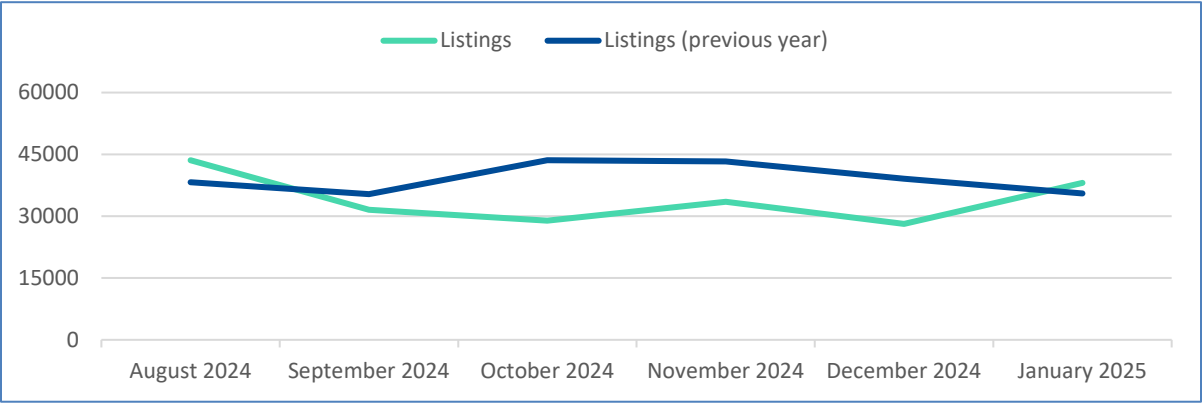
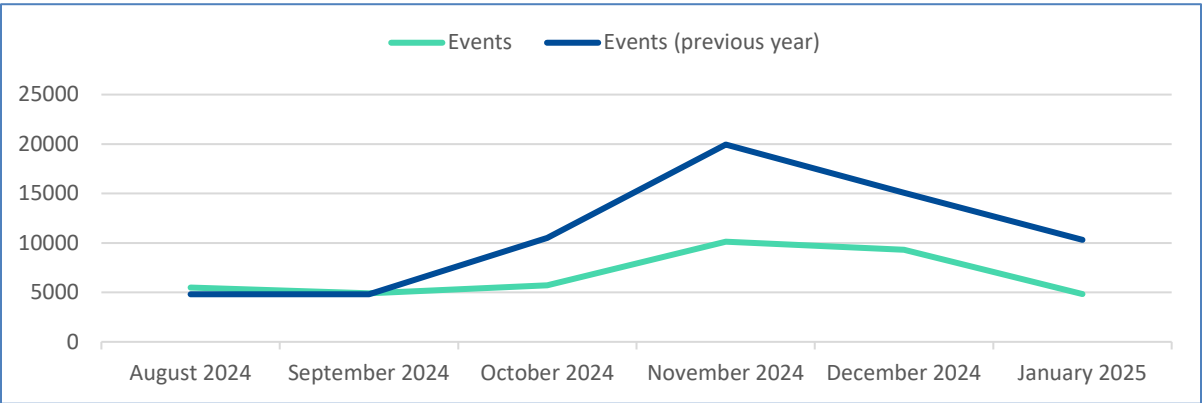


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

Month	Listings Clicks	Previous Year	%YoY
January 2025	38,055	35,497	7.2%
December 2024	28,133	39,087	-28.0%
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%



Month	Events Clicks*	Previous Year	%YoY
January 2025	4,831	10,317	-53.2%
December 2024	9,323	15,080	-38.2%
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%



Month	Offers Clicks*	Previous Year	%YoY
January 2025	8,231	4,909	67.7%
December 2024	5,583	3,746	49.0%
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%



\* 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 | January 2025

Top 10 Pages	Pageviews
/brazil	276,495
/things-to-do/top-10-reasons-to-visit	200,719
/places-to-stay/hotel-deals	164,921
/bike-week	86,412
/canadian-sand-dollars	81,788
/things-to-do/with-kids	69,850
Homepage	62,186
/plan/travel-resources/visitors-guide	61,909
/events/all-events	59,607
/florida-resident-deals	34,576

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	816
Daytona Beach Boardwalk & Pier	430
Daytona International Speedway Track Tours	376
Daytona Lagoon Premier Water Park & Family Fun Entertainment Center	212
Screamer's Park	212
Urban Air Trampoline & Adventure Park	197
Marine Science Center	196
NASCAR Racing Experience	185
Rare Breed Fishing Charters	181
Volusia Speedway Park	169

Top Viewed Events	Views
Daytona Beach Bike Week	89,099
Jeep Beach	5,004
Rolex 24 At DAYTONA	4,784
Biketoberfest®	3,098
Speedweeks and DAYTONA 500	2,187
Spring Daytona Turkey Run	2,049
Welcome to Rockville	1,928
Audubon Birds of Florida Exhibit	832
Circ Italia Paranormal Cirque III	548
13 <sup>th</sup> Annual Historic Legends North Turn Car Parade	514

Dining	Listing Clicks
Mama Foo Foo	339
Crabby's Oceanside	175
Dine and Cruise – Dinner and River Cruise	171
McK's Tavern & Brewery	167
Polynesian Fire Luau in Daytona Beach	152
Racing's North Turn Beach Bar & Grill	142
Pier House Daytona	137
Chart House	133
The Cellar	133
Ocean Deck Restaurant & Beach Club	127

# Partner Referrals | January 2025

Shopping	Listing Clicks
DeLand Flea Market	139
Daytona Flea & Farmer's Market	127
Tanger-Daytona Beach	120
Ocean Walk Shoppes	116
Riverfront Shops of Daytona Beach	112
Volusia Mall	83
All Aboard Flea & Farmer's Market	65
DeBary Farmer's Market	58
Volusia County Farmer's Market	56
DeLand Artisan Alley Farmer's Market	55

Golf Courses	Listing Clicks
LPGA International	109
Daytona Beach Golf Club	73
Pelican Bay Golf Club	67
Spruce Creek Country Club	59
The Club at Venetian Bay	57
Halifax Plantation Golf Club	57
Riviera Country Club	54
Cypress Head Golf Club	43
Hidden Lakes Golf Club	32
New Smyrna Golf Club	32

Top Offers	Views/Clicks
Max Beach Resort   AAA and CAA Members Discount	756 / 274
Max Beach Resort   Military Discount at Max Beach Resort	676 / 235
Hilton Daytona Beach Oceanfront Resort   Up to 30% Off for FL/GA/NC/SC Residents	569 / 170
Hilton Daytona Beach Oceanfront Resort   Park, Eat, Play Package	540 / 198
Max Beach Resort   Florida Residents - 20% Off Weekday Stays & 15% Off Weekend Stays	539 / 180
Max Beach Resort   AARP Members Save at Max Beach Resort	494 / 170
Max Beach Resort   Escape the Chill and Cozy up with a Getaway to Max Beach Resort	486 / 188
Max Beach Resort   Eggs-Citing Ocean Escape with Breakfast for Two!	424 / 137
The Shores Resort & Spa   Stay Three, Park Free	412 / 114
Grand Seas Resort by Exploria Hotels   Florida & Georgia Resident Rate: Save up to 20% Off	411 / 147

Parks	Listing Clicks
Blue Spring State Park	124
Andy Romano Beachfront Park	62
Sun Splash Park	60
Ponce Preserve	51
Breakers Oceanfront Park	42
Riverfront Esplanade	39
Tiger Bay State Forest	32
Central Park	33
Lighthouse Point Park	29
27 <sup>th</sup> Avenue Park	27