

# DAYTONA BEACH®

April 2026  
End of Month Reports  
Social - eNewsletters - Blogs

# Social Media Summary

Facebook - DaytonaBeach					
	Apr 26	Apr 25	v. Mar 2026	v. April 2025	
Published Posts	49	46			
Followers	780,969	522,212	+15,823	+258,757	
Impressions - Organic	832,402	1,111,285	3.9%	-25.1%	
Impressions - Paid	20,122,657	17,333,474	-27.1%	16.1%	
Engagements - Organic	26,189	26,937	17.2%	-2.8%	
Engagements - Paid	521,495	843,948	-47.0%	-38.2%	
Engagement Rate Per Impression - Organic	3.1%	2.4%	10.7%	29.2%	
Engagement Rate Per Impression - Paid	2.6%	4.9%	-27.8%	-46.9%	

Instagram - DiscoverDaytonaBeach					
	Apr 26	Apr 25	v. Mar 2026	v. April 2025	
Published Posts	45	49			
Followers	37,231	28,910	+723	+8,321	
Views - Organic	80,358	92,120	-17.5%	-12.8%	
Views - Paid	2,187,225	1,653,657	-51.0%	32.3%	
Engagements - Organic	2,319	3,659	3.9%	-36.6%	
Engagements - Paid	12,758	7,772	-52.1%	64.2%	
Engagement Rate Per Impression - Organic	2.9%	4.0%	26.1%	-27.5%	
Engagement Rate Per Impression - Paid	0.6%	0.5%	0.0%	20.0%	

Threads - DiscoverDaytonaBeach					
	Apr 26	Apr 25	v. Mar 2026	v. April 2025	
Published Posts	28	13			
Followers	5,083	4,387	+35	+696	
Views	371	515	-31.5%	-28.0%	
Engagements	5	9	-70.6%	-44.4%	

X - DaytonaBeachFun					
	Apr 26	Apr 25	Mar 26	v. Mar 2026	v. April 2025
Published Posts	28	11			
Followers	11,746	11,829		-6	-83
Impressions	4,745	2,383	7,190	-34.0%	99.1%
Engagements	139	85	310	-55.2%	63.5%
Engagement Rate Per Impression	2.9%	3.6%	4.3%	-32.6%	-19.4%

TikTok - DiscoverDaytonaBeach					
	Apr 26	Apr 25	Mar 26	v. Mar 2026	v. April 2025
Published Posts	17	14			
Followers	113,592	41,698		+12,922	+71,894
Impressions	4,723,811	1,188,755	7,709,432	-38.7%	297.4%
Engagements	62,916	9,347	38,554	63.2%	573.1%
Engagement Rate Per Impression	1.3%	0.8%	0.5%	160.0%	-23.0%






  

YouTube - VisitDaytonaBeach					
	Apr 26	Apr 25	Mar 26	v. Mar 2026	v. April 2025
Subscribers	1,102	1,026		+2	+76
Impressions	14,661	22,440	21,514	-31.9%	-34.7%
Video Views	492,107	61,110	467,566	5.2%	705.3%
New Viewers	10,683	36,363	41,749	-74.4%	-70.6%
Click-Thru Rate	4.0%	2.8%	3.3%	21.2%	42.9%






  

Pinterest - DiscoverDaytonaBeach					
	Apr 26	Apr 25	Mar 26	v. Mar 2026	v. April 2025
Audience	453	391	448	+7	+62






## Facebook Top Posts

Post Content	Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>Daytona Beach Area C... Wed 4/1/2026 6:01 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	25,091	18,714	167	253	162	5,795
<p>Daytona Beach Area C... Wed 4/1/2026 6:01 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	14,950	11,613	151	259	70	2,857
<p>Daytona Beach Area C... Wed 4/1/2026 6:01 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	10,367	7,454	206	200	55	2,452
<p>Daytona Beach Area C... Thu 4/2/2026 10:12 am EDT</p> <p>April in Daytona Beach = nonstop fun! From Jeep Beach to the first pitch of the Daytona Tortugas season, art &amp; ...</p> 	6,727	719	17	122	655	5,214
<p>Daytona Beach Area C... Tue 4/21/2026 5:06 pm EDT</p> <p>It's almost time to crack, snack and groove! The Crab &amp; Seafood Festival returns to Dr. Mary McLeod Bethune...</p> 	4,823	372	60	94	122	4,175






## Facebook Top Viewed Videos

Video Content	Video Views
<p>Daytona Beach Area C... Wed 4/1/2026 6:01 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	426,470
<p>Daytona Beach Area C... Wed 4/1/2026 6:01 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	214,977
<p>Daytona Beach Area C... Wed 4/1/2026 6:01 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	131,076
<p>Daytona Beach Area C... Wed 4/1/2026 6:01 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	126,225
<p>Daytona Beach Area C... Thu 4/2/2026 10:12 am EDT</p> <p>April in Daytona Beach = nonstop fun! From Jeep Beach to the first pitch of the Daytona Tortugas season, art &amp; ...</p> 	47,986

## Instagram Top Posts

<p><b>discoverdaytonabeach</b> Thu 4/2/2026 5:49 pm EDT</p> <p>April in Daytona Beach = nonstop fun! From Jeep Beach to the first pitch of the Daytona Tortugas season, art &amp; ...</p>  <table border="1"> <tr><td>Engagements</td><td>288</td></tr> <tr><td>Likes</td><td>164</td></tr> <tr><td>Comments</td><td>5</td></tr> <tr><td>Shares</td><td>83</td></tr> <tr><td>Saves</td><td>36</td></tr> </table>	Engagements	288	Likes	164	Comments	5	Shares	83	Saves	36	<p><b>discoverdaytonabeach</b> Mon 4/6/2026 7:45 am EDT</p> <p>Happy Monday from Daytona Beach! A new week, fresh ocean air, and endless possibilities! Let's make it a good one! ...</p>  <table border="1"> <tr><td>Engagements</td><td>164</td></tr> <tr><td>Likes</td><td>123</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>35</td></tr> <tr><td>Saves</td><td>4</td></tr> </table>	Engagements	164	Likes	123	Comments	2	Shares	35	Saves	4	<p><b>discoverdaytonabeach</b> Sat 4/25/2026 5:22 pm EDT</p> <p>Jeep lovers, this is your moment! 🚗👏</p> <p>Jeep Beach 2026 continues in Daytona...</p>  <table border="1"> <tr><td>Engagements</td><td>105</td></tr> <tr><td>Likes</td><td>77</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>21</td></tr> <tr><td>Saves</td><td>3</td></tr> </table>	Engagements	105	Likes	77	Comments	4	Shares	21	Saves	3	<p><b>discoverdaytonabeach</b> Thu 4/9/2026 10:16 pm EDT</p> <p>#LoveDaytonaBeach by @boardwalkhoteldaytona: Sound r</p>  <table border="1"> <tr><td>Engagements</td><td>97</td></tr> <tr><td>Likes</td><td>72</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>19</td></tr> <tr><td>Saves</td><td>5</td></tr> </table>	Engagements	97	Likes	72	Comments	1	Shares	19	Saves	5	<p><b>discoverdaytonabeach</b> Wed 4/15/2026 3:18 pm EDT</p> <p>Wave Wednesday 🌊</p> <p>#lovedaytonabeach 🌴</p>  <table border="1"> <tr><td>Engagements</td><td>83</td></tr> <tr><td>Likes</td><td>74</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>6</td></tr> <tr><td>Saves</td><td>1</td></tr> </table>	Engagements	83	Likes	74	Comments	2	Shares	6	Saves	1
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## Instagram Top Viewed Videos

<p><b>discoverdaytonabeach</b> Thu 4/2/2026 5:49 pm EDT</p> <p>April in Daytona Beach = nonstop fun! From Jeep Beach to the first pitch of the Daytona Tortugas season, art &amp; ...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>6,115</td></tr> </table>	Reels Video Views	6,115	<p><b>discoverdaytonabeach</b> Mon 4/6/2026 7:45 am EDT</p> <p>Happy Monday from Daytona Beach! A new week, fresh ocean air, and endless possibilities! Let's make it a good one! ...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>2,943</td></tr> </table>	Reels Video Views	2,943	<p><b>discoverdaytonabeach</b> Fri 4/17/2026 3:30 pm EDT</p> <p>Well, the lighthouse is a great choice! 🌊</p> <p>#LoveDaytonaBeach by @slicktravel: We came, we saw, w...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>2,271</td></tr> </table>	Reels Video Views	2,271	<p><b>discoverdaytonabeach</b> Sat 4/25/2026 5:22 pm EDT</p> <p>Jeep lovers, this is your moment! 🚗👏</p> <p>Jeep Beach 2026 continues in Daytona...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>1,751</td></tr> </table>	Reels Video Views	1,751	<p><b>discoverdaytonabeach</b> Wed 4/8/2026 3:06 pm EDT</p> <p>🌴🌴🌴 by @katnherkiddies: Loving the tropical vibes at Margarita Island Mexica...</p>  <table border="1"> <tr><td>Reels Video Views</td><td>1,545</td></tr> </table>	Reels Video Views	1,545
Reels Video Views	6,115													
Reels Video Views	2,943													
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## X Top Posts

Post Date	Engagements	Likes	@Replies	Shares	Post Link Clicks	Other Post Clicks	Other Engagements
Mon 4/13/2026 3:27 pm EDT	23	3	0	2	3	6	9
Mon 4/20/2026 8:01 pm EDT	16	3	0	2	0	1	10
Thu 4/2/2026 4:44 pm EDT	14	3	0	1	1	8	1
Sat 4/25/2026 5:26 pm EDT	8	3	0	2	—	2	1
Tue 4/14/2026 1:51 pm EDT	7	1	0	1	2	0	3





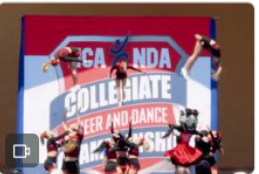
## X Top Video Views

Post Date	Video Views
Sun 4/12/2026 3:44 pm EDT	62
Sat 4/11/2026 3:57 pm EDT	53
Sat 4/25/2026 5:26 pm EDT	51
Mon 4/27/2026 8:01 pm EDT	48
Thu 4/2/2026 4:44 pm EDT	47

## TikTok Top Posts

<p>@ @discoverdaytonabeach Fri 4/3/2026 3:31 pm EDT</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p><b>Engagements</b> 19,744</p> <p>Likes 19,299</p> <p>Comments 44</p> <p>Shares 401</p> <p>Boosted</p>	<p>@ @discoverdaytonabeach Mon 4/27/2026 4:00 pm EDT</p> <p>Dive into adventure at Daytona Aquarium and Rainforest Adventure! 🌊 Wander through underwater worlds and rainfore...</p>  <p><b>Engagements</b> 355</p> <p>Likes 353</p> <p>Comments 1</p> <p>Shares 1</p>	<p>@ @discoverdaytonabeach Sat 4/18/2026 12:13 am EDT</p> <p>🎯 Dink, rally, repeat! The Daytona Beach area is serving up lots of sunshine, 23 miles of beaches and courts ready for yo...</p>  <p><b>Engagements</b> 349</p> <p>Likes 345</p> <p>Comments 3</p> <p>Shares 1</p>	<p>@ @discoverdaytonabeach Sun 4/19/2026 11:47 am EDT</p> <p>🍴 Ready, set, dine! Enjoy fresh flavors and scenic views when you dine oceanside in the Daytona Beach area! Whether it's...</p>  <p><b>Engagements</b> 172</p> <p>Likes 170</p> <p>Comments 2</p> <p>Shares 0</p>	<p>@ @discoverdaytonabeach Sun 4/12/2026 4:41 pm EDT</p> <p>A simple game of cornhole. A whole lot of memories. 🌟 🎯 In Daytona Beach, every moment becomes something special. 🌊 ...</p>  <p><b>Engagements</b> 165</p> <p>Likes 163</p> <p>Comments 2</p> <p>Shares 0</p>
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## TikTok Top Viewed Videos

<p>@ @discoverdaytonabeach Fri 4/3/2026 3:31 pm EDT</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p><b>Video Views</b> 353,575</p> <p>Follow Video Views 0</p> <p>For You Video Views 306,549</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 353</p> <p>Others Video Views 41,721</p> <p>Search Video Views 4,950</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p> <p>Boosted</p>	<p>@ @discoverdaytonabeach Sat 4/18/2026 12:13 am EDT</p> <p>🎯 Dink, rally, repeat! The Daytona Beach area is serving up lots of sunshine, 23 miles of beaches and courts ready for yo...</p>  <p><b>Video Views</b> 1,474</p> <p>Follow Video Views 67</p> <p>For You Video Views 1,248</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 125</p> <p>Others Video Views 4</p> <p>Search Video Views 28</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>@ @discoverdaytonabeach Thu 4/2/2026 6:33 pm EDT</p> <p>🌊 April in Daytona Beach = nonstop fun! From 🚗 Jeep Beach to the 🎯 first pitch of the Daytona Tortugas season, 🎨 art &amp; ...</p>  <p><b>Video Views</b> 1,462</p> <p>Follow Video Views 10</p> <p>For You Video Views 862</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 165</p> <p>Others Video Views 11</p> <p>Search Video Views 412</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>@ @discoverdaytonabeach Mon 4/6/2026 7:51 am EDT</p> <p>🌟 Happy Monday from Daytona Beach! A new week, fresh ocean air, and endless possibilities! Let's make it a good one! ...</p>  <p><b>Video Views</b> 994</p> <p>Follow Video Views 105</p> <p>For You Video Views 616</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 164</p> <p>Others Video Views 87</p> <p>Search Video Views 20</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>@ @discoverdaytonabeach Sat 4/11/2026 4:02 pm EDT</p> <p>🔥 We're celebrating 30 years of cheer &amp; dance this weekend in Daytona Beach! #LoveDaytonaBeach #NCA #NDA...</p>  <p><b>Video Views</b> 856</p> <p>Follow Video Views 17</p> <p>For You Video Views 598</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 198</p> <p>Others Video Views 6</p> <p>Search Video Views 34</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 3</p>
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






## Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement	
				Time Per Session	Key Events
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	922	618	903	113.1902603	36
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	740	397	612	230.3372309	74
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	490	357	346	180.7833428	198
/blog/post/fun-free-things-to-do-in-daytona-beach	469	389	330	389.5824479	109
/blog/post/big-events-for-the-daytona-beach-area	357	298	290	190.4012777	88
/blog/post/5-things-to-know-about-welcome-to-rockville-in-daytona-beach	279	183	205	141.603438	34
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	222	181	167	130.8735689	61
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	174	135	132	205.5178199	24
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	171	131	145	131.6438796	7
/blog/post/beach-bars-with-live-music-in-daytona-beach	170	138	107	222.5307704	105
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	170	135	130	123.6969971	17
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	144	116	98	121.3335209	22
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	139	112	99	164.2215462	17
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	137	117	114	97.21848302	16
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	105	89	83	81.09976755	4
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	101	80	71	171.7052867	6
/blog/post/celebrate-daytona-beachs-150th-birthday-all-year-long	87	56	67	43.27536123	5
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	85	65	57	260.8056276	34
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	80	57	56	180.1949633	11
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	77	62	66	182.3757231	12











## eNewsletter

<p>Total Sends</p> <p><b>575,420</b></p> <p><b>-12.4%</b></p>	<p>Open Rate</p> <p><b>3.9%</b></p> <p><b>-10.7%</b></p>	<p>Click Rate</p> <p><b>.46%</b></p> <p><b>-15.4%</b></p>	<p>Unsubscribe Rate</p> <p><b>.13%</b></p> <p><b>18.0%</b></p>
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## YouTube - Top 10 Video Analytics

Content		New viewers ↓	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Duration	Publish date						
<input type="checkbox"/> Total		<b>10,683</b>	<b>14,661</b>	<b>4.0%</b>	<b>492,107</b>	<b>0:22</b>	<b>2,056.9</b>
<input type="checkbox"/>	 Are you ready for the best family beach vacation? Noth...	2,426	64	6.3%	157,965 32.1%	0:15	649.8 31.6%
<input type="checkbox"/>	 Daytona Beach   Surf Lesson 15	2,277	37	5.4%	155,329 31.6%	0:15	638.9 31.1%
<input type="checkbox"/>	 Daytona Beach Nightlife	2,124	278	4.0%	165,297 33.6%	0:15	681.1 33.1%
<input type="checkbox"/>	 Daytona Beach Kids Arrival	952	47	10.6%	5,047 1.0%	0:30	27.6 1.3%
<input type="checkbox"/>	 From surfing lessons, white sand beaches, find many f...	947	48	2.1%	5,682 1.2%	0:29	29.3 1.4%
<input type="checkbox"/>	 30 COISAS INCRÍVEIS para Fazer em DAYTONA BEAC...	472	138	5.1%	543 0.1%	0:20	3.1 0.2%
<input type="checkbox"/>	 Daytona Beach, FL: Your Next Family Road Trip Destina...	334	43	0%	364 0.1%	0:28	2.9 0.1%
<input type="checkbox"/>	 Unlimited Fun in Daytona Beach, Florida	71	19	5.3%	80 0.0%	0:55	1.2 0.1%
<input type="checkbox"/>	 Eco Adventures in Daytona Beach, Florida	64	25	4.0%	79 0.0%	1:22	1.8 0.1%
<input type="checkbox"/>	 Daytona Beach Ale Trail	63	63	6.4%	72 0.0%	0:49	1.0 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	780	30,085	87,049	3,545	346	08:28:28	00:00:39
<input checked="" type="checkbox"/>  Main Street Pier and Sunglow P... Uploaded Nov 14, 2019	663	6,008	1	1,141	275	07:27:56	00:00:40
<input checked="" type="checkbox"/>  Discover Daytona Beach: Histo... Uploaded Nov 8, 2019	33	973	2	180	22	00:12:03	00:00:21
<input checked="" type="checkbox"/>  Eco Adventures in Daytona Be... Uploaded Jan 13, 2020	23	1,225	1	210	13	00:14:54	00:00:38
<input checked="" type="checkbox"/>  Southeast Museum Of Photogr... Uploaded Jan 6, 2020	21	775	1	134	13	00:09:18	00:00:26
<input checked="" type="checkbox"/>  The Ultimate Daytona Beach Tr... Uploaded Feb 18, 2021	10	15	1	13	10	00:08:55	00:00:53
<input type="checkbox"/>  Famous for More Than You Thin... Uploaded Oct 7, 2025	6	9	0	1	1	00:02:28	00:00:24
<input type="checkbox"/>  Discover Daytona Beach: Kaya... Uploaded Aug 6, 2020	5	94	2	10	3	00:03:03	00:00:36
<input type="checkbox"/>  Oceanfront and Riverfront Dini... Uploaded Oct 30, 2019	4	148	1	17	3	00:01:51	00:00:27
<input type="checkbox"/>  2024 Coke Zero Sugar 400 Uploaded Aug 14, 2024	4	196	0	45	3	00:01:32	00:00:23
<input type="checkbox"/>  30 Things to Do in 60 Seconds Uploaded Jun 13, 2023	3	14,548	1	1,882	2	00:01:20	00:00:26