February 2025
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 62
- Followers: 427,469 - gained 192
- Organic Impressions: 519,953 - up 6.1%
- Paid Impressions: 20,717,504 - down 8.1%
- Organic Engagements: 6,734 - up 66.3%
- Paid Engagements: 821,553 - down 27.1%
- Organic Engagement Rate Per Impression: 1.3% - up 56.8%
- Paid Engagement Rate Per Impression: 4.0% - down 20.7%
- Organic Post Link Clicks: 553 - up 1,248.8%
- Paid Post Link Clicks: 537,025 - down 26.1%

Instagram - DiscoverDaytonaBeach

- Published Posts: 57
- Followers: 27,398 - gained 512
- Organic Impressions: 175,922 - up 12.6%
- Paid Impressions: 2,607,994 - up 84.9%
- Organic Engagements: 4,166 - up 71.0%
- Paid Engagements: 4,357 - down 19.7%
- Organic Engagement Rate Per Impression: 2.4% - up 51.9%
- Paid Engagement Rate Per Impression: 0.2% - down 56.6%

X - DaytonaBeachFun

- Published Posts: 10
- Followers: 11,837 - gained 11
- Impressions: 2,038 - down 19.2%
- Engagements: 68 - down 12.8%
- Engagement Rate Per Impression: 3.3% - up 7.9%
- Post Link Clicks: 21 - up 40.0%

TikTok - DiscoverDaytonaBeach

- Published Posts: 12
- Followers: 31,499 - gained 6,773
- Video Views: 602,760 - up 164.3%
- Engagements: 17,318 - up 74.7%
- Engagement Rate Per Impression: 2.9% - down 33.9%

YouTube - VisitDaytonaBeach

- Subscribers: 1,013 - gained 7
- Impressions: 12,954 - down 17.0%
- Video Views: 76,884 - up 3.0%
- New Viewers: 48,731 - up 9.1%
- Click-Thru Rate: 3.8% - down 5.0%%

Facebook Top Posts

Daytona Beach Area Co...
Mon 2/17/2025 3:33 pm EST

The legendary Sunbeam 1000 HP will return to Daytona Beach in 2027 to commemorate its historic land speed...

Total Engagements	9,762
Reactions	5,645
Comments	80
Shares	300
Post Link Clicks	402
Other Post Clicks	3,335

Boosted

Daytona Beach Area Co...
Thu 2/13/2025 10:06 am EST

Discover the Daytona Beach area's rich African American culture and heritage with visits to these six historical...

Total Engagements	4,664
Reactions	3,320
Comments	57
Shares	192
Post Link Clicks	24
Other Post Clicks	1,071

Boosted

Daytona Beach Area Co...
Sun 2/2/2025 12:00 am EST

The Daytona Beach area is home to a proud African American heritage. Follow the Share The Heritage Trail to...

Total Engagements	3,842
Reactions	2,120
Comments	16
Shares	237
Post Link Clicks	83
Other Post Clicks	1,386

Boosted

Daytona Beach Area Co...
Mon 2/3/2025 10:10 am EST

We ❤️ Ponce Inlet Lighthouse! 😍 #LoveDaytonaBeach 📸 by @sarahsoutdooradventuresfl: WHO...

Total Engagements	3,505
Reactions	769
Comments	16
Shares	31
Post Link Clicks	—
Other Post Clicks	2,689

Boosted

Daytona Beach Area Co...
Sun 2/23/2025 10:39 am EST

🏞️ Make time to discover the Daytona Beach area's pristine parks. From Bulow and Tomoka state parks locate...

Total Engagements	2,843
Reactions	2,549
Comments	12
Shares	32
Post Link Clicks	3
Other Post Clicks	247

Boosted

Facebook Top Viewed Videos

Daytona Beach Area Conv...
Sun 2/2/2025 12:00 am EST

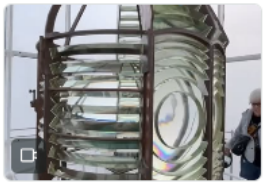
The Daytona Beach area is home to a proud African American heritage. Follow the Share The Heritage Trail to explore...

Video Views	65,909

Boosted

Daytona Beach Area Conv...
Wed 2/5/2025 9:02 am EST

So cool! 😍 #LoveDaytonaBeach 🏄 📸 by @scitraverson: Inside the Lightroom ponce_inlet_lighthouse Florida's tallest...



Video Views	42,349

Boosted

Daytona Beach Area Conv...
Mon 2/10/2025 10:34 am EST

🟡 If you enjoy miles of sandy beaches, oceanfront accommodations, delicious seafood dining and a bevy of fun family...

Video Views	33,675

Boosted

Daytona Beach Area Conv...
Mon 2/3/2025 10:10 am EST

We ❤️ Ponce Inlet Lighthouse! 😍 #LoveDaytonaBeach 📸 by @sarahsoutdooradventuresfl: WHO...

Video Views	32,026

Boosted

Daytona Beach Area Conv...
Wed 2/19/2025 10:31 am EST

🏄 Beach days can go fast, but the memories will last a lifetime. #LoveDaytonaBeach #LoveFL

Video Views	29,086

Boosted

Instagram Top Posts

discoverdaytonabeach
Sun 2/16/2025 8:00 am EST

We're definitely the fun place to be year-round! #LoveDaytonaBeach by @boardwalkhoteldaytona: Experience

Total Engagements	444
Likes	325
Comments	4
Shares	68
Saves	47

discoverdaytonabeach
Thu 2/6/2025 9:27 am EST

Here are the details for the 13th Annual Historic Car Parade on February 8th in Ponce Inlet. #LoveDaytonaBeach ...

Total Engagements	362
Likes	270
Comments	5
Shares	82
Saves	5

discoverdaytonabeach
Thu 2/20/2025 9:24 am EST

Hey, Wilmington/Delaware Valley residents! It's time to plan your spring getaway to Daytona Beach. Avelo Airlin...

Total Engagements	274
Likes	247
Comments	5
Shares	19
Saves	3

discoverdaytonabeach
Mon 2/10/2025 11:51 am EST

If you enjoy miles of sandy beaches, oceanfront accommodations, delicious seafood dining and a bevy of fun family...

Total Engagements	273
Likes	227
Comments	1
Shares	34
Saves	11

discoverdaytonabeach
Sat 2/8/2025 2:49 pm EST

The Daytona Beach area offers plenty to see and do without busting your vacation budget — from natural attractions and...

Total Engagements	257
Likes	151
Comments	3
Shares	62
Saves	41

Instagram Top Viewed Videos

discoverdaytonabeach
Sun 2/16/2025 8:00 am EST

We're definitely the fun place to be year-round! #LoveDaytonaBeach by @boardwalkhoteldaytona: Experience

Video Views	7,522

discoverdaytonabeach
Thu 2/6/2025 9:27 am EST

Here are the details for the 13th Annual Historic Car Parade on February 8th in Ponce Inlet. #LoveDaytonaBeach ...

Video Views	4,136

discoverdaytonabeach
Mon 2/10/2025 11:51 am EST

If you enjoy miles of sandy beaches, oceanfront accommodations, delicious seafood dining and a bevy of fun family...

Video Views	3,906

discoverdaytonabeach
Sat 2/8/2025 2:49 pm EST

The Daytona Beach area offers plenty to see and do without busting your vacation budget — from natural attractions and...

Video Views	3,632

discoverdaytonabeach
Tue 2/18/2025 4:29 pm EST

We Andy Romano Beachfront Park, too! by @travelz.n.eatz: Check it out! 839 S Atlantic Ave Ormond Beac...

Video Views	3,517

Top X Posts

@DaytonaBeachFun
Sat 2/22/2025 2:55 pm EST

The NEW Daytona Beach Destination Guide is now available just in time for spring and summer travel planning!...

Total Engagements	14
Likes	1
@Replies	0
Reposts	2
Post Link Clicks	9
Other Post Clicks	2
Other Engagements	0

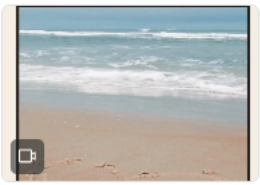
@DaytonaBeachFun
Sun 2/16/2025 10:35 am EST

Ready to start planning your spring getaway to the Daytona Beach area? Read this blog for a list of springtime...

Total Engagements	12
Likes	1
@Replies	1
Reposts	1
Post Link Clicks	7
Other Post Clicks	2
Other Engagements	0

@DaytonaBeachFun
Fri 2/14/2025 9:51 am EST

Happy Valentine's Day from sunny Daytona Beach! #LoveDaytonaBeach #LoveFL



Total Engagements	9
Likes	6
@Replies	0
Reposts	1
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0

@DaytonaBeachFun
Fri 2/28/2025 9:04 am EST

It's time to start planning your Spring Family Beach Break to the Daytona Beach area! Here are some ideas on what to se...

Total Engagements	6
Likes	2
@Replies	0
Reposts	1
Post Link Clicks	0
Other Post Clicks	3
Other Engagements	0

@DaytonaBeachFun
Mon 2/17/2025 12:12 pm EST

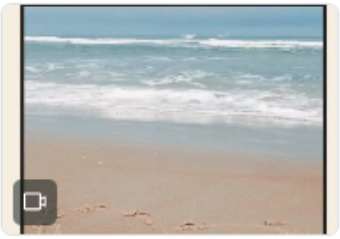
Don't miss the 5th Annual Beer & Bacon Festival on Sat., Feb. 22 at 1 pm in downtown Daytona Beach. Enjoy craft...

Total Engagements	6
Likes	3
@Replies	0
Reposts	2
Post Link Clicks	1
Other Post Clicks	0
Other Engagements	0

X Top Viewed Videos

@DaytonaBeachFun
Fri 2/14/2025 9:51 am EST

Happy Valentine's Day from sunny Daytona Beach! #LoveDaytonaBeach #LoveFL



Video Views	77

DAYTONA BEACH®

Top TikTok Posts

discoverdaytonabeach
Sun 2/2/2025 12:00 am EST

The Daytona Beach area is home to a proud African American heritage. Follow the Share The Heritage Trail to explore...

Total Engagements	8,045
Likes	7,336
Comments	112
Shares	597

discoverdaytonabeach
Sun 2/16/2025 7:58 am EST

We're definitely the fun place to be year-round! 🎉 #LoveDaytonaBeach 🏖️ 🇺🇸 by @boardwalkhoteldaytona: 🏁 Experience

Total Engagements	153
Likes	138
Comments	0
Shares	15

discoverdaytonabeach
Mon 2/10/2025 10:34 am EST

🟡 If you enjoy miles of sandy beaches, oceanfront accommodations, delicious seafood dining and a bevy of fun family...

Total Engagements	130
Likes	121
Comments	2
Shares	7

discoverdaytonabeach
Mon 2/3/2025 10:10 am EST

We ❤️ Ponce Inlet Lighthouse! 😍 #LoveDaytonaBeach 🇺🇸 by @sarahsoutdooradventuresfl: WHO...

Total Engagements	128
Likes	111
Comments	1
Shares	16

discoverdaytonabeach
Sat 2/8/2025 3:11 pm EST

The Daytona Beach area offers plenty to see and do without busting your vacation budget — from natural attractions and...

Total Engagements	53
Likes	50
Comments	1
Shares	2

TikTok Top Viewed Videos

discoverdaytonabeach
Sun 2/2/2025 12:00 am EST

The Daytona Beach area is home to a proud African American heritage. Follow the Share The Heritage Trail to explore...

Total Video Views	408,437
Follow Video Views	2,450
For You Video Views	405,986
Hashtag Video Views	—
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	1

discoverdaytonabeach
Mon 2/10/2025 10:34 am EST

🟡 If you enjoy miles of sandy beaches, oceanfront accommodations, delicious seafood dining and a bevy of fun family...

Total Video Views	40,927
Follow Video Views	204
For You Video Views	39,862
Hashtag Video Views	—
Business Account Video Views	122
Sound Video Views	0
Unspecified Video Views	4

discoverdaytonabeach
Mon 2/3/2025 10:10 am EST

We ❤️ Ponce Inlet Lighthouse! 😍 #LoveDaytonaBeach 🇺🇸 by @sarahsoutdooradventuresfl: WHO...

Total Video Views	30,187
Follow Video Views	332
For You Video Views	29,341
Hashtag Video Views	—
Business Account Video Views	150
Sound Video Views	0
Unspecified Video Views	2

discoverdaytonabeach
Sat 2/8/2025 3:11 pm EST

The Daytona Beach area offers plenty to see and do without busting your vacation budget — from natural attractions and...

Total Video Views	14,572
Follow Video Views	87
For You Video Views	14,134
Hashtag Video Views	—
Business Account Video Views	116
Sound Video Views	0
Unspecified Video Views	3

discoverdaytonabeach
Wed 2/12/2025 11:00 am EST

Daytona Beach offers an abundance of outdoor activities for vacationers to enjoy! Whether it's biking the area's...

Total Video Views	13,841
Follow Video Views	83
For You Video Views	13,356
Hashtag Video Views	—
Business Account Video Views	110
Sound Video Views	0
Unspecified Video Views	3

YouTube, eNewsletters & Blog Report

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Total			**12,954**	**3.8%**	**76,884**	**0:26**	**571.8**
Daytona Beach: A Playground, Year-Round	0:16		22	9.1%	13,261 17.3%	0:44	163.2 28.5%
2025 Daytona Beach Festivals & Events	0:16		347	2.0%	9,719 12.6%	0:47	128.5 22.5%
Are you ready for the best family beach vacation? Noth...	0:16		178	2.3%	29,393 38.2%	0:14	122.4 21.4%
Looking for things to do in Daytona Beach, FL? You'd b...	0:16		358	2.0%	15,946 20.7%	0:15	66.5 11.6%
Find things to do with kids in Daytona Beach, the best ...	0:31		175	0.6%	2,821 3.7%	0:25	20.3 3.6%
Daytona Beach Motorcycle Rallies	1:14		56	1.8%	1,017 1.3%	0:51	14.6 2.6%
10000 steps a day with a view at Daytona Beach FL.	0:31		144	2.1%	1,889 2.5%	0:27	14.6 2.6%
Vacation Your Way at Daytona Beach	0:31		30	0%	464 0.6%	1:19	10.3 1.8%
Virtual Drive on Daytona Beach	0:39		34	0%	422 0.6%	0:28	3.3 0.6%
ONE DAYTONA - the Newest Entertainment Complex in...	2:01		332	5.1%	107 0.1%	1:23	2.5 0.4%

eNewsletter Performance Overview

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
210,768	6.8%	.84%	.12%
-68.9%	25.9%	20.0%	45.5%

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	563	505	449	58.47069272	62
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	515	439	347	82.94563107	178
/blog/post/things-to-pack-for-a-day-at-the-track	412	349	333	75.13106796	13
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	400	333	272	76.83	41
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	319	294	267	58.17868339	29
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	271	238	184	65.83394834	14
/blog/post/restaurants-youll-fall-in-love-with-this-valentines-day-in-daytona-beach	260	233	195	80.59230769	224
/blog/post/five-cant-miss-events-this-spring-in-daytona-beach	257	207	168	66.21011673	44
/blog/post/fun-free-things-to-do-in-daytona-beach	254	217	182	106.1062992	48
/blog/post/top-reasons-to-get-revved-up-for-daytona-bike-week	181	164	139	76.6961326	34
/blog/post/daytona-beach-area-restaurants-that-serve-up-great-food-in-a-racing-themed-a	167	138	118	43.5748503	73
/blog/post/explore_these_state_parks_in_the_daytona_beach_area	163	152	141	21.2208589	6
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	153	121	103	125.620915	25
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	130	120	99	48.44615385	16
/blog/post/beach-bars-with-live-music-in-daytona-beach	124	105	75	89	60
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	124	108	101	75.07258065	4
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	123	111	84	80.56097561	50
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	117	101	78	80.91452991	59
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	114	96	82	76.95614035	26
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	84	70	58	128.5357143	6