

DAYTONA BEACH®

February 2026
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

	Feb 26	Feb 25	v. Jan 2026	v. Feb 2025
Published Posts	50	62		
Followers	738,839	455,305	+14,356	+283,534
Impressions - Organic	586,399	668,501	-39.4%	-12.3%
Impressions - Paid	25,433,540	19,739,297	-14.4%	28.8%
Engagements - Organic	10,094	6,737	-45.8%	49.8%
Engagements - Paid	698,807	821,553	-1.5%	-14.9%
Engagement Rate Per Impression - Organic	1.7%	1.0%	-10.5%	70.0%
Engagement Rate Per Impression - Paid	2.7%	4.2%	12.5%	-35.7%

Instagram - DiscoverDaytonaBeach

	Feb 26	Feb 25	v. Jan 2026	v. Feb 2025
Published Posts	36	57		
Followers	35,217	27,398	+745	+7,819
Views - Organic	58,243	102,458	-40.1%	-43.2%
Views - Paid	2,382,390	2,803,635	-7.9%	-15.0%
Engagements - Organic	1,791	4,211	-38.9%	-57.5%
Engagements - Paid	15,568	4,362	-10.7%	256.9%
Engagement Rate Per Impression - Organic	3.1%	4.1%	3.3%	-24.4%
Engagement Rate Per Impression - Paid	0.7%	0.2%	-12.5%	250.0%

Threads - DiscoverDaytonaBeach

	Feb 26	Feb 25	v. Jan 2026	v. Feb 2025
Published Posts	28		34	
Followers	5,010		+14	
Views	377		-47.9%	
Engagements	20		-61.5%	

X - DaytonaBeachFun

	Feb 26	Feb 25	v. Jan 2026	v. Feb 2025
Published Posts	28	10		
Followers	11,748	11,837	-6	-89
Impressions	5,592	2,090	-4.4%	167.6%
Engagements	172	70	-27.7%	145.7%
Engagement Rate Per Impression	3.1%	3.3%	-24.4%	-6.1%

TikTok - DiscoverDaytonaBeach

	Feb 26	Feb 25	v. Jan 2026	v. Feb 2025
Published Posts	20	13		
Followers	91,556	31,263	+4,258	+60,293
Impressions	5,025,891	602,760	17.0%	733.8%
Engagements	21,241	17,318	-3.4%	22.7%
Engagement Rate Per Impression	0.4%	2.9%	-20.0%	-86.2%

YouTube - VisitDaytonaBeach

	Feb 26	Feb 25	v. Jan 2026	v. Feb 2025
Subscribers	1,097	1013	+5	+84
Impressions	11,715	12,954	-23.0%	-9.6%
Video Views	437,733	76,884	-19.1%	469.3%
New Viewers	5,161	48,731	-93.8%	-89.4%
Click-Thru Rate	4.2%	3.8%	16.7%	10.5%

Pinterest - DiscoverDaytonaBeach

	Feb 26	Feb 25	v. Jan 2026	v. Feb 2025
Audience	444	445	+1	+64

Facebook Top Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Thu 2/5/2026 12:10 pm EST	1,861	173	26	17	152	1,493
Mon 2/16/2026 1:14 pm EST	1,426	206	24	19	79	1,098
Fri 2/20/2026 9:49 am EST	1,184	467	50	31	1	635
Thu 2/19/2026 3:09 pm EST	527	118	31	20	87	271
Wed 2/4/2026 3:53 pm EST	514	238	13	16	—	247

Facebook Top Viewed Videos

Post Date	Video Views
Fri 2/20/2026 9:49 am EST	10,635
Wed 2/11/2026 12:01 pm EST	9,281
Wed 2/25/2026 8:39 am EST	5,044
Wed 2/4/2026 3:53 pm EST	5,033
Tue 2/24/2026 4:56 pm EST	3,376






Instagram Top Posts

Post	Engagements	Likes	Comments	Shares	Saves
<p>discoverdaytonabeach Tue 2/24/2026 4:58 pm EST</p> <p>Nice video! 🌟 #LoveDaytonaBeach by @homesbyrau: 14th Annual...</p>	141	102	2	29	8
<p>discoverdaytonabeach Wed 2/25/2026 6:30 pm EST</p> <p>We can dig it. 🌟 #LoveDaytonaBeach by @visitflorida: If Florida cities wer...</p>	124	80	4	31	9
<p>discoverdaytonabeach Thu 2/19/2026 2:35 pm EST</p> <p>by @zenoscandy: Another beautiful day at the beach 🌟🌟</p>	117	109	4	3	1
<p>discoverdaytonabeach Wed 2/11/2026 10:38 am EST</p> <p>Step up to the plate and into history! Jackie Robinson Ballpark in Daytona Beach is where legends were made and...</p>	95	77	0	17	1
<p>discoverdaytonabeach Mon 2/16/2026 12:44 pm EST</p> <p>Yes! The NASCAR Driving Experience at Daytona International Speedway is a must-do!...</p>	91	65	2	18	6



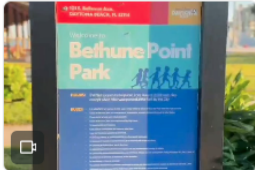


Instagram Top Viewed Videos

Video	Reels Video Views
<p>discoverdaytonabeach Tue 2/24/2026 4:58 pm EST</p> <p>Nice video! 🌟 #LoveDaytonaBeach by @homesbyrau: 14th Annual...</p>	2,253
<p>discoverdaytonabeach Wed 2/11/2026 10:38 am EST</p> <p>Step up to the plate and into history! Jackie Robinson Ballpark in Daytona Beach is where legends were made and...</p>	1,690
<p>discoverdaytonabeach Mon 2/16/2026 12:44 pm EST</p> <p>Yes! The NASCAR Driving Experience at Daytona International Speedway is a must-do!...</p>	1,628
<p>discoverdaytonabeach Tue 2/24/2026 4:15 pm EST</p> <p>Who's ready to hook & cook in Ponce Inlet! 🌟 by @yellow_dawg_fishing: 🎣🌟...</p>	1,613
<p>discoverdaytonabeach Wed 2/11/2026 12:01 pm EST</p> <p>Yes! 🌟 Polynesian Fire Luau in Daytona Beach is not to be missed! 🌟🌟🌟 #LoveDaytonaBeach...</p>	1,415


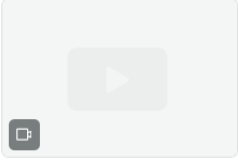


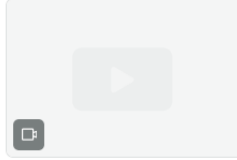
X Top Posts

<p>@DaytonaBeachFun Mon 2/16/2026 4:28 pm EST</p> <p>👉 Sew ready for some fun? The American Quilters Society Quilt Week comes to the Ocean Center in Daytona Beach on Feb...</p>  <p>Total Engagements 15</p> <p>Likes 2</p> <p>@Replies 1</p> <p>Reposts 0</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 2</p> <p>Other Engagements 6</p>	<p>@DaytonaBeachFun Sun 2/15/2026 1:37 pm EST</p> <p>👉 Planning for your spring getaway starts here! The 2026 Daytona Beach Destination Guide is fresh off the press and packed...</p>  <p>Total Engagements 11</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 3</p> <p>Other Engagements 3</p>	<p>@DaytonaBeachFun Fri 2/27/2026 4:51 pm EST</p> <p>Stay in the loop on everything Daytona Beach! Get the latest on events + travel deals + hidden gems. Sign up and let the...</p>  <p>Total Engagements 10</p> <p>Likes 5</p> <p>@Replies 0</p> <p>Reposts 1</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 0</p> <p>Other Engagements 4</p>	<p>@DaytonaBeachFun Sun 2/1/2026 1:19 pm EST</p> <p>👉 Discover the Daytona Beach Area's Black Heritage Trail 🌟 From trailblazing leaders to historic...</p>  <p>Total Engagements 10</p> <p>Likes 2</p> <p>@Replies 1</p> <p>Reposts 2</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 2</p> <p>Other Engagements 3</p>	<p>@DaytonaBeachFun Tue 2/24/2026 1:14 pm EST</p> <p>👉 As you can see, there's so much waiting to be experienced by you and your vacation crew in the Daytona Beach area...</p>  <p>Total Engagements 8</p> <p>Likes 5</p> <p>@Replies 1</p> <p>Reposts 2</p> <p>Post Link Clicks 0</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>
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X Top Video Views

<p>@DaytonaBeachFun Sat 2/21/2026 3:14 pm EST</p> <p>👉 The Mary McLeod Bethune statue at the Riverfront Esplanade celebrates the life of the legendary educator. The statue is ...</p>  <p>Video Views 110</p>	<p>@DaytonaBeachFun Sat 2/14/2026 3:09 pm EST</p> <p>💕 Love is in the air! Enjoy a surprise date or a weekend escape to the Daytona Beach area. Romance hits different by th...</p>  <p>Video Views 86</p>	<p>@DaytonaBeachFun Sat 2/28/2026 3:12 pm EST</p> <p>☀️ Sunshine, river breezes, and a powerful legacy. Bethune Point Park isn't just a beautiful spot to play and relax. It's name...</p>  <p>Video Views 81</p>	<p>@DaytonaBeachFun Thu 2/26/2026 4:52 pm EST</p> <p>Make time to visit the Mary S. Harrell Black Heritage Museum in New Smyrna Beach. The museum, which celebrates local Blac...</p>  <p>Video Views 76</p>	<p>@DaytonaBeachFun Tue 2/24/2026 1:14 pm EST</p> <p>👉 As you can see, there's so much waiting to be experienced by you and your vacation crew in the Daytona Beach area...</p>  <p>Video Views 59</p>
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TikTok Top Posts

<p>@discoverdaytonabeach Sat 2/21/2026 10:22 am EST</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p>Total Engagements 10,083</p> <p>Likes 9,505</p> <p>Comments 38</p> <p>Shares 540</p> <p>Boosted</p>	<p>@discoverdaytonabeach Fri 2/13/2026 8:46 pm EST</p> <p>🔥 We've got new mural drops! Check out the latest additions to the Daytona Beach Mural Trail. 📍 Halifax Harbor Marina...</p>  <p>Total Engagements 123</p> <p>Likes 123</p> <p>Comments 0</p> <p>Shares 0</p>	<p>@discoverdaytonabeach Tue 2/24/2026 4:56 pm EST</p> <p>Nice video! 🌟 #LoveDaytonaBeach by @homesbyrau: 14th Annual Historic Legends North Turn Car Parade in Dayto...</p>  <p>Total Engagements 37</p> <p>Likes 36</p> <p>Comments 0</p> <p>Shares 1</p>	<p>@discoverdaytonabeach Tue 2/24/2026 4:25 pm EST</p> <p>So cool! 🌟 #LoveDaytonaBeach by @followcam.pro: Ah, ha, ha...stayin' alive 🌊 Quick peaks, clean glide, and just...</p>  <p>Total Engagements 37</p> <p>Likes 34</p> <p>Comments 2</p> <p>Shares 1</p>	<p>@discoverdaytonabeach Mon 2/16/2026 12:44 pm EST</p> <p>🏎️ Yes! The NASCAR Driving Experience at Daytona International Speedway is a must-do! #LoveDaytonaBeach by...</p>  <p>Total Engagements 27</p> <p>Likes 25</p> <p>Comments 1</p> <p>Shares 1</p>
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TikTok Top Viewed Videos

<p>@discoverdaytonabeach Sat 2/21/2026 10:22 am EST</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p>Total Video Views 371,679</p> <p>Follow Video Views 0</p> <p>For You Video Views 370,935</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 0</p> <p>Others Video Views 371</p> <p>Search Video Views 371</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p> <p>Boosted</p>	<p>@discoverdaytonabeach Wed 2/11/2026 12:00 pm EST</p> <p>Yes! 🌟 Polynesian Fire Luau in Daytona Beach is not to be missed! 🔥🔥🔥 #LoveDaytonaBeach by...</p>  <p>Total Video Views 1,256</p> <p>Follow Video Views 54</p> <p>For You Video Views 989</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 55</p> <p>Others Video Views 46</p> <p>Search Video Views 110</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>@discoverdaytonabeach Mon 2/9/2026 8:06 am EST</p> <p>🍕 Happy National Pizza Day! Nothing says vacation vibes like grabbing a slice on the iconic Daytona Beach...</p>  <p>Total Video Views 1,005</p> <p>Follow Video Views 99</p> <p>For You Video Views 630</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 47</p> <p>Others Video Views 13</p> <p>Search Video Views 215</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 1</p>	<p>@discoverdaytonabeach Tue 2/24/2026 4:25 pm EST</p> <p>So cool! 🌟 #LoveDaytonaBeach by @followcam.pro: Ah, ha, ha...stayin' alive 🌊 Quick peaks, clean glide, and just...</p>  <p>Total Video Views 879</p> <p>Follow Video Views 21</p> <p>For You Video Views 757</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 57</p> <p>Others Video Views 33</p> <p>Search Video Views 9</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>@discoverdaytonabeach Tue 2/24/2026 4:56 pm EST</p> <p>Nice video! 🌟 #LoveDaytonaBeach by @homesbyrau: 14th Annual Historic Legends North Turn Car Parade in Dayto...</p>  <p>Total Video Views 613</p> <p>Follow Video Views 25</p> <p>For You Video Views 428</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 65</p> <p>Others Video Views 47</p> <p>Search Video Views 45</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 3</p>
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






Top 20 Blogs

Blog	Sessions	Active Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	668	588	505	321.6206147	125
/blog/post/big-events-for-the-daytona-beach-area	565	523	460	176.3768625	84
/blog/post/fun-free-things-to-do-in-daytona-beach	470	395	334	305.2836958	124
/blog/post/beyond-the-speedway-best-things-to-do-in-daytona-beach-during-speedweeks	309	287	262	95.02649418	35
/blog/post/things-to-pack-for-a-day-at-the-track	208	193	188	140.9904534	6
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	186	165	159	187.9481851	17
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	179	158	132	721.7607502	59
/blog/post/beach-bars-with-live-music-in-daytona-beach	175	144	123	239.6372315	95
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	152	143	115	266.863096	51
/blog/post/restaurants-youll-fall-in-love-with-this-valentines-day-in-daytona-beach	150	134	116	237.4147614	97
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	139	123	104	155.3097244	13
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	138	124	109	149.5038506	18
/blog/post/6-great-rides-you-can-enjoy-on-your-motorcycle	119	99	91	255.706445	18
/blog/post/spring-family-vacation-in-daytona-beach-ultimate-travel-guide	118	108	95	137.4889976	21
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-i	114	101	90	157.5469691	20
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	109	86	74	213.057011	22
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	105	87	74	248.0858622	22
/blog/post/daytona-beach-attractions-to-explore-during-black-history-month	97	91	77	157.7094063	42
/blog/post/10-local-coffee-shops-for-that-anytime-stop	89	72	57	148.2765978	17
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	85	82	69	323.0896526	38








eNewsletter

<p>Total Sends</p> <p>692,001</p> <p>21.8%</p>	<p>Open Rate</p> <p>3.8%</p> <p>-12.6%</p>	<p>Click Rate</p> <p>.28%</p> <p>2.4%</p>	<p>Unsubscribe Rate</p> <p>.12%</p> <p>-25.0%</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	11,715	4.2%	437,733	0:28	1,839.6
<input type="checkbox"/>	 0:16 Are you ready for the best family beach vacation? Noth...	66	1.5%	148,504 33.9%	0:15	615.8 33.5%
<input type="checkbox"/>	 0:16 Daytona Beach Surf Lesson 15	23	0%	142,980 32.7%	0:15	593.0 32.2%
<input type="checkbox"/>	 0:16 Daytona Beach Nightlife	177	4.0%	140,662 32.1%	0:15	583.4 31.7%
<input type="checkbox"/>	 0:31 From surfing lessons, white sand beaches, find many f...	43	0%	1,494 0.3%	0:30	8.7 0.5%
<input type="checkbox"/>	 0:31 Daytona Beach Kids Arrival	56	1.8%	1,393 0.3%	0:29	8.1 0.4%
<input type="checkbox"/>	 1:05 30 COISAS INCRÍVEIS para Fazer em DAYTONA BEAC...	83	1.2%	534 0.1%	0:20	3.0 0.2%
<input type="checkbox"/>	 0:39 Daytona Beach, FL: Your Next Family Road Trip Destina...	28	0%	294 0.1%	0:28	2.4 0.1%
<input type="checkbox"/>	 2:01 Mary McLeod Bethune Home - Step into a Remarkable ...	255	11.4%	78 0.0%	1:20	1.8 0.1%
<input type="checkbox"/>	 3:31 Best vacation destination in Florida, visit Ormond Beac...	26	0%	58 0.0%	1:41	1.6 0.1%
<input type="checkbox"/>	 2:01 ONE DAYTONA - the Newest Entertainment Complex in...	205	7.3%	73 0.0%	1:20	1.6 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	113,411	144,379	184,486	8,510	12,700	423:03:31	00:00:13
<input checked="" type="checkbox"/>  00:15 Daytona Beach Nightlife <small>Uploaded Oct 16, 2024</small>	58,306	66,241	0	4,653	7,922	214:27:03	00:00:13
<input checked="" type="checkbox"/>  00:15 The Arrival - Daytona Beach (:15) <small>Uploaded Oct 16, 2024</small>	43,112	48,788	0	3,689	6,808	158:55:45	00:00:13
<input checked="" type="checkbox"/>  00:15 First Surf Lesson - Daytona Bea... <small>Uploaded Oct 16, 2024</small>	11,151	13,233	0	1,216	1,749	40:29:14	00:00:13
<input checked="" type="checkbox"/>  01:00 Main Street Pier and Sunglow P... <small>Uploaded Nov 14, 2019</small>	693	5,977	0	1,261	349	07:36:11	00:00:39
<input checked="" type="checkbox"/>  01:38 Eco Adventures in Daytona Be... <small>Uploaded Jan 13, 2020</small>	39	1,123	0	188	24	00:27:33	00:00:42
<input type="checkbox"/>  00:58 Discover Daytona Beach: Histo... <small>Uploaded Nov 8, 2019</small>	31	1,116	0	194	17	00:09:29	00:00:18
<input type="checkbox"/>  01:01 Southeast Museum Of Photogr... <small>Uploaded Jan 6, 2020</small>	29	829	0	144	21	00:09:56	00:00:20
<input type="checkbox"/>  01:00 The Ultimate Daytona Beach Tr... <small>Uploaded Feb 18, 2021</small>	11	16	0	15	11	00:10:11	00:00:55
<input type="checkbox"/>  01:30 Sports in Daytona Beach <small>Uploaded Jan 22, 2026</small>	5	8	208	5	4	00:06:24	00:01:16
<input type="checkbox"/>  00:25 Famous for More Than You Thin... <small>Uploaded Oct 7, 2025</small>	5	31	0	4	3	00:01:40	00:00:20