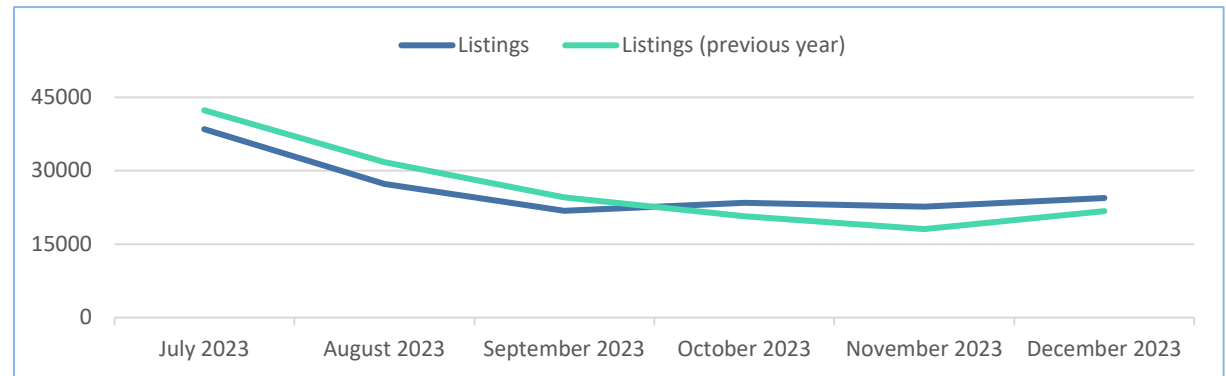
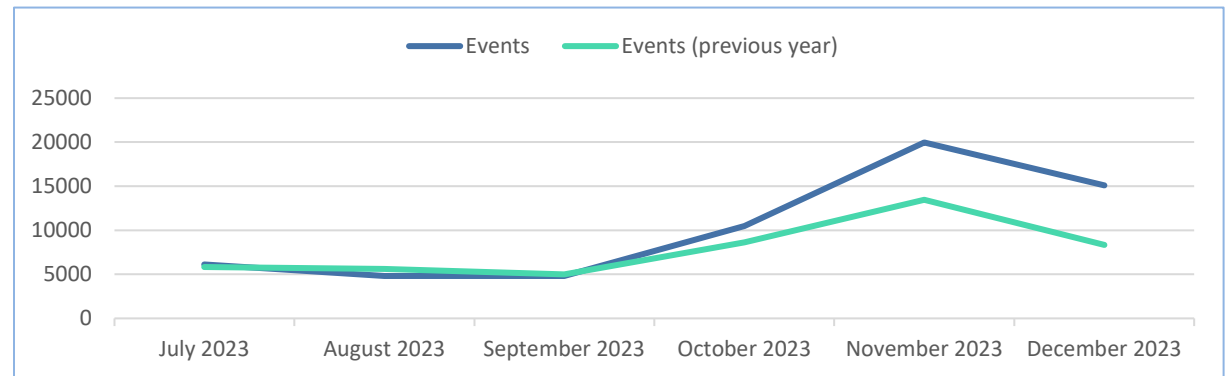


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

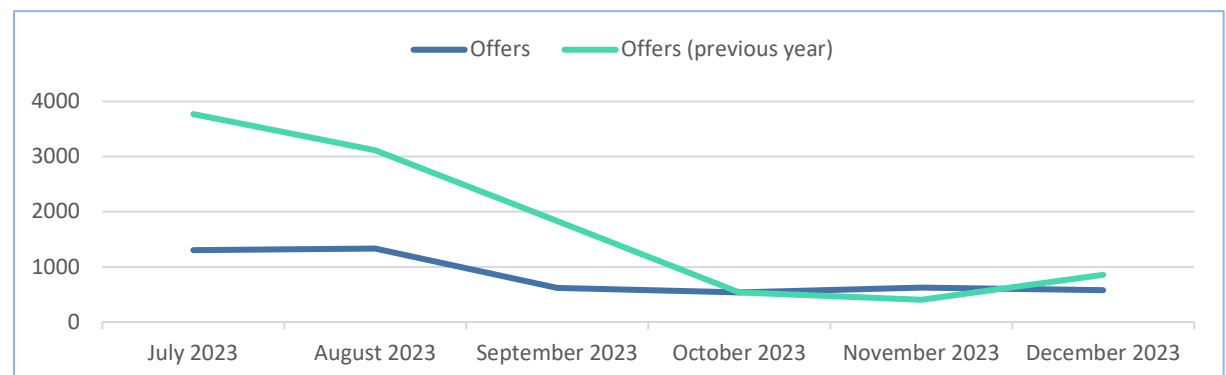
Month	Listings Clicks	Previous Year	%YoY
December 2023	24,446	21,749	12.4%
November 2023	22,662	18,120	25.1%
October 2023	23,482	20,714	13.4%
September 2023	21,793	24,566	-11.3%
August 2023	27,325	31,762	-14.0%
July 2023	38,502	42,345	-9.1%



Month	Events Clicks*	Previous Year	%YoY
December 2023	15,080	8,344	80.7%
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%



Month	Offers Clicks*	Previous Year	%YoY
December 2023	579	854	-32.2%
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%



* 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	89,390
/events/all-events	60,173
/things-to-do/top-10-reasons-to-visit	56,255
/things-to-do/with-kids	46,806
/places-to-stay/hotel-deals	27,373
/things-to-do	24,744
/things-to-do/outdoors	23,237
/event/daytona-beach-bike-week-2024	20,769
/things-to-do/attractions	19,788
/events	18,268

Things to Do	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,131
Buc-ee's Gas Station & Travel Center	1,093
Daytona International Speedway Track Tours	497
Daytona Lagoon Premier Water Park & Family Entertainment Center	344
Daytona Beach Parasail	336
Daytona Beach Boardwalk	309
Marine Science Center	278
Screamer's Park	243
NASCAR Racing Experience	242
Daytona International Speedway	237

Places to Stay	Listing Clicks
Sunshine Holiday RV Park Daytona North	362
Coral Sands RV Park	293
Hilton Daytona Beach Oceanfront Resort	230
Daytona RV Park	204
Tomoka State Park	198
Hard Rock Hotel Daytona Beach	172
Racetrack RV Park	163
Daytona RV Oasis	154
International RV Park & Campground	154
Bahama House	137

Dining	Listing Clicks
Dine & Cruise - Dinner and River Cruise	241
The Roof Daytona Beach Pier	206
Polynesian Fire Luau	194
Joe's Crab Shack Daytona Beach	172
McK's Tavern & Brewery	138
Rose Villa Southern Table & Bar	135
Top of Daytona	110
Chart House	109
The Beach Bucket Bar & Grill	104
Chez Paul	102

Partner Referrals | December 2023

Top Viewed Events	Views
Daytona Beach Bike Week	20,769
Welcome to Rockville	7,044
New Year's Eve on Main Street	5,148
Magic of Lights	4,351
Daytona Beach Christmas Boat Parade	3,648
45 th Annual Port Orange Holiday Parade	3,282
World Karting Association - Daytona Kartweek	2,416
Jeep Beach	2,269
Hard Rockers & High Rollers New Year's Eve Party	1,765
Biketoberfest®	1,703

Referrals from Partners	Clicks to DaytonaBeach.com
VisitFlorida.com/referral	730
DaytonaInternationalSpeedway.com/referral	302
Imdbhoa.com/referral	275
CODB.us/referral	107
OfficialBikeWeek.com/referral	73
DaytonaRVOasis.com/referral	69
DaytonaRacetrackRV.com/referral	53
RegionalDanceAmerica.org/referral	39
FunnyAnd.com/referral	34
DaytonaBeachPoker.com/referral	24

Offers	Offer Views/Clicks
Hilton Daytona Beach Oceanfront Resort Another Day in Paradise, Buy 3 Nights, Get 1 Free	532 / 154
Bahama House 10% Off Senior Discount	346 / 14
Max Beach Resort 15% Off a 3-Night Stay with a Winter Warm Up	247 / 64
Hilton Daytona Beach Oceanfront Resort Park Eat Play Package - Breakfast & Parking Included	246 / 59
The Shores Resort & Spa Stay More, Save More - 25% Off Stays of Three Nights or More	222 / 47
Hard Rock Hotel Daytona Beach Canadian Sun & Sand Offer	192 / 45
Max Beach Resort Family Fun Max Package	190 / 47
Max Beach Resort 20% Off Weekday Stays & 15% Off Weekend Stays	158 / 44
Bahama House 10% Discount for Canadians	147 / 33
Bahama House 20% Off for the Holidays	142 / 37