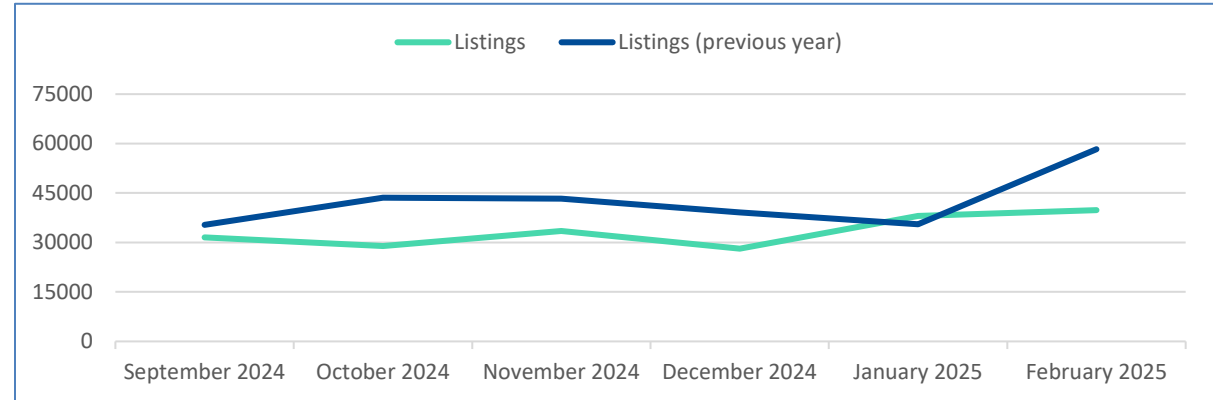
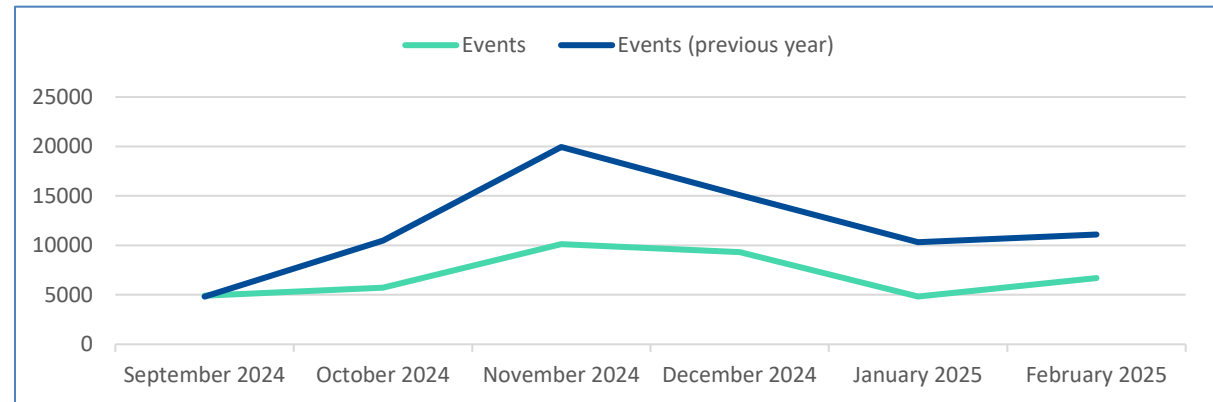


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

Month	Listings Clicks	Previous Year	%YoY
February 2025	39,818	58,296	-31.7%
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%



Month	Events Clicks*	Previous Year	%YoY
February 2025	6,695	11,097	-39.7%
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%



Month	Offers Clicks*	Previous Year	%YoY
February 2025	6,323	5,186	21.9%
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%



\* 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 | February 2025

Top 10 Pages	Pageviews
/brazil	256,527
/things-to-do/top-10-reasons-to-visit	181,622
/places-to-stay/hotel-deals	131,653
/bike-week	102,416
/plan/travel-resources/visitors-guide	88,312
/events/all-events	71,509
Homepage	63,171
/canadian-sand-dollars	59,852
/things-to-do/with-kids	56,705
/things-to-do/beaches/live-web-cam	19,479

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	853
Daytona Beach Boardwalk & Pier	592
Daytona Lagoon Premier Water Park & Family Fun Entertainment Center	355
Cruisin' Tikis	306
Urban Air Trampoline & Adventure Park	215
Volusia Speedway Park	207
Screamer's Park	198
Hankster's Hot Rods & Museum	148
Dunlawton Sugar Mill Gardens	135
Motorsports Hall of Fame of America	133

Top Viewed Events	Views
Daytona Beach Bike Week	105,124
Jeep Beach	5,284
Biketoberfest®	4,256
Speedweeks and DAYTONA 500	4,117
13 <sup>th</sup> Annual Historic Legends North Turn Car Parade	2,795
Italian Festival	2,717
Spring Daytona Turkey Run	2,560
5 <sup>th</sup> Annual Beer & Bacon Festival	1,544
Welcome to Rockville	1,112
Tanger Outlets Carnival	715

Dining	Listing Clicks
Mama Foo Foo	309
Dine and Cruise – Dinner and River Cruise	233
Racing's North Turn Beach Bar & Grill	191
McK's Tavern & Brewery	184
Crabby's Oceanside	182
Top of Daytona	177
The Cellar	165
Millie's Restaurant & Catering	158
Chart House	155
Joe's Crab Shack	147

# Partner Referrals | February 2025

Shopping	Listing Clicks
Daytona 2000	167
Riverfront Shops of Daytona Beach	140
Ocean Walk Shoppes	129
Daytona Flea & Farmers Market	123
Teddy Morse's Daytona Harley-Davidson	119
DeLand Flea Market	83
Tanger-Daytona Beach	73
Volusia Mall	72
Volusia County Farmer's Market	69
ONE DAYTONA	65

Golf Courses	Listing Clicks
LPGA International	119
Riviera Country Club	105
Pelican Bay Golf Club	77
Daytona Beach Golf Club	73
Halifax Plantation Golf Club	71
Hidden Lakes Golf Club	56
The Club at Venetian Bay	50
Cypress Head Golf Club	49
Spruce Creek Country Club	46
Crane Lakes Golf & Country Club	37

Top Offers	Views/Clicks
Max Beach Resort   Escape the Chill and Cozy up with a Getaway to Max Beach Resort	837 / 419
Grand Seas Resort by Exploria Hotels   Florida & Georgia Resident Rate: Save up to 20% Off	617 / 293
Max Beach Resort   Florida Residents – 20% Off Weekdays Stays & 15% Off Weekend Stays	527 / 264
Max Beach Resort   AAA and CAA Members Discount	524 / 151
Hilton Daytona Beach Oceanfront Resort   Up to 30% Off for FL/GA/NC/SC Residents	503 / 167
Max Beach Resort   Eggs-Citing Ocean Escape with Breakfast for Two!	427 / 168
Max Beach Resort   AARP Members Save at Max Beach Resort	332 / 162
Hilton Daytona Beach Oceanfront Resort   Park, Eat, Play Package	302 / 67
Daytona Aquarium & Rainforest Adventure   \$2 Off Florida Resident	301 / 79
Max Beach Resort   Military Discount at Max Beach Resort	272 / 56

Parks	Listing Clicks
Blue Spring State Park	134
Sun Splash Park	97
Andy Romano Beachfront Park	88
Riverfront Esplanade	67
Breakers Oceanfront Park	51
Riverwalk Park	36
Ponce Preserve	33
Lighthouse Point Park	32
27 <sup>th</sup> Avenue Park	31
North Peninsula State Park	28