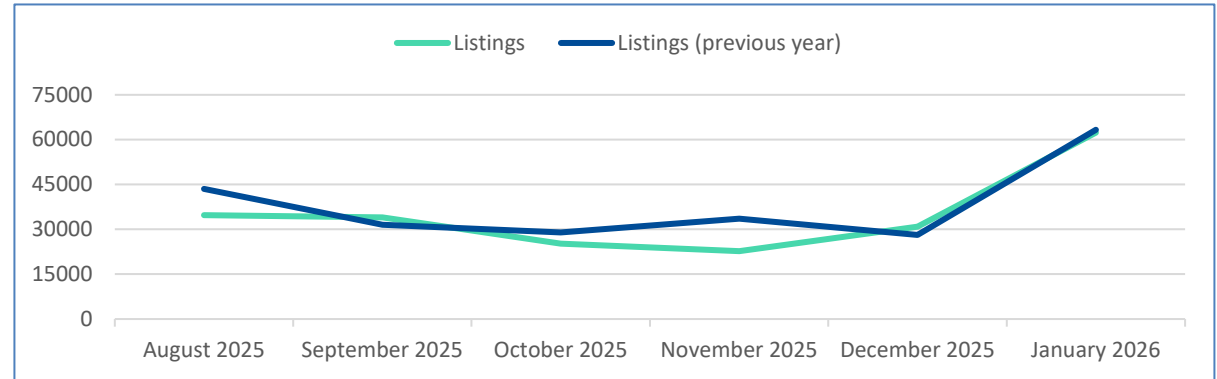
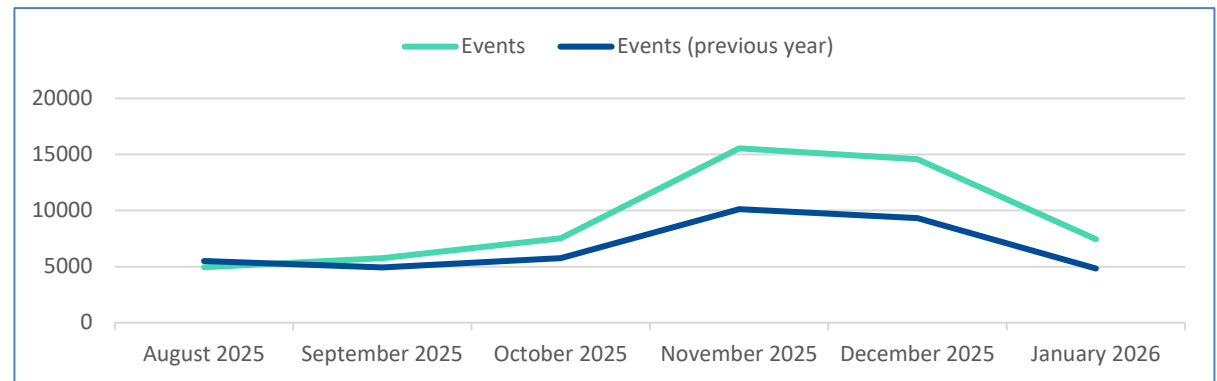


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

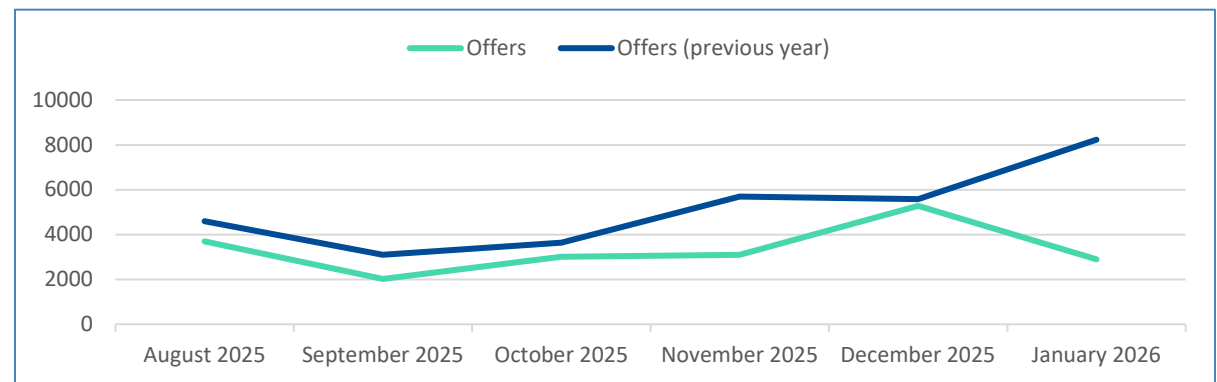
Month	Listings Clicks	Previous Year	%YoY
January 2026	62,361	63,309	-1.5%
December 2025	30,903	28,133	9.8%
November 2025	22,707	33,538	-32.3%
October 2025	25,214	28,927	-12.8%
September 2025	34,035	31,579	7.8%
August 2025	34,776	43,577	-20.2%



Month	Events Clicks*	Previous Year	%YoY
January 2026	7,449	4,831	54.2%
December 2025	14,589	9,323	56.5%
November 2025	15,552	10,126	53.6%
October 2025	7,540	5,771	30.7%
September 2025	5,749	4,920	16.8%
August 2025	4,944	5,491	-10.0%



Month	Offers Clicks*	Previous Year	%YoY
January 2026	2,892	8,231	-64.9%
December 2025	5,281	5,583	-5.4%
November 2025	3,098	5,695	-45.6%
October 2025	3,015	3,633	-17.0%
September 2025	2,021	3,099	-34.8%
August 2025	3,695	4,595	-19.6%



\* 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 2026

Top 10 Pages (no events)	Pageviews
/Brazil	450,192
/Places-to-Stay/Deals	305,680
/Things-to-Do/Top-10-Reasons-to-Visit	150,177
Canadian-Sand-Dollars/Canadian-Sun-Sand-Deals	108,150
/Places-to-Stay/Area-Hotels	107,429
Homepage	97,079
/Places-to-Stay/Hotel-Deals	91,883
/Plan/Travel-Resources/Newsletter/Sign-Up	55,361
/Events/All-Events	54,931
/Plan/Travel-Resources/Visitors-Guide	43,992

Top Viewed Events	Views
Daytona Beach Bike Week	43,328
Jeep Beach	9,499
Rolex 24 At DAYTONA	5,469
68 <sup>th</sup> Annual DAYTONA 500	2,668
Biketoberfest®	2,347
Spring Daytona Turkey Run	1,370
Welcome to Rockville	1,318
Funbox: The World's Biggest Bounce Park	1,291
14 <sup>th</sup> Annual Historic Legends North Turn Car Parade	1,158
Eastbound Getdown: Car, Bike & Truck Show	1,158

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,882
Daytona Beach Boardwalk & Pier	881
Volusia Speedway Park	466
Screamer's Park	447
Daytona International Speedway	446
Marine Science Center	434
Motorsports Hall of Fame of America	362
Urban Air Trampoline and Adventure Park	292
Mardi Gras Fun Center	219
Hanksters Hot Rods & Museum	216

Dining	Listing Clicks
Dine and Cruise - Dinner and River Cruise	1,332
Millie's Restaurant & Catering	236
Racing's North Turn Beach Bar & Grille	186
Ocean Deck Restaurant & Beach Bar	173
Joe's Crab Shack	171
Hull's Seafood Restaurant and Market	169
Polynesian Fire Luau	156
Mama Foo Foo	138
Rose Villa Southern Table & Bar	134
Alexander's Prime	123

# Partner Referrals | January 2026

Shopping	Listing Clicks
Ocean Walk Shoppes	355
DeLand Flea Market	354
Volusia Mall	284
Daytona Flea and Farmers Market	227
Tanger-Daytona Beach	226
Teddy Morse's Daytona Harley-Davidson	197
Riverfront Shops of Daytona Beach	185
Daytona 2000	150
The Trails Shopping Center	144
ONE DAYTONA	140

Golf Courses	Listing Clicks
Riviera Country Club	390
LPGA International	105
Daytona Beach Golf Club	94
Pelican Bay Golf Club	70
New Smyrna Golf Club	45
The Club at Venetian Bay	45
Cypress Head Golf Club	42
Oceans Golf Club	42
Hidden Lakes Golf Club	32
Spruce Creek County Club	30

Top Offers	Views/Clicks
Tropical Manor on the Ocean   Your Place in the Sun - 50% Off Seasonal Rates	118 / 72
Ocean Walk Shoppes   Happy Hours	116 / 50
Max Beach Resort   AAA and CAA Members Discount	92 / 53
Max Beach Resort   Up to 25% Off Best Available Rate with Advance Purchase	79 / 55
Max Beach Resort   Extend Your Stay and Save 50% When You Stay 30 or More Nights	75 / 53
Max Beach Resort   Florida Residents - 20% Off Weekday Stays and 15% Off Weekend Stays	75 / 41
Max Beach Resort   Winter Warm Up Room Package - Save 10% on a 2-Night Stay	71 / 55
Tropical Manor on the Ocean   Joyful and Affordable Spring Getaways from \$155	64 / 30
Daytona Lagoon Premier Water Park   Unlimited Fun Pass - Only \$19.99!	62 / 26
Max Beach Resort   Couples, Gals & Pals Package	62 / 27

Parks	Listing Clicks
Blue Spring State Park	389
Daytona Beach Dog Beach	249
Manatee Island	205
Riverfront Esplanade	166
Andy Romano Beachfront Park	165
Breakers Oceanfront Park	141
Riverside Park of Holly Hill	131
Sun Splash Park	120
Canaveral National Seashore	76
27 <sup>th</sup> Avenue Park	67