dont-wait-start-planning-your-thanksgiving-in-daytona-beach	1128	1027	857	98.28989362	461
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	671	589	527	84.50670641	209
/blog/post/fun-free-things-to-do-in-daytona-beach	364	307	261	94.63186813	70
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	316	286	230	90.5664557	123
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	217	196	169	94.58986175	83
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	217	210	197	98.80645161	80
/blog/post/beach-bars-with-live-music-in-daytona-beach	215	173	133	78.14883721	93
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	170	142	116	78.22941176	21
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	168	148	136	28.92857143	8
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and	157	145	123	43.91719745	29
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	147	125	115	59.36734694	3
/blog/post/cant-beat-brunch-spots-in-daytona-beach	142	119	99	40.28169014	16
/blog/post/places-to-putt-around-in-daytona-beach	140	118	102	50.97857143	21
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	122	104	80	66.13934426	26
/blog/post/celebrate-veterans-all-november-long-in-daytona-beach	120	102	83	75.1	17
/blog/post/9-great-things-to-do-when-visiting-ponce-inlet	117	105	92	89.35042735	42
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	110	99	83	85.02727273	14
/blog/post/pack-the-popcorn-its-time-for-movies-on-the-halifax-at-the-casements	101	77	64	46.13861386	10



November 2024

Social Media Summary

Facebook - Biketoberfest

- Published Posts: 1
- Followers: 283,466 - lost 173
- Impressions: 39,353 - down 94.7%
- Engagements: 397 - down 96.9%
- Engagement Rate Per Impression: 1.0% - down 41.5%
- Post Link Clicks: 12 - down 97.4%

Instagram - BiketoberfestRally

- Published Posts: 2
- Followers: 8,790 - gained 75
- Impressions: 3,161 - down 94.9%
- Engagements: 157 - down 95.8%
- Engagement Rate Per Impression: 5.0% - down 17.9%
- Profile Actions: 6 - down 97.7%

X - Biketoberfest

- Published Posts: 1
- Followers: 4,268 - lost 6
- Impressions: 944 - down 78.2%
- Engagement: 7 - down 95.4%
- Engagement Rate Per Impression: 0.7% - down 78.8%
- Post Link Clicks: 0 - down 100.0%

TikTok - BiketoberfestRally

- Published Posts: 0
- Followers: 1,000 - gained 30
- Video Views: 307 - down 99.8%
- Engagements: 7 - down 98.4%
- Engagement Rate Per Impression: 0.3% - no change

YouTube - BiketoberfestRally709

- Subscribers: 112 - no change
- Impressions: 598 - down 82.9%
- Video Views: 22 - down 86.3%
- New Viewers: 21 - down 79.2%
- Click-Thru Rate: 1.2% - down 53.9%