



April 2025 End of Month Reports Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 44
- Followers: 485,896 - gained 36,896
- Organic Impressions: 952,728 - up 104.4%
- Paid Impressions: 19,411,082 - up 38.2%
- Organic Engagements: 26,923 - up 130.1%
- Paid Engagements: 843,831 - up 77.9%
- Organic Engagement Rate Per Impression: 2.8% - up 12.6%
- Paid Engagement Rate Per Impression: 4.3% - up 28.8%
- Organic Post Link Clicks: 916 - up 24.8%
- Paid Post Link Clicks: 607,791 - up 125.0%

Instagram - DiscoverDaytonaBeach

- Published Posts: 49
- Followers: 28,910 - gained 995
- Organic Impressions: 1,742,431 - up 0.9%
- Paid Impressions: 1,529,770 - down 0.7%
- Organic Engagements: 3,665 - up 28.6%
- Paid Engagements: 7,764 - up 170.1%
- Organic Engagement Rate Per Impression: 0.2% - up 27.5%
- Paid Engagement Rate Per Impression: 0.5% - up 172.1%

X - DaytonaBeachFun

- Published Posts: 11
- Followers: 11,829 - lost 15
- Impressions: 2,381 - up 12.5%
- Engagements: 85 - up 193.1%
- Engagement Rate Per Impression: 3.6% - up 160.6%
- Post Link Clicks: 8 - up 166.7%






TikTok - DiscoverDaytonaBeach

- Published Posts: 14
- Followers: 41,698 - gained 4,305
- Video Views: 1,020,332 - down 63.7%
- Engagements: 8,719 - down 51.5%
- Engagement Rate Per Impression: 0.9% - up 33.4%






YouTube - VisitDaytonaBeach

- Subscribers: 1,026 - gained 9
- Impressions: 22,440 - up 17.9%
- Video Views: 61,110 - down 30.9%
- New Viewers: 36,363 - down 33.2%
- Click-Thru Rate: 2.8% - down 22.2%
















Facebook Top Posts

<div><div>Daytona Beach Area Conv...</div><div>Fri 4/25/2025 2:40 pm EDT</div></div> <div>Scenes from Jeep Beach 2025 in sunny Daytona Beach, Florida! Jeep Beach continues through Sunday, April 27....</div> <div></div> <div><div>Total Engagements5,548</div><div>Reactions2,050</div><div>Comments268</div><div>Shares378</div><div>Post Link Clicks33</div><div>Other Post Clicks2,819</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Thu 4/17/2025 10:59 am EDT</div></div> <div><div>Looking for fun things to see and do in the Daytona Beach area that won't break your vacation budget? You'll find...</div><div></div></div> <div><div>Total Engagements4,238</div><div>Reactions1,315</div><div>Comments135</div><div>Shares366</div><div>Post Link Clicks200</div><div>Other Post Clicks2,222</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Sun 4/13/2025 11:39 am EDT</div></div> <div>Jeepers, get ready! Jeep Beach rolls back into the Daytona Beach area April 18-27! Join Jeep owners and Jeep industry...</div> <div></div> <div><div>Total Engagements3,644</div><div>Reactions810</div><div>Comments202</div><div>Shares185</div><div>Post Link Clicks164</div><div>Other Post Clicks2,283</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Tue 4/1/2025 1:56 pm EDT</div></div> <div>Follow us for vacation planning, event information, and more!</div> <div></div> <div><div>Total Engagements2,089</div><div>Reactions1,015</div><div>Comments7</div><div>Shares46</div><div>Post Link Clicks13</div><div>Other Post Clicks1,008</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Mon 4/28/2025 10:21 am EDT</div></div> <div>We ❤️ Tomoka Outpost! #LoveDaytonaBeach by @sarahsoutdooradventuresfl: I GOTTA...</div> <div></div> <div><div>Total Engagements1,893</div><div>Reactions579</div><div>Comments47</div><div>Shares128</div><div>Post Link Clicks1</div><div>Other Post Clicks1,138</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>
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Facebook Top Viewed Videos

<div><div>Daytona Beach Area Conv...</div><div>Mon 4/14/2025 12:30 pm EDT</div></div> <div>Follow us for vacation planning, event information, and more!</div> <div></div> <div><div>Video Views111,846</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Tue 4/1/2025 1:56 pm EDT</div></div> <div>Follow us for vacation planning, event information, and more!</div> <div></div> <div><div>Video Views71,638</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Thu 4/17/2025 10:59 am EDT</div></div> <div><div>Looking for fun things to see and do in the Daytona Beach area that won't break your vacation budget? You'll find...</div><div></div></div> <div><div>Video Views61,403</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Fri 4/25/2025 2:40 pm EDT</div></div> <div>Scenes from Jeep Beach 2025 in sunny Daytona Beach, Florida! Jeep Beach continues through Sunday, April 27....</div> <div></div> <div><div>Video Views53,075</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Sat 4/12/2025 9:16 am EDT</div></div> <div>See the sights of the Daytona Beach area by water! On your next visit, cruise the area's scenic waterways aboard a...</div> <div></div> <div><div>Video Views24,789</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>
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Instagram Top Posts

<div>  <div>  discoverdaytonabeach </div> <div> Fri 4/25/2025 2:41 pm EDT </div> </div> <p>Scenes from Jeep Beach 2025 in sunny Daytona Beach, Florida! Jeep Beach continues through Sunday, April 27....</p>  <div> <div>Total Engagements</div> <div>331</div> </div> <div> <div>Likes</div> <div>259</div> </div> <div> <div>Comments</div> <div>2</div> </div> <div> <div>Shares</div> <div>59</div> </div> <div> <div>Saves</div> <div>11</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Sun 4/6/2025 4:45 pm EDT </div> </div> <p>It's flip flop season here in Daytona Beach! Are you ready? Plan your spring family beach break today at...</p>  <div> <div>Total Engagements</div> <div>281</div> </div> <div> <div>Likes</div> <div>230</div> </div> <div> <div>Comments</div> <div>4</div> </div> <div> <div>Shares</div> <div>39</div> </div> <div> <div>Saves</div> <div>8</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Sat 4/26/2025 5:54 pm EDT </div> </div> <p>Looking for a sunny getaway that keeps the kids smiling and the adults relaxed? Head to Daytona Beach this...</p>  <div> <div>Total Engagements</div> <div>233</div> </div> <div> <div>Likes</div> <div>133</div> </div> <div> <div>Comments</div> <div>3</div> </div> <div> <div>Shares</div> <div>63</div> </div> <div> <div>Saves</div> <div>34</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Thu 4/24/2025 3:06 pm EDT </div> </div> <p>Seeking off-beach fun during your Daytona Beach vacay? Head to charming Beach Street in the city's historic...</p>  <div> <div>Total Engagements</div> <div>215</div> </div> <div> <div>Likes</div> <div>145</div> </div> <div> <div>Comments</div> <div>3</div> </div> <div> <div>Shares</div> <div>43</div> </div> <div> <div>Saves</div> <div>24</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Sat 4/12/2025 3:58 pm EDT </div> </div> <p>See the sights of the Daytona Beach area by water! On your next visit, cruise the area's scenic waterways aboard a...</p>  <div> <div>Total Engagements</div> <div>207</div> </div> <div> <div>Likes</div> <div>161</div> </div> <div> <div>Comments</div> <div>0</div> </div> <div> <div>Shares</div> <div>37</div> </div> <div> <div>Saves</div> <div>9</div> </div> <div> ... </div>
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Instagram Top Viewed Videos

<div>  <div>  discoverdaytonabeach </div> <div> Fri 4/25/2025 2:41 pm EDT </div> </div> <p>Scenes from Jeep Beach 2025 in sunny Daytona Beach, Florida! Jeep Beach continues through Sunday, April 27....</p>  <div> <div>Reels Video Views</div> <div>4,596</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Sun 4/6/2025 4:45 pm EDT </div> </div> <p>It's flip flop season here in Daytona Beach! Are you ready? Plan your spring family beach break today at...</p>  <div> <div>Reels Video Views</div> <div>4,291</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Sat 4/26/2025 5:54 pm EDT </div> </div> <p>Looking for a sunny getaway that keeps the kids smiling and the adults relaxed? Head to Daytona Beach this...</p>  <div> <div>Reels Video Views</div> <div>3,386</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Sat 4/12/2025 3:58 pm EDT </div> </div> <p>See the sights of the Daytona Beach area by water! On your next visit, cruise the area's scenic waterways aboard a...</p>  <div> <div>Reels Video Views</div> <div>3,219</div> </div> <div> ... </div>	<div>  <div>  discoverdaytonabeach </div> <div> Thu 4/24/2025 3:06 pm EDT </div> </div> <p>Seeking off-beach fun during your Daytona Beach vacay? Head to charming Beach Street in the city's historic...</p>  <div> <div>Reels Video Views</div> <div>3,007</div> </div> <div> ... </div>
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Top X Posts

The figure displays five tweets from the account @DaytonaBeachFun, each with its engagement metrics and content. The tweets are arranged in a grid-like fashion, showing a variety of posts including beach scenes, environmental messages, Easter greetings, a baseball game, and off-road vehicles.

Tweet Content	Date	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
Scenes from Jeep Beach 2025 in sunny Daytona Beach, Florida! Jeep Beach continues through Sunday, April 27....	Fri 4/25/2025 2:40 pm EDT	17	4	0	0	3	10	0
Happy Earth Day! Today we celebrate the Earth — our home, our adventure, our responsibility. #HappyEarthDay...	Tue 4/22/2025 10:13 am EDT	10	4	0	1	—	5	0
Hoppy Easter from your friends at the Daytona Beach Area Convention and Visitors Bureau! #LoveDaytonaBeach	Sun 4/20/2025 12:09 pm EDT	9	5	1	1	—	2	0
Swing batter batter, swing! Come out and cheer on the Daytona Tortugas this spring at the historic Jackie Robinson...	Sat 4/19/2025 5:57 pm EDT	8	3	0	1	3	1	0
Jeepers, get ready! Jeep Beach rolls back into the Daytona Beach area April 18-27! Join Jeep owners and Jeep industry...	Sun 4/13/2025 9:10 pm EDT	6	1	0	0	2	3	0

X Top Viewed Videos

Top TikTok Posts

<div> <div> <div>discoverdaytonabeach</div> <div>Sat 4/12/2025 8:05 pm EDT</div> </div> </div> <div> <p>See the sights of the Daytona Beach area by water! On your next visit, cruise the area's scenic waterways aboard a...</p> </div> <div> <div>Total Engagements</div> <div>970</div> </div> <div> <div>Likes</div> <div>906</div> </div> <div> <div>Comments</div> <div>6</div> </div> <div> <div>Shares</div> <div>58</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Fri 4/4/2025 6:14 pm EDT</div> </div> </div> <div> <p>You've gotta have art! Don't miss these arts and cultural festivals taking place throughout the spring in the...</p> </div> <div> <div>Total Engagements</div> <div>426</div> </div> <div> <div>Likes</div> <div>411</div> </div> <div> <div>Comments</div> <div>0</div> </div> <div> <div>Shares</div> <div>15</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Sun 4/6/2025 4:01 pm EDT</div> </div> </div> <div> <p>It's flip flop season here in Daytona Beach! Are you ready? Plan your spring family beach break today at...</p> </div> <div> <div>Total Engagements</div> <div>233</div> </div> <div> <div>Likes</div> <div>222</div> </div> <div> <div>Comments</div> <div>2</div> </div> <div> <div>Shares</div> <div>9</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Mon 4/7/2025 3:18 pm EDT</div> </div> </div> <div> <p>Did you know the Daytona Beach area has a new dog-friendly beach? The Ormond Beach Dog Beach is located...</p> </div> <div> <div>Total Engagements</div> <div>194</div> </div> <div> <div>Likes</div> <div>174</div> </div> <div> <div>Comments</div> <div>14</div> </div> <div> <div>Shares</div> <div>6</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Tue 4/1/2025 3:51 pm EDT</div> </div> </div> <div> <p>Known for its lush canopies of live oaks, scenic river and marsh views, the Ormond Scenic Loop is a 30-plus-mile...</p> </div> <div> <div>Total Engagements</div> <div>127</div> </div> <div> <div>Likes</div> <div>119</div> </div> <div> <div>Comments</div> <div>0</div> </div> <div> <div>Shares</div> <div>8</div> </div>
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TikTok Top Viewed Videos

<div> <div> <div>discoverdaytonabeach</div> <div>Sat 4/12/2025 8:05 pm EDT</div> </div> </div> <div> <p>See the sights of the Daytona Beach area by water! On your next visit, cruise the area's scenic waterways aboard a...</p> </div> <div> <div>Total Video Views</div> <div>375,383</div> </div> <div> <div>Follow Video Views</div> <div>375</div> </div> <div> <div>For You Video Views</div> <div>371,254</div> </div> <div> <div>Hashtag Video Views</div> <div>—</div> </div> <div> <div>Business Account Video Views</div> <div>0</div> </div> <div> <div>Sound Video Views</div> <div>0</div> </div> <div> <div>Unspecified Video Views</div> <div>0</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Fri 4/4/2025 6:14 pm EDT</div> </div> </div> <div> <p>You've gotta have art! Don't miss these arts and cultural festivals taking place throughout the spring in the...</p> </div> <div> <div>Total Video Views</div> <div>277,328</div> </div> <div> <div>Follow Video Views</div> <div>277</div> </div> <div> <div>For You Video Views</div> <div>276,219</div> </div> <div> <div>Hashtag Video Views</div> <div>—</div> </div> <div> <div>Business Account Video Views</div> <div>0</div> </div> <div> <div>Sound Video Views</div> <div>0</div> </div> <div> <div>Unspecified Video Views</div> <div>0</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Mon 4/7/2025 3:18 pm EDT</div> </div> </div> <div> <p>Did you know the Daytona Beach area has a new dog-friendly beach? The Ormond Beach Dog Beach is located...</p> </div> <div> <div>Total Video Views</div> <div>89,345</div> </div> <div> <div>Follow Video Views</div> <div>89</div> </div> <div> <div>For You Video Views</div> <div>55,751</div> </div> <div> <div>Hashtag Video Views</div> <div>—</div> </div> <div> <div>Business Account Video Views</div> <div>179</div> </div> <div> <div>Sound Video Views</div> <div>0</div> </div> <div> <div>Unspecified Video Views</div> <div>0</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Sun 4/6/2025 4:01 pm EDT</div> </div> </div> <div> <p>It's flip flop season here in Daytona Beach! Are you ready? Plan your spring family beach break today at...</p> </div> <div> <div>Total Video Views</div> <div>82,161</div> </div> <div> <div>Follow Video Views</div> <div>164</div> </div> <div> <div>For You Video Views</div> <div>81,504</div> </div> <div> <div>Hashtag Video Views</div> <div>—</div> </div> <div> <div>Business Account Video Views</div> <div>164</div> </div> <div> <div>Sound Video Views</div> <div>0</div> </div> <div> <div>Unspecified Video Views</div> <div>0</div> </div>	<div> <div> <div>discoverdaytonabeach</div> <div>Tue 4/1/2025 3:51 pm EDT</div> </div> </div> <div> <p>Known for its lush canopies of live oaks, scenic river and marsh views, the Ormond Scenic Loop is a 30-plus-mile...</p> </div> <div> <div>Total Video Views</div> <div>77,307</div> </div> <div> <div>Follow Video Views</div> <div>155</div> </div> <div> <div>For You Video Views</div> <div>75,065</div> </div> <div> <div>Hashtag Video Views</div> <div>—</div> </div> <div> <div>Business Account Video Views</div> <div>155</div> </div> <div> <div>Sound Video Views</div> <div>0</div> </div> <div> <div>Unspecified Video Views</div> <div>0</div> </div>
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








eNewsletter Performance Overview

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
404,151 -45.5%	4.7% -7.8%	.55% -23.6%	.18% -5.3%











Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement	
				Time Per Session	Key Events
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	408	363	334	40.39215686	19
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	377	329	250	78.72413793	144
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	287	244	185	54.96864111	18
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	194	164	137	41.18041237	19
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	178	139	116	63.18539326	31
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	176	150	115	54.8125	34
/blog/post/fun-free-things-to-do-in-daytona-beach	168	129	103	84.35714286	33
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	160	142	125	31.55625	20
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	146	127	104	49.8630137	5
/blog/post/big-events-for-the-daytona-beach-area	145	131	114	75.27586207	21
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	118	104	86	92.07627119	11
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach	110	103	85	46.05454545	7
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	109	102	92	50.76146789	6
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	102	88	60	84.58823529	44
/blog/post/beach-bars-with-live-music-in-daytona-beach	100	82	55	91.56	55
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	90	86	72	47.86666667	21
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	86	73	64	70.58139535	15
/blog/post/bring-the-heat-how-to-have-a-cookout-in-daytona-beach	79	60	49	40.32911392	1
/blog/post/places-to-putt-around-in-daytona-beach	79	69	61	57.21518987	18
/blog/post/quirky-hidden-gems-in-daytona-beach	76	69	55	82.80263158	9

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		22,440	2.8%	61,110		0:22	380.4	
<input type="checkbox"/>  0:16	Are you ready for the best family beach vacation? Noth...	155	1.3%	28,575	46.8%	0:15	119.5	31.4%
<input type="checkbox"/>  0:31	Bike Daytona Beach	20	0%	8,270	13.5%	0:52	118.1	31.1%
<input type="checkbox"/>  0:16	Looking for things to do in Daytona Beach, FL? You'd b...	450	1.8%	17,420	28.5%	0:15	72.9	19.2%
<input type="checkbox"/>  0:31	Find things to do with kids in Daytona Beach, the best ...	124	4.0%	2,300	3.8%	0:30	19.3	5.1%
<input type="checkbox"/>  0:31	10000 steps a day with a view at Daytona Beach FL.	102	0%	1,606	2.6%	0:30	13.4	3.5%
<input type="checkbox"/>  0:39	Virtual Drive on Daytona Beach	22	0%	537	0.9%	0:29	4.3	1.1%
<input type="checkbox"/>  27:03	Ride The Loop, Ormond Beach, Florida	4,891	0.7%	57	0.1%	2:46	2.6	0.7%
<input type="checkbox"/>  2:01	ONE DAYTONA - the Newest Entertainment Complex in...	279	4.7%	91	0.2%	1:18	2.0	0.5%
<input type="checkbox"/>  1:14	Unlimited Fun in Daytona Beach, Florida	15	6.7%	92	0.2%	0:57	1.5	0.4%
<input type="checkbox"/>  2:01	Mary McLeod Bethune Home - Step into a Remarkable ...	117	12.0%	66	0.1%	1:16	1.4	0.4%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Name		Views ↓	Impressions ↕	Third-party impressions ↕	Unique impressions ↕	Unique viewers ↕	Total time watched ↕
<input type="checkbox"/> Report Total		255,891	2,189,264	304,077	296,624	30,691	481:03:29
<input checked="" type="checkbox"/> 	The Arrival - Daytona Beach (:15) Oct 16, 2024	87,433	739,551	0	108,885	13,550	167:48:40
<input checked="" type="checkbox"/> 	First Surf Lesson - Daytona Beach Oct 16, 2024	86,016	731,201	0	105,881	12,395	154:52:40
<input checked="" type="checkbox"/> 	Daytona Beach Nightlife Oct 16, 2024	81,325	706,185	0	108,269	12,143	145:35:10
<input checked="" type="checkbox"/> 	Main Street Pier and Sunglow Pier ... Nov 14, 2019	999	8,107	0	1,492	313	11:39:03
<input checked="" type="checkbox"/> 	Eco Adventures in Daytona Beach,... Jan 13, 2020	43	579	0	110	17	00:32:24
<input type="checkbox"/> 	2024 Coke Zero Sugar 400 Aug 14, 2024	11	493	0	91	5	00:03:25
<input type="checkbox"/> 	Daytona Beach _ Arrival 15 Mar 7, 2025	11	17	0	8	4	00:02:22
<input type="checkbox"/> 	Discover Daytona Beach: History ... Nov 8, 2019	10	474	0	104	6	00:02:30
<input type="checkbox"/> 	World-Class Golf in Daytona Beac... Mar 17, 2025	8	15	0	6	4	00:01:32
<input type="checkbox"/> 	The Ultimate Daytona Beach Trail ... Feb 18, 2021	6	12	0	10	5	00:04:21