



January 2026
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach				
	Jan 26	Jan 25	v. Dec 2025	v. Jan 2025
Published Posts	57	61		
Followers	722,431	448,878	+17,872	+273,553
Impressions - Organic	968,214	463,001	-21.3%	109.1%
Impressions - Paid	29,716,753	19,668,022	213.1%	51.1%
Engagements - Organic	18,603	4,050	-16.5%	359.3%
Engagements - Paid	709,545	1,126,777	75.2%	-37.0%
Engagement Rate Per Impression - Organic	1.9%	0.9%	6.0%	119.7%
Engagement Rate Per Impression - Paid	2.4%	5.7%	-44.0%	-58.3%

Instagram - DiscoverDaytonaBeach				
	Jan 26	Jan 25	v. Dec 2025	v. Jan 2025
Published Posts	69	123		
Followers	34,472	26,886	+563	+7,586
Views - Organic	97,250	83,042	21.7%	17.1%
Views - Paid	2,587,542	1,540,781	74.9%	67.9%
Engagements - Organic	2,861	2,525	71.7%	13.3%
Engagements - Paid	17,435	5,428	123.4%	221.2%
Engagement Rate Per Impression - Organic	2.9%	3.0%	41.1%	-3.2%
Engagement Rate Per Impression - Paid	0.7%	0.4%	27.7%	91.3%

Threads - DiscoverDaytonaBeach				
	Jan 26	Jan 25	v. Dec 2025	v. Jan 2025
Published Posts	34	7		
Followers	4,996	0	+45	
Views	723	601	28.2%	20.3%
Engagements	52	30	126.4%	73.3%

X - DaytonaBeachFun				
	Jan 26	Jan 25	v. Dec 2025	v. Jan 2025
Published Posts	31	13		
Followers	11,754	11,826	+8	-72
Impressions	5,849	2,522	-7.0%	131.9%
Engagements	238	78	9.2%	205.1%
Engagement Rate Per Impression	4.1%	3.1%	17.4%	31.6%

TikTok - DiscoverDaytonaBeach				
	Jan 26	Jan 25	v. Dec 2025	v. Jan 2025
Published Posts	26	8		
Followers	87,298	24,441	+6,878	+62,857
Impressions	4,293,918	228,031	12006.8%	1783.0%
Engagements	21,982	9,915	1625.4%	121.7%
Engagement Rate Per Impression	0.5%	4.3%	-85.7%	-88.2%

YouTube - VisitDaytonaBeach				
	Jan 26	Jan 25	v. Dec 2025	v. Jan 2025
Subscribers	1,092	1006	+9	+86
Impressions	15,210	15,614	16.3%	-2.6%
Video Views	540,926	74,640	98.3%	624.7%
New Viewers	83,604	44,658	665.2%	87.2%
Click-Thru Rate	3.6%	4.0%	28.6%	-10.0%

Pinterest - DiscoverDaytonaBeach				
	Jan 26	Jan 25	v. Dec 2025	v. Jan 2025
Audience	444	379	-4	+65


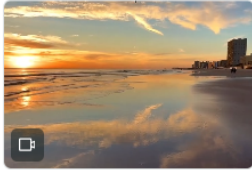



Facebook Top Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Sun 1/19/2026 11:47 am EST	3,672	311	22	67	486	2,786
Sun 1/11/2026 2:56 pm EST	3,663	30	44	1	1,206	2,382
Fri 1/23/2026 4:45 pm EST	2,270	254	30	33	120	1,833
Wed 1/7/2026 3:28 pm EST	2,003	820	43	54	3	1,083
Tue 1/27/2026 12:46 pm EST	1,758	1,371	115	272		






Facebook Top Viewed Videos

Post Date	Video Views
Tue 1/27/2026 12:46 pm EST	50,242
Wed 1/14/2026 5:24 pm EST	26,445
Sun 1/11/2026 2:56 pm EST	19,884
Wed 1/7/2026 3:28 pm EST	12,517
Thu 1/15/2026 9:29 am EST	11,473






Instagram Top Posts

<p>discoverdaytonabeach Tue 1/27/2026 12:45 pm EST</p> <p>Mark your calendar for the 14th Annual Historic Legend Car Road Parade on February 7, 2026 from 11 am-12 pm...</p>  <table border="1"> <tr><td>Total Engagements</td><td>458</td></tr> <tr><td>Likes</td><td>321</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>112</td></tr> <tr><td>Saves</td><td>21</td></tr> </table>	Total Engagements	458	Likes	321	Comments	4	Shares	112	Saves	21	<p>discoverdaytonabeach Thu 1/15/2026 8:00 am EST</p> <p>by @mi2Zionjku: Sound on repeat...</p>  <table border="1"> <tr><td>Total Engagements</td><td>269</td></tr> <tr><td>Likes</td><td>196</td></tr> <tr><td>Comments</td><td>5</td></tr> <tr><td>Shares</td><td>63</td></tr> <tr><td>Saves</td><td>5</td></tr> </table>	Total Engagements	269	Likes	196	Comments	5	Shares	63	Saves	5	<p>discoverdaytonabeach Mon 1/26/2026 3:29 pm EST</p> <p>Meanwhile, this afternoon in the Daytona Beach area... 🌊 🏖️ #LoveDaytonaBeach...</p>  <table border="1"> <tr><td>Total Engagements</td><td>214</td></tr> <tr><td>Likes</td><td>175</td></tr> <tr><td>Comments</td><td>6</td></tr> <tr><td>Shares</td><td>31</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Total Engagements	214	Likes	175	Comments	6	Shares	31	Saves	2	<p>discoverdaytonabeach Tue 1/6/2026 12:02 pm EST</p> <p>We ❤️ The DAYTONA at ONE DAYTONA, too! #LoveDaytonaBeach...</p>  <table border="1"> <tr><td>Total Engagements</td><td>192</td></tr> <tr><td>Likes</td><td>149</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>27</td></tr> <tr><td>Saves</td><td>15</td></tr> </table>	Total Engagements	192	Likes	149	Comments	1	Shares	27	Saves	15	<p>discoverdaytonabeach Thu 1/8/2026 10:08 am EST</p> <p>Love it! ❤️ #LoveDaytonaBeach ...</p>  <table border="1"> <tr><td>Total Engagements</td><td>170</td></tr> <tr><td>Likes</td><td>119</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>31</td></tr> <tr><td>Saves</td><td>16</td></tr> </table>	Total Engagements	170	Likes	119	Comments	4	Shares	31	Saves	16
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Instagram Top Viewed Videos

<p>discoverdaytonabeach Tue 1/27/2026 12:45 pm EST</p> <p>Mark your calendar for the 14th Annual Historic Legend Car Road Parade on February 7, 2026 from 11 am-12 pm...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>4,327</td></tr> </table>	Reels Video Views	4,327	<p>discoverdaytonabeach Mon 1/12/2026 2:54 pm EST</p> <p>Biking on the beach! 🚲 by @wichofilmspr: What a #fun #beach #ride tanyaetorres #fatripper m...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>3,730</td></tr> </table>	Reels Video Views	3,730	<p>discoverdaytonabeach Tue 1/6/2026 12:02 pm EST</p> <p>We ❤️ The DAYTONA at ONE DAYTONA, too! #LoveDaytonaBeach...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>3,356</td></tr> </table>	Reels Video Views	3,356	<p>discoverdaytonabeach Mon 1/26/2026 3:29 pm EST</p> <p>Meanwhile, this afternoon in the Daytona Beach area... 🌊 🏖️ #LoveDaytonaBeach...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>2,820</td></tr> </table>	Reels Video Views	2,820	<p>discoverdaytonabeach Thu 1/8/2026 10:08 am EST</p> <p>Love it! ❤️ #LoveDaytonaBeach ...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>2,696</td></tr> </table>	Reels Video Views	2,696
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X Top Posts

Post Content	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
<p>🏎️ Experience endurance racing at its absolute best! Get revved up at the Roar Before the Rolex 24 (Jan. 16-18), then...</p> 	27	4	0	0	4	13	6
<p>🎭 Daytona Beach's entertainment scene is ready for everyone — from Broadway shows at Peabody Auditorium to concert...</p> 	26	7	0	1	7	6	5
<p>Hello, 2026! 🎉 Happy New Year from the Daytona Beach Area Convention & Visitors Bureau...</p> 	18	9	0	1	—	7	1
<p>🌬️ Fresh air, open spaces and endless ways to play! From beach days and scenic trails to kayaking, biking and outdoor...</p> 	14	2	0	2	0	5	5
<p>🗿 Step into a world of hyper-realistic creativity with the Seward Johnson Sculptures. These incredible sculptures w...</p> 	14	5	0	1	2	0	6

X Top Video Views

Post Content	Video Views
<p>🏎️ 🌟 One destination. All year long. 🌟 From iconic races and legendary festivals to oceanfront concerts and 🎉 holiday...</p> 	70
<p>Hello, 2026! 🎉 Happy New Year from the Daytona Beach Area Convention & Visitors Bureau...</p> 	70
<p>We checked! The best things in life? Still free! The Daytona Beach area is home to several notable free museums and histori...</p> 	62
<p>🏎️ Experience the thrill of a Daytona International Speedway track tour with accessible features that allow you to see...</p> 	62
<p>🍴 Enjoy good eats with zero barriers in Daytona Beach! You'll find Daytona Beach area restaurants serve up an abundance ...</p> 	52

TikTok Top Posts

Post ID	Engagements	Likes	Comments	Shares
@discoverdaytonabeach Thu 1/1/2026 5:13 pm EST	429	387	2	40
@discoverdaytonabeach Thu 1/1/2026 5:13 pm EST	257	221	2	34
@discoverdaytonabeach Thu 1/1/2026 5:23 pm EST	160	151	1	8
@discoverdaytonabeach Thu 1/1/2026 5:23 pm EST	86	71	2	13
@discoverdaytonabeach Fri 1/23/2026 11:36 am EST	79	70	1	8

TikTok Top Viewed Videos

Video ID	Total Video Views	Follow Video Views	For You Video Views	Hashtag Video Views	Business Account Video Views	Others Video Views	Search Video Views	Sound Video Views	Unspecified Video Views
@discoverdaytonabeach Thu 1/1/2026 5:13 pm EST	824,694	0	788,407	—	33,812	0	2,474	0	1
@discoverdaytonabeach Thu 1/1/2026 5:13 pm EST	465,049	0	447,377	—	10,696	0	6,975	0	1
@discoverdaytonabeach Thu 1/1/2026 5:23 pm EST	454,093	0	441,378	—	11,352	0	1,362	0	1
@discoverdaytonabeach Thu 1/1/2026 5:23 pm EST	209,256	0	202,559	—	3,766	0	2,929	0	2
@discoverdaytonabeach Tue 1/6/2026 12:04 pm EST	2,381	76	1,285	—	50	33	935	0	2













Top 20 Blogs

Blog	Sessions	Active Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/big-events-for-the-daytona-beach-area	1124	1025	897	73.43505338	223
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	626	562	463	56.01118211	77
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	448	387	373	8.640625	21
/blog/post/fun-free-things-to-do-in-daytona-beach	363	316	281	119.9724518	96
/blog/post/whats-new-in-daytona-beach-for-2026-exciting-experiences-await-travelers	356	336	289	101.5421348	109
/blog/post/top-reasons-to-get-revved-up-for-daytona-bike-week	317	305	303	34.91798107	24
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	219	200	188	41.7716895	17
/blog/post/beach-bars-with-live-music-in-daytona-beach	217	175	124	79.12442396	91
/blog/post/kick-into-high-gear-with-speed-season-in-daytona-beach	201	176	147	99.26368159	60
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	172	131	113	40.1627907	10
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	168	146	117	82.95833333	67
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	154	140	121	77.7012987	65
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	143	134	108	74.76223776	50
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	129	117	102	49.00775194	24
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	124	114	109	37.25806452	2
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	118	105	90	63.06779661	14
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach	111	82	66	43.88288288	9
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka	107	97	88	33.75700935	11
/blog/post/restaurants-youll-fall-in-love-with-this-valentines-day-in-daytona-beach	102	85	62	62.49019608	81
/blog/post/must-see-entertainment-venues-in-the-daytona-beach-area-for-accessibility	88	82	72	39.06818182	38

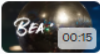

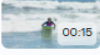
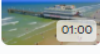

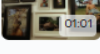

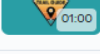


eNewsletter

<p>Total Sends</p> <p>568,064</p> <p>19.2%</p>	<p>Open Rate</p> <p>4.4%</p> <p>7.3%</p>	<p>Click Rate</p> <p>.43%</p> <p>2.4%</p>	<p>Unsubscribe Rate</p> <p>.16%</p> <p>-5.9%</p>
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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	15,210	3.6%	540,926	0:18	2,149.2
<input type="checkbox"/>	 0:16 Are you ready for the best family beach vacation? Noth...	73	2.7%	177,819 32.9%	0:15	699.3 32.5%
<input type="checkbox"/>	 0:16 Daytona Beach Surf Lesson 15	26	0%	158,059 29.2%	0:15	618.0 28.8%
<input type="checkbox"/>	 0:16 Daytona Beach Nightlife	321	3.7%	138,662 25.6%	0:15	532.1 24.8%
<input type="checkbox"/>	 0:31 Daytona Beach Kids Arrival	51	2.0%	32,219 6.0%	0:30	136.8 6.4%
<input type="checkbox"/>	 0:31 From surfing lessons, white sand beaches, find many f...	45	4.4%	31,801 5.9%	0:30	132.5 6.2%
<input type="checkbox"/>	 1:05 30 COISAS INCRÍVEIS para Fazer em DAYTONA BEAC...	134	3.0%	714 0.1%	0:18	3.6 0.2%
<input type="checkbox"/>	 1:04 Rolex 24 At DAYTONA in Daytona Beach, Florida	36	2.8%	286 0.1%	0:43	3.4 0.2%
<input type="checkbox"/>	 3:31 Best vacation destination in Florida, visit Ormond Beac...	26	7.7%	86 0.0%	1:49	2.6 0.1%
<input type="checkbox"/>	 0:39 Daytona Beach, FL: Your Next Family Road Trip Destina...	35	0%	268 0.1%	0:28	2.1 0.1%
<input type="checkbox"/>	 1:13 Daytona Beach Ale Trail	55	3.6%	100 0.0%	0:51	1.4 0.1%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Video	Views ↓	Impressions ↓	Third-party impressions ↓	Unique impressions ↓	Unique viewers ↓	Total time watched ↓	Avg. time watched ↓
<input type="checkbox"/> Total	114,235	150,975	211,349	8,854	10,913	435:18:09	00:00:13
<input checked="" type="checkbox"/>  00:15 Daytona Beach Nightlife Uploaded Oct 16, 2024	58,607	69,093	0	5,253	7,291	220:40:03	00:00:13
<input checked="" type="checkbox"/>  00:15 The Arrival - Daytona Beach (~15) Uploaded Oct 16, 2024	33,589	40,116	0	3,410	4,507	126:32:44	00:00:13
<input checked="" type="checkbox"/>  00:15 First Surf Lesson - Daytona Bea... Uploaded Oct 16, 2024	21,337	25,168	0	2,485	3,271	80:28:15	00:00:13
<input checked="" type="checkbox"/>  01:00 Main Street Pier and Sunglow P... Uploaded Nov 14, 2019	585	4,926	0	1,034	251	06:29:06	00:00:39
<input checked="" type="checkbox"/>  01:38 Eco Adventures in Daytona Be... Uploaded Jan 13, 2020	35	949	0	178	19	00:23:38	00:00:40
<input type="checkbox"/>  01:01 Southeast Museum Of Photogr... Uploaded Jan 9, 2020	20	681	0	131	17	00:09:56	00:00:29
<input type="checkbox"/>  00:58 Discover Daytona Beach: Histo... Uploaded Nov 8, 2019	18	819	0	159	16	00:06:43	00:00:22
<input type="checkbox"/>  01:00 The Ultimate Daytona Beach Tr... Uploaded Feb 18, 2021	11	23	0	16	10	00:07:27	00:00:40
<input type="checkbox"/>  01:50 Free Things to Do in Daytona B... Uploaded Sep 25, 2019	8	95	0	19	6	00:08:42	00:01:05
<input type="checkbox"/>  01:33 Oceanfront and Riverfront Dini... Uploaded Oct 30, 2019	4	183	0	27	2	00:03:18	00:00:49