

DAYTONA BEACH®

May 2025 End of Month Reports Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 64
- Followers: 508,410 - gained 22,514
- Organic Impressions: 2,592,071 - up 172.1%
- Paid Impressions: 9,232,706 - down 52.4%
- Organic Engagements: 113,808 - up 322.5%
- Paid Engagements: 647,978 - down 23.2%
- Organic Engagement Rate Per Impression: 4.4% - up 55.3%
- Paid Engagement Rate Per Impression: 7.0% - up 61.4%
- Organic Post Link Clicks: 4,061 - up 343.3%
- Paid Post Link Clicks: 293,203 - down 51.8%

Instagram - DiscoverDaytonaBeach

- Published Posts: 50
- Followers: 30,048 - gained 1,138
- Organic Views: 102,410 - up 11.2%
- Paid Views: 2,884,507 - up 74.4%
- Organic Engagements: 3,844 - up 5.2%
- Paid Engagements: 14,570 - up 87.5%
- Organic Engagement Rate Per Impression: 3.8% - down 5.4%
- Paid Engagement Rate Per Impression: 0.5% - up 7.5%

Threads - DiscoverDaytonaBeach

- Published Posts: 14
- Followers: 4,453 - gained 66
- Views: 551 - up 7.0%
- Engagements: 8 - down 11.1%

X - DaytonaBeachFun

- Published Posts: 2
- Followers: 11,788 - lost 41
- Impressions: 806 - down 66.2%
- Engagements: 26 - down 69.4%
- Engagement Rate Per Impression: 3.2% - down 9.6%
- Post Link Clicks: 3 - down 62.5%

TikTok - DiscoverDaytonaBeach

- Published Posts: 4
- Followers: 46,309 - gained 4,611
- Video Views: 3,845,046 - up 223.5%
- Engagements: 15,213 - up 62.8%
- Engagement Rate Per Impression: 0.4% - down 49.7%






YouTube - VisitDaytonaBeach

- Subscribers: 1,030 - gained 4
- Impressions: 17,171 - down 23.5%
- Video Views: 60,331 - down 1.3%
- New Viewers: 37,368 - up 2.8%
- Click-Thru Rate: 4.1% - up 46.4%

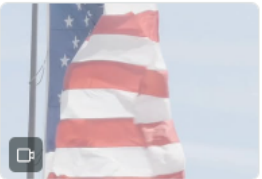




Pinterest - DiscoverDaytonaBeach

- Pins: 1
- Audience: 442 - gained 161
- Paid Impressions: 4,380,075 - up 11.2%
- Organic Impressions: 644 - up 50.1%
- Pin Clicks: 18,849 - up 52.7%











Facebook Top Posts

<div><div>Daytona Beach Area Conv...</div><div>Mon 5/26/2025 6:53 am EDT</div></div> <div>Today, we pause to remember and honor the courageous men and women who made the ultimate sacrifice in service to...</div> <div></div> <div><div>Total Engagements62,310</div><div>Reactions32,899</div><div>Comments2,264</div><div>Shares11,646</div><div>Post Link Clicks8</div><div>Other Post Clicks15,493</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Wed 5/7/2025 2:24 pm EDT</div></div> <div>A bit about the Daytona Beach area's racing history... by @racingsnorthturn23: 🏁 Racing Histor...</div> <div></div> <div><div>Total Engagements45,316</div><div>Reactions25,033</div><div>Comments415</div><div>Shares1,629</div><div>Post Link Clicks11</div><div>Other Post Clicks18,228</div></div> <div><div>Boosted</div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Thu 5/22/2025 7:11 am EDT</div></div> <div>The Daytona Beach Bandshell kicks off its Star Spangled Summer Concert Series on May 24 at 7:15 p.m. Be...</div> <div></div> <div><div>Total Engagements22,535</div><div>Reactions3,747</div><div>Comments511</div><div>Shares727</div><div>Post Link Clicks3,355</div><div>Other Post Clicks14,195</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Mon 5/26/2025 1:00 pm EDT</div></div> <div>Wow! What a show! 🐬🐬🐬 #LoveDaytonaBeach 🏆 by @ponceinletwatersports: The dolphins...</div> <div></div> <div><div>Total Engagements6,057</div><div>Reactions4,116</div><div>Comments133</div><div>Shares373</div><div>Post Link Clicks—</div><div>Other Post Clicks1,435</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Mon 5/5/2025 7:27 am EDT</div></div> <div>Rock fans, it's time to turn up the volume! Welcome to Rockville returns May 15-18 to Daytona International...</div> <div></div> <div><div>Total Engagements6,019</div><div>Reactions539</div><div>Comments105</div><div>Shares58</div><div>Post Link Clicks161</div><div>Other Post Clicks5,156</div></div> <div><div>Boosted</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 5/26/2025 6:53 am EDT</div></div> <div>Today, we pause to remember and honor the courageous men and women who made the ultimate sacrifice in service to...</div> <div></div> <div><div>Video Views311,551</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Thu 5/1/2025 11:18 am EDT</div></div> <div>New Mural Drop! 🎨 Here's a look at the newest mural on the Daytona Beach Mural Trail! This mural is located at...</div> <div></div> <div><div>Video Views75,230</div></div> <div><div>Boosted</div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Mon 5/26/2025 1:00 pm EDT</div></div> <div>Wow! What a show! 🐬🐬🐬 #LoveDaytonaBeach 🏆 by @ponceinletwatersports: The dolphins...</div> <div></div> <div><div>Video Views51,654</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Sun 5/4/2025 11:45 am EDT</div></div> <div>Love the Ocean Deck? So do we! Help Ocean Deck win the title of "Best Beach Bar" in the USA TODAY 10BEST Readers'...</div> <div></div> <div><div>Video Views48,234</div></div> <div><div>Boosted</div><div>...</div><div>\$</div><div></div><div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Mon 5/12/2025 12:11 pm 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 Views47,272</div></div> <div><div>...</div><div>\$</div><div></div><div></div></div>
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Instagram Top Posts


<p> discoverdaytonabeach Mon 5/26/2025 1:00 pm EDT</p> <p>Wow! What a show! 🐬🐬🐬 #LoveDaytonaBeach 📸 by @ponceinletwatersports: The dolphins...</p>  <p>Total Engagements 713</p> <p>Likes 564</p> <p>Comments 7</p> <p>Shares 117</p> <p>Saves 25</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Wed 5/14/2025 2:57 pm EDT</p> <p>Live from the Hilton! Wave Wednesday #lovedaytonabeach 📸</p>  <p>Total Engagements 251</p> <p>Likes 225</p> <p>Comments 6</p> <p>Shares 17</p> <p>Saves 3</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Thu 5/15/2025 11:42 pm EDT</p> <p>📸 by @carolinesellier: Sandy toes, Daytona glow 🌊🌊🌊 #holiday #florida #travel • • #fromwhereistand...</p>  <p>Total Engagements 202</p> <p>Likes 187</p> <p>Comments 1</p> <p>Shares 11</p> <p>Saves 3</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Thu 5/22/2025 12:24 pm EDT</p> <p>The Daytona Beach Bandshell kicks off its Star Spangled Summer Concert Series on May 24 at 7:15 p.m. Be...</p>  <p>Total Engagements 199</p> <p>Likes 173</p> <p>Comments 5</p> <p>Shares 16</p> <p>Saves 5</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Mon 5/26/2025 10:06 am EDT</p> <p>Cool view! 📸 by @racingsnorthturn23: Soaring through the skies, the salty breeze kisses my face as I fly high over...</p>  <p>Total Engagements 180</p> <p>Likes 158</p> <p>Comments 0</p> <p>Shares 14</p> <p>Saves 8</p> <p>... 📷 📷</p>
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Instagram Top Viewed Videos

<p> discoverdaytonabeach Mon 5/26/2025 1:00 pm EDT</p> <p>Wow! What a show! 🐬🐬🐬 #LoveDaytonaBeach 📸 by @ponceinletwatersports: The dolphins...</p>  <p>Reels Video Views 7,955</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Mon 5/26/2025 10:06 am EDT</p> <p>Cool view! 📸 by @racingsnorthturn23: Soaring through the skies, the salty breeze kisses my face as I fly high over...</p>  <p>Reels Video Views 3,952</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Sat 5/3/2025 3:15 pm EDT</p> <p>This year's Jeep Beach Parade was an absolute blast—packed with good vibes, epic rides, and unforgettable memories....</p>  <p>Reels Video Views 3,123</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Fri 5/23/2025 10:59 pm EDT</p> <p>Looks like fun! 📸 by @paddlepubdb: From all the angles, our paddle pub is a #SNACK 🍔🍕🍌🍷🍹🍺...</p>  <p>Reels Video Views 2,986</p> <p>... 📷 📷</p>	<p> discoverdaytonabeach Wed 5/14/2025 2:57 pm EDT</p> <p>Live from the Hilton! Wave Wednesday #lovedaytonabeach 📸</p>  <p>Reels Video Views 2,277</p> <p>... 📷 📷</p>
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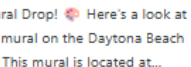
Top X Posts

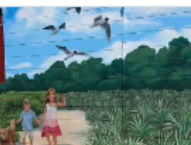




@DaytonaBeachFun

Thu 5/1/2025 3:10 pm EDT





Total Engagements

9

Likes

4

@Replies

1

Reposts

0

Post Link Clicks




2


Other Post Clicks


2

Other Engagements

0






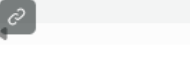




@DaytonaBeachFun

Mon 5/19/2025 1:20 pm EDT





Total Engagements

7

Likes

1

@Replies

0

Reposts

1

Post Link Clicks




2

Other Post Clicks

3


Other Engagements

0

X Top Viewed Videos

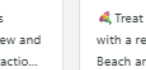
Top Threads Posts



discoverdaytonabeach

Fri 5/30/2025 12:54 pm EDT

Stay in the know with all things Daytona Beach! 🌊 From what's new and upcoming events to hotel and attractio...



Total Engagements

2

Likes

2


Replies


0


Shares

0

...



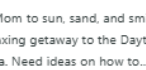




discoverdaytonabeach

Sun 5/11/2025 2:11 pm EDT

Treat Mom to sun, sand, and smiles with a relaxing getaway to the Daytona Beach area. Need ideas on how to...



Total Engagements

2

Likes

2


Replies


0


Shares

0

...



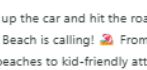




discoverdaytonabeach

Tue 5/6/2025 1:09 pm EDT

Pack up the car and hit the road—Daytona Beach is calling! 🌊 From sun-soaked beaches to kid-friendly attractio...



Total Engagements

2

Likes

2


Replies


0


Shares

0

...







discoverdaytonabeach

Fri 5/23/2025 1:10 pm EDT

Those visiting the Daytona Beach area during the Memorial Day holiday will find several commemorative sites to pay homage to our country's fallen heroes and learn more about A nation's military.

Total Engagements

1

Likes

1


Replies


0


Shares

0

...



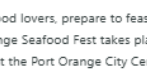




discoverdaytonabeach

Thu 5/15/2025 12:51 pm EDT

Seafood lovers, prepare to feast! The Port Orange Seafood Fest takes place May 18 at the Port Orange City Center....



Total Engagements

1

Likes

1


Replies


0

Shares





0

...









Top TikTok Posts

<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Mon 5/26/2025 12:59 pm EDT</div></div><div><div>Wow! What a show! 🐬🐬🐬 #LoveDaytonaBeach 📺📺 by @ponceinletwatersports: The dolphins a...</div><div></div><div><div>Total Engagements423</div><div>Likes393</div><div>Comments5</div><div>Shares25</div></div></div></div></div>	<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Fri 5/2/2025 3:27 pm EDT</div></div><div><div>🏎️ From the Birthplace of Speed to the Run for the Roses — we're all in for Admire Daytona in this Saturday's...</div><div></div><div><div>Total Engagements38</div><div>Likes38</div><div>Comments0</div><div>Shares0</div></div></div></div></div>	<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Sat 5/3/2025 3:15 pm EDT</div></div><div><div>This year's Jeep Beach Parade was an absolute blast—packed with good vibes, epic rides, and unforgettable memories....</div><div></div><div><div>Total Engagements37</div><div>Likes35</div><div>Comments1</div><div>Shares1</div></div></div></div></div>	<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Thu 5/1/2025 3:10 pm EDT</div></div><div><div>🎨 New Mural Drop! 📺 Here's a look at the newest mural on the Daytona Beach Mural Trail! This mural is located at...</div><div></div><div><div>Total Engagements8</div><div>Likes8</div><div>Comments0</div><div>Shares0</div></div></div></div></div>
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TikTok Top Viewed Videos

<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Mon 5/26/2025 12:59 pm EDT</div></div><div><div>Wow! What a show! 🐬🐬🐬 #LoveDaytonaBeach 📺📺 by @ponceinletwatersports: The dolphins a...</div><div></div><div><div>Total Video Views9,233</div><div>Follow Video Views110</div><div>For You Video Views8,826</div><div>Hashtag Video Views—</div><div>Business Account Video Views46</div><div>Others Video Views27</div><div>Search Video Views221</div><div>Sound Video Views0</div><div>Unspecified Video Views3</div></div></div></div></div>	<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Fri 5/2/2025 3:27 pm EDT</div></div><div><div>🏎️ From the Birthplace of Speed to the Run for the Roses — we're all in for Admire Daytona in this Saturday's...</div><div></div><div><div>Total Video Views1,573</div><div>Follow Video Views37</div><div>For You Video Views957</div><div>Hashtag Video Views—</div><div>Business Account Video Views139</div><div>Others Video Views17</div><div>Search Video Views419</div><div>Sound Video Views0</div><div>Unspecified Video Views4</div></div></div></div></div>	<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Sat 5/3/2025 3:15 pm EDT</div></div><div><div>This year's Jeep Beach Parade was an absolute blast—packed with good vibes, epic rides, and unforgettable memories....</div><div></div><div><div>Total Video Views1,057</div><div>Follow Video Views36</div><div>For You Video Views761</div><div>Hashtag Video Views—</div><div>Business Account Video Views142</div><div>Others Video Views14</div><div>Search Video Views101</div><div>Sound Video Views0</div><div>Unspecified Video Views3</div></div></div></div></div>	<div><div><div><div><div></div><div>discoverdaytonabeach</div></div><div>Thu 5/1/2025 3:10 pm EDT</div></div><div><div>🎨 New Mural Drop! 📺 Here's a look at the newest mural on the Daytona Beach Mural Trail! This mural is located at...</div><div></div><div><div>Total Video Views322</div><div>Follow Video Views18</div><div>For You Video Views133</div><div>Hashtag Video Views—</div><div>Business Account Video Views145</div><div>Others Video Views17</div><div>Search Video Views7</div><div>Sound Video Views0</div><div>Unspecified Video Views2</div></div></div></div></div>
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




eNewsletter Performance Overview

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
1,436,316	4.2%	.47%	.17%
224%	-20.0%	-25.5%	-22.8%











Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time	Key Events
				Per Session	
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	647	585	547	47.66924266	28
/blog/post/fun-free-things-to-do-in-daytona-beach	443	380	281	104.5011287	96
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	388	324	275	73.18298969	50
/blog/post/saluting-those-who-served-5-ways-to-celebrate-memorial-day-weekend-in-daytona-beach	311	297	266	29.97106109	21
/blog/post/plan-your-summer-family-beach-vacationhit-the-road-to-daytona-beach	289	254	206	103.1557093	114
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	285	259	212	48.98947368	89
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	249	226	170	88.26907631	100
/blog/post/5-things-to-know-about-welcome-to-rockville-in-daytona-beach	225	177	110	38.08444444	14
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	205	179	139	56.09268293	21
/blog/post/attention-art-lovers-cant-miss-upcoming-exhibitions-in-daytona-beach	181	165	125	83.65745856	58
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	175	157	124	76.41714286	41
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	172	154	120	62.58139535	26
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	166	127	102	61.43373494	20
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	153	117	85	70.13071895	76
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	137	122	103	41.12408759	25
/blog/post/beach-bars-with-live-music-in-daytona-beach	128	111	78	87.875	62
/blog/post/big-events-for-the-daytona-beach-area	125	107	92	68.336	28
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	121	106	91	120.8264463	13
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	107	91	83	50.89719626	1
/blog/post/cant-beat-brunch-spots-in-daytona-beach	97	89	64	47.58762887	19
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	92	78	51	81.5326087	51

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		17,171	4.1%	60,331	0:21	364.0
<input type="checkbox"/>  0:22	Jeep Beach 2025	548	1.6%	22 0.0%	0:20	0.1 0.0%
<input type="checkbox"/>  0:16	Looking for things to do in Daytona Beach, FL? You'd b...	546	0.7%	17,444 28.9%	0:15	73.0 20.1%
<input type="checkbox"/>  1:34	Oceanfront and Riverfront Dining in Daytona Beach, Flo...	408	5.4%	28 0.1%	1:05	0.5 0.1%
<input type="checkbox"/>  2:00	Sea Spirit Deep Sea Fishing - Get Away From it All on a ...	371	10.5%	60 0.1%	1:25	1.4 0.4%
<input type="checkbox"/>  6:10	Wave Wednesday Live: Daytona Beach	334	4.5%	16 0.0%	1:26	0.4 0.1%
<input type="checkbox"/>  2:01	ONE DAYTONA - the Newest Entertainment Complex in...	324	4.6%	98 0.2%	1:22	2.2 0.6%
<input type="checkbox"/>  10:00	Relaxing Wave Wednesday from The Shores Resort & S...	294	5.4%	18 0.0%	0:29	0.1 0.0%
<input type="checkbox"/>  1:54	Daytona International Speedway Tours	230	6.5%	27 0.0%	0:46	0.4 0.1%
<input type="checkbox"/>  27:03	Ride The Loop, Ormond Beach, Florida	222	5.9%	166 0.3%	1:05	3.0 0.8%
<input type="checkbox"/>  2:01	Landshark Bar & Grill - Dine in Paradise in Daytona Bea...	206	4.4%	13 0.0%	0:56	0.2 0.1%

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	142,084	881,187	172,723	137,074	41,301	360:43:32
<input checked="" type="checkbox"/>  The Arrival - Daytona Beach (:15) Oct 16, 2024	81,787	483,339	0	72,706	24,948	207:18:59
<input checked="" type="checkbox"/>  Daytona Beach Nightlife Oct 16, 2024	35,761	228,188	0	36,067	12,528	86:36:33
<input checked="" type="checkbox"/>  First Surf Lesson - Daytona Beach Oct 16, 2024	23,556	155,168	0	27,214	7,790	56:02:44
<input checked="" type="checkbox"/>  Main Street Pier and Sunglow Pier ... Nov 14, 2019	804	7,092	0	1,311	283	09:04:15
<input checked="" type="checkbox"/>  2024 Coke Zero Sugar 400 Aug 14, 2024	26	1,084	0	242	16	00:08:41
<input type="checkbox"/>  Eco Adventures in Daytona Beach,... Jan 13, 2020	25	449	0	80	12	00:21:20
<input type="checkbox"/>  Daytona Beach_ Concerts at The ... Apr 29, 2025	23	29	0	15	12	00:13:34
<input type="checkbox"/>  Discover Daytona Beach: History ... Nov 8, 2019	21	1,236	0	249	10	00:10:21
<input type="checkbox"/>  Southeast Museum Of Photograph... Jan 6, 2020	21	1,043	0	210	13	00:10:20
<input type="checkbox"/>  2022 _ Welcome to Rockville _ Nin... Apr 30, 2025	19	33	0	10	10	00:06:50