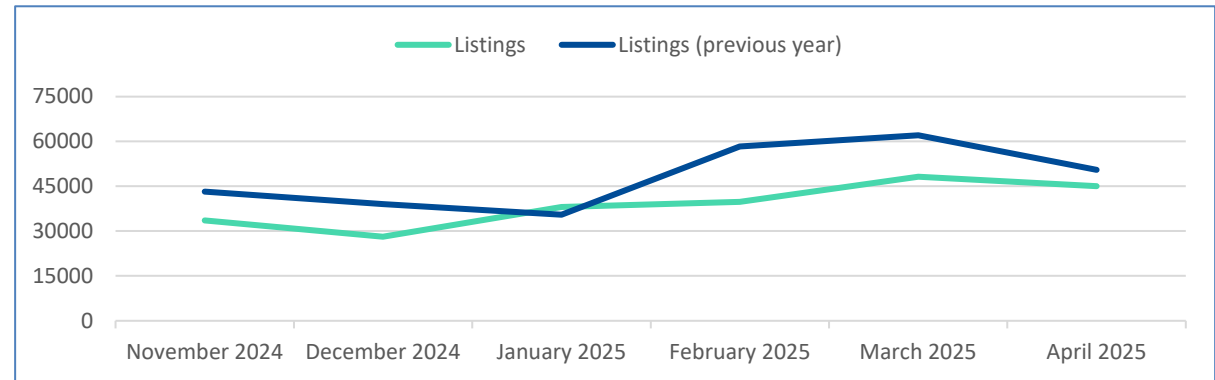
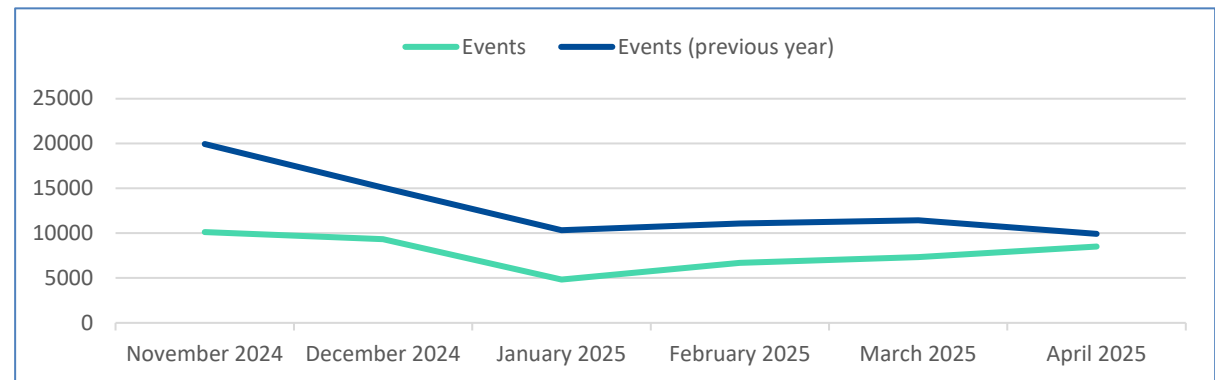


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

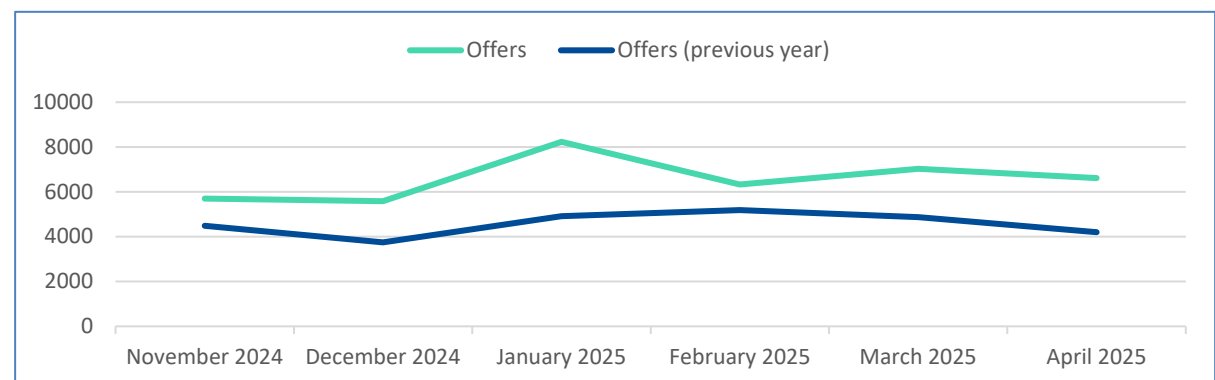
Month	Listings Clicks	Previous Year	%YoY
April 2025	45,087	50,546	-10.8%
March 2025	48,206	62,074	-22.3%
February 2025	39,818	58,296	-31.7%
January 2025	38,055	35,497	7.2%
December 2024	28,133	39,087	-28.0%
November 2024	33,538	43,269	-22.5%



Month	Events Clicks*	Previous Year	%YoY
April 2025	8,519	9,927	-14.2%
March 2025	7,317	11,430	-36.0%
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%



Month	Offers Clicks*	Previous Year	%YoY
April 2025	6,619	4,200	57.6%
March 2025	7,021	4,875	44.0%
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%



* 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 | April 2025

Top 10 Pages	Pageviews
/things-to-do/top-10-reasons-to-visit	305,942
/Brazil	205,934
/places-to-stay/hotel-deals	155,014
/things-to-do/with-kids	105,061
/events/all-events	87,941
/plan/travel-resources/visitors-guide	83,247
Homepage	68,371
/Florida-resident-deals	36,512
/things-to-do/attractions	25,090
/plan/travel-resources/newsletter	22,271

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	2,362
Daytona Beach Boardwalk & Pier	2,269
Daytona Lagoon	1,198
World Famous Boat Tours	939
Screamer's Park	656
Daytona International Speedway Track Tours	445
Cruisin' Tikis	415
Dunlawton Sugar Mill Gardens	389
NASCAR Racing Experience	314
Daytona Beach Parasail	302

Top Viewed Events	Views
Jeep Beach	22,204
Biketoberfest®	4,512
Daytona Beach Arts Fest	3,195
Welcome to Rockville	2,182
Daytona Beach Bike Week	1,951
Crab & Seafood Festival	1,797
NCA & NDA Collegiate Cheer & Dance Championship	1,596
Daytona Tacos & Treats Festival	1,007
14 th Annual Ormond Beach Celtic Festival	925
56 th Annual Easter Beach Run	808

Dining	Listing Clicks
Dine and Cruise – Dinner and River Cruise	580
Ocean Deck Restaurant & Beach Club	295
Racing's North Turn Beach Bar & Grill	294
Mama Foo Foo	241
Crabby's Oceanside	231
Cast & Crew	210
Polynesian Fire Luau	193
Beaches Entertainment Eatery	192
The Beach Bucket Bar & Grill	189
Millie's Restaurant & Catering	175

Partner Referrals | April 2025

Shopping	Listing Clicks
Ocean Walk Shoppes	377
Riverfront Shops of Daytona Beach	350
Daytona Flea & Farmers Market	249
Tanger-Daytona Beach	235
The Trails Shopping Center	224
Daytona 2000	198
ONE DAYTONA	180
DeLand Flea Market	157
Volusia Mall	150
Volusia County Farmer's Market	127

Golf Courses	Listing Clicks
Riviera Country Club	429
Daytona Beach Golf Club	125
Pelican Bay Golf Club	100
LPGA International	122
Halifax Plantation Golf Club	59
Cypress Head Golf Club	59
New Smyrna Golf Club	50
Spruce Creek Country Club	44
Hidden Lakes Golf Club	42
The Club at Venetian Bay	42

Top Offers	Views/Clicks
Max Beach Resort The more you stay, the more you save!	408 / 211
Max Beach Resort Florida Residents – 20% Off Weekdays Stays & 15% Off Weekend Stays	393 / 166
Max Beach Resort Eggs-Citing Ocean Escape with Breakfast for Two!	376 / 161
Tropical Manor on the Ocean Affordable & Fun Memorial Day Family Getaways	366 / 101
Grand Seas Resort by Exploria Hotels Florida & Georgia Resident Rate: Save up to 20% Off	345 / 78
Hilton Daytona Beach Oceanfront Resort Up to 30% Off for FL/GA/NC/SC Residents	280 / 99
Max Beach Resort Daytona Lagoon Waterpark Room Package	256 / 51
Max Beach Resort Military Discount	250 / 95
Max Beach Resort Rockin' Waves Room Package	224 / 106
Max Beach Resort Extend Your Stay & Save 30% when you Stay 14 to 29 nights	220 / 115

Parks	Listing Clicks
Sun Splash Park	531
Andy Romano Beachfront Park	432
Riverfront Esplanade	275
Breakers Oceanfront Park	266
Manatee Island	232
Blue Spring State Park	209
27 th Avenue Park	148
Riverside Park of Holly Hill	125
Lighthouse Point Park	122
Grayce K. Barck North Beach Community Park	97