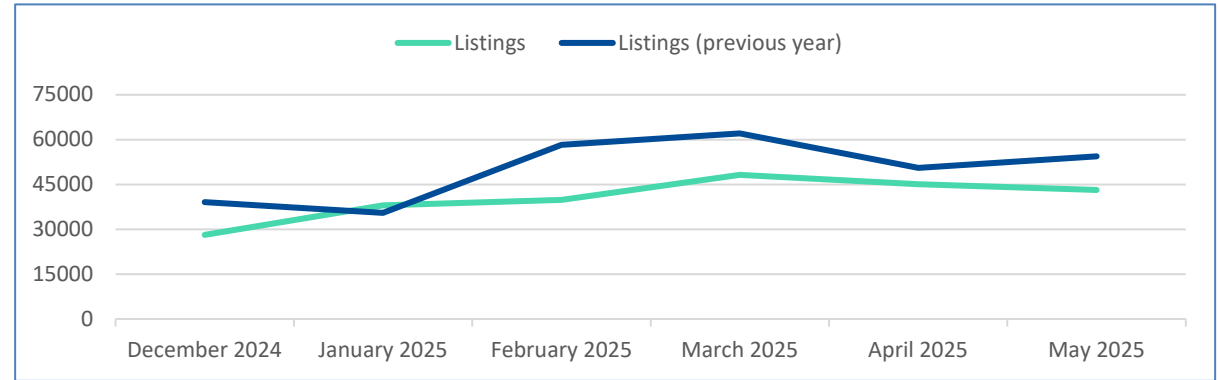


# Partner Referrals Overview | Last 6 Months

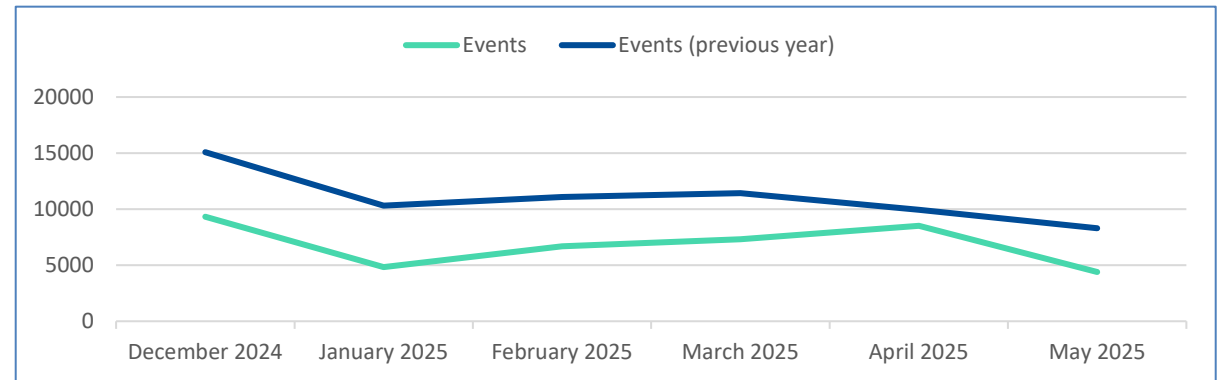
May 2025

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

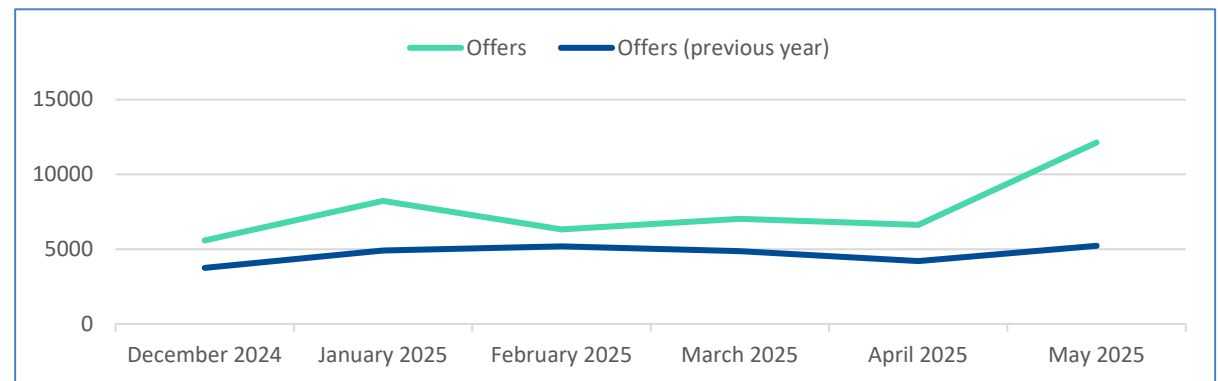
Month	Listings Clicks	Previous Year	%YoY
May 2025	43,201	54,443	-20.6%
April 2025	45,087	50,546	-10.8%
March 2025	48,206	62,074	-22.3%
February 2025	39,818	58,296	-31.7%
January 2025	38,055	35,497	7.2%
December 2024	28,133	39,087	-28.0%



Month	Events Clicks*	Previous Year	%YoY
May 2025	4,393	8,296	-47.0%
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%



Month	Offers Clicks*	Previous Year	%YoY
May 2025	12,136	5,223	132.4%
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%



\* 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 | May 2025

Top 10 Pages	Pageviews
/Brazil	249,902
/things-to-do/top-10-reasons-to-visit	205,462
/places-to-stay/hotel-deals	123,203
/RoadTrip	94,408
/plan/travel-resources/visitors-guide	84,257
/events/all-events	73,681
Homepage	59,319
/things-to-do/with-kids	44,743
/Florida-resident-deals	43,239
/places-to-stay/hotels	40,232

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,294
Daytona Beach Boardwalk & Pier	368
Cruisin' Tikis	281
Screamer's Park	240
Daytona Tortugas	167
Daytona Beach Racing & Card Club	125
Urban Air Trampoline & Adventure Park	123
Splatzz	117
Tiki Adventure Zone	103
Angell & Phelps Chocolate Factory	103

Top Viewed Events	Views
Saturday Night Concerts at the Bandshell	12,936
Biketoberfest®	5,497
Welcome to Rockville	4,692
Friday Night Concerts at the Bandshell	4,427
Jeep Beach	1,895
Daytona Beach Bike Week	1,620
Coke Zero Sugar 400	1,395
Daytona Tortugas Baseball Games 2025 Season	1,274
Memorial Day Weekend	946
Ole! Celebrate Cinco de Mayo (Downtown Daytona Beach)	668

Dining	Listing Clicks
Dine and Cruise – Dinner and River Cruise	330
Blue Flame at The DAYTONA	186
Top of Daytona	132
Polynesian Fire Luau	131
Mama Foo Foo	124
Millie's Restaurant & Catering	124
Ocean Deck Restaurant & Beach Club	124
The Turn	113
Racing's North Turn Beach Bar & Grille	111
Aunt Catfish's on the River	110

# Partner Referrals | May 2025

Shopping	Listing Clicks
Ocean Walk Shoppes	188
Daytona Flea & Farmers Market	127
Riverfront Shops of Daytona Beach	113
Tanger-Daytona Beach	87
Volusia Mall	77
Volusia County Farmers' Market	67
ONE DAYTONA	60
DeLand Flea Market	55
Bikini Company	54
Teddy Morse's Daytona Harley-Davidson	49

Golf Courses	Listing Clicks
Riviera Country Club	206
LPGA International	65
Daytona Beach Golf Club	58
Pelican Bay Golf Club	42
Cypress Head Golf Club	38
The Preserve at Turnbull Bay	34
Oceans Golf Club	31
Halifax Plantation Golf Club	29
Spruce Creek Country Club	28
The Club at Venetian Bay	28

Top Offers	Views/Clicks
Max Beach Resort   The more you stay, the more you save!	1,008 / 513
The Shores Resort & Spa   Sea the Change 4ocean	536 / 184
Max Beach Resort   Florida Residents – 20% Off Weekday Stays & 15% Off Weekend Stays	533 / 271
Max Beach Resort   Pictona Room Package	341 / 111
Grand Seas Resort by Exploria Hotels   Florida & Georgia Resident Rate: Save up to 20% Off	340 / 97
Max Beach Resort   20% Savings for Florida & Georgia Residents	335 / 67
Max Beach Resort   Summer Sizzler – Stay 2 Nights & Save Up to 15% or 3 Nights for Up to 20%	327 / 97
Max Beach Resort   Extend Your Stay & Save 50% When you Stay 30 or More Nights	317 / 173
Max Beach Resort   Daytona Lagoon Waterpark Room Package	310 / 70
Tropical Manor on the Ocean   Affordable & Fun Memorial Day Family Getaways	299 / 190

Parks	Listing Clicks
Andy Romano Beachfront Park	181
Sun Splash Park	163
Deep Creek Preserve	147
Blue Spring State Park	104
Lake Ashby Park	102
Indian River Lagoon Park	98
27 <sup>th</sup> Avenue Park	96
Breakers Oceanfront Park	85
Riverfront Esplanade	62
Lighthouse Point Park	50