DAYTONA BEACH®

May 2026
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

	May 26	May 25	v. April 2026	v. May 2025
Published Posts	50	64		
Followers	803,980	561,586	+20,284	+242,394
Impressions - Organic	860,058	2,758,353	0.6%	-68.8%
Impressions - Paid	21,855,367	13,599,421	4.9%	60.7%
Engagements - Organic	20,525	113,809	-21.7%	-82.0%
Engagements - Paid	647,755	647,978	18.9%	0.0%
Engagement Rate Per Impression - Organic	2.4%	4.1%	-22.6%	-41.5%
Engagement Rate Per Impression - Paid	3.0%	4.8%	15.4%	-37.5%

Instagram - DiscoverDaytonaBeach

	May 26	May 25	v. April 2026	v. May 2025
Published Posts	74	50		
Followers	37,820	30,048	+569	+7,772
Views - Organic	101,883	102,410	18.8%	-0.5%
Views - Paid	1,661,019	2,884,512	-26.3%	-42.4%
Engagements - Organic	2,180	3,888	-9.4%	-43.9%
Engagements - Paid	13,478	14,570	0.6%	-7.5%
Engagement Rate Per Impression - Organic	2.1%	3.8%	-25.0%	-44.7%
Engagement Rate Per Impression - Paid	0.8%	0.5%	33.3%	60.0%

Threads - DiscoverDaytonaBeach

	May 26	May 25	v. April 2026	v. May 2025
Published Posts	30	14		
Followers	5,116	4,453	+33	+663
Views	788	551	112.4%	43.0%
Engagements	50	8	900.0%	525.0%

X - DaytonaBeachFun

	May 26	May 25	v. April 2026	v. May 2025
Published Posts	31	2		
Followers	11,731	11,788	-15	-57
Impressions	4,881	806	2.6%	505.6%
Engagements	212	26	52.5%	715.4%
Engagement Rate Per Impression	4.3%	3.2%	48.3%	34.4%

TikTok - DiscoverDaytonaBeach

	May 26	May 25	v. April 2026	v. May 2025
Published Posts	10	4		
Followers	122,854	46,309	+9,262	+76,545
Impressions	5,207,223	3,845,046	4.8%	35.4%
Engagements	42,228	15,213	-34.9%	177.6%
Engagement Rate Per Impression	0.8%	0.4%	-38.5%	-23.0%

YouTube - VisitDaytonaBeach

	May 26	May 25	v. April 2026	v. May 2025
Subscribers	1,108	1,030	+2	+76
Impressions	14,510	17,171	-1.0%	-15.5%
Video Views	485,598	60,331	-1.3%	704.9%
New Viewers	10,713	37,368	0.3%	-71.3%
Click-Thru Rate	4.1%	4.1%	2.5%	0.0%

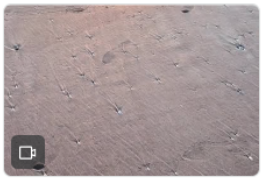
Pinterest - DiscoverDaytonaBeach

	May 26	May 25	v. April 2026	v. May 2025
Audience	455	415	+2	+40

Facebook Top Posts

Daytona Beach Area C...
Fri 5/1/2026 2:25 pm EDT

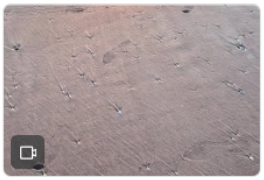
Plan the perfect family getaway! 🟠 From beach days to boardwalk fun, Daytona Beach has something for everyone.



Engagements	42,506
Reactions	2,603
Comments	83
Shares	55
Post Link Clicks	26,310
Other Post Clicks	13,455

Daytona Beach Area C...
Fri 5/29/2026 12:18 pm EDT

Plan the perfect family getaway! 🟠 From beach days to boardwalk fun, Daytona Beach has something for everyone.



Engagements	14,997
Reactions	0
Comments	0
Shares	14
Post Link Clicks	8,297
Other Post Clicks	6,686

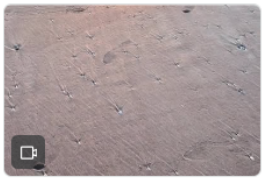
Daytona Beach Area C...
Tue 5/19/2026 10:36 am EDT

🎶 🌊 Free, live music + ocean views = your perfect night out! The summer concert series at the Daytona Beach...

Engagements	10,972
Reactions	1,714
Comments	156
Shares	355
Post Link Clicks	1,880
Other Post Clicks	6,867

Daytona Beach Area C...
Fri 5/29/2026 12:18 pm EDT

Hey Philadelphia! You now have daily, non-stop flights to Daytona Beach. Come see what you've been missing and get...



Engagements	5,706
Reactions	0
Comments	0
Shares	0
Post Link Clicks	1,020
Other Post Clicks	4,686

Daytona Beach Area C...
Fri 5/29/2026 12:40 pm EDT

Follow us for vacation planning, event information, and more!

Engagements	2,386
Reactions	1,934
Comments	15
Shares	25
Post Link Clicks	9
Other Post Clicks	403

Facebook Top Viewed Videos

Daytona Beach Area C...
Fri 5/1/2026 2:25 pm EDT

Plan the perfect family getaway! 🟠 From beach days to boardwalk fun, Daytona Beach has something for everyone.

Video Views	267,979

Daytona Beach Area C...
Fri 5/29/2026 12:18 pm EDT

Plan the perfect family getaway! 🟠 From beach days to boardwalk fun, Daytona Beach has something for everyone.

Video Views	71,366

Daytona Beach Area C...
Fri 5/29/2026 1:14 pm EDT

Hey Atlanta! We're just a hop and a skip from ya. Come see what Daytona Beach has to offer.

Video Views	46,329

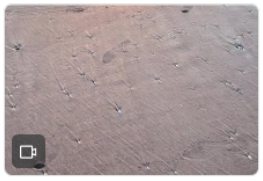
Daytona Beach Area C...
Fri 5/29/2026 1:14 pm EDT

Tampa, you know you're close. Come see what Daytona Beach has to offer.

Video Views	36,333

Daytona Beach Area C...
Fri 5/29/2026 12:18 pm EDT

Hey Philadelphia! You now have daily, non-stop flights to Daytona Beach. Come see what you've been missing and get...

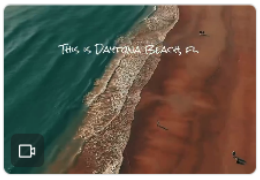


Video Views	25,965

Instagram Top Posts

discoverdaytonabeach
Mon 5/18/2026 11:27 am EDT

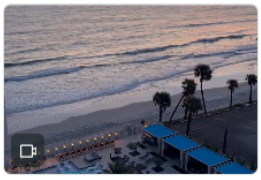
We agree! 🙌
#LoveDaytonaBeach
📷 by @daytonabeachlocal: What a...



Engagements	163
Likes	118
Comments	2
Shares	38
Saves	5

discoverdaytonabeach
Wed 5/13/2026 1:08 pm EDT

😍😍😍
📷 by @flydab_: 🌅 Some places just feel different. Daytona Beach is one of them....



Engagements	156
Likes	138
Comments	1
Shares	16
Saves	1

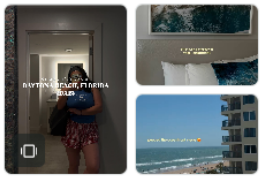
discoverdaytonabeach
Fri 5/1/2026 10:15 am EDT

🟠 The Daytona Beach area is serving up good times and cool vibes in May!✨
🎶 Music lovers won't want to miss...

Engagements	155
Likes	86
Comments	0
Shares	52
Saves	17

discoverdaytonabeach
Tue 5/19/2026 4:51 pm EDT

✈️✈️✈️
#LoveDaytonaBeach
📷 by @nicolettesbucketlist: Layover...



Engagements	141
Likes	124
Comments	4
Shares	2
Saves	11

discoverdaytonabeach
Mon 5/25/2026 9:16 am EDT

This Memorial Day, we pause to honor the brave men and women who made the ultimate sacrifice for our country. us❤️...

Engagements	121
Likes	54
Comments	2
Shares	63
Saves	2

Instagram Top Viewed Videos

discoverdaytonabeach
Fri 5/1/2026 10:15 am EDT

🟠 The Daytona Beach area is serving up good times and cool vibes in May!✨
🎶 Music lovers won't want to miss...

Reels Video Views	3,864

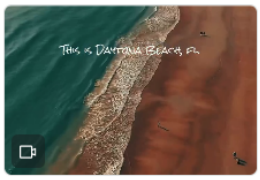
discoverdaytonabeach
Wed 5/13/2026 1:52 pm EDT

Happy 70th Anniversary, Live from Tropical Manor! Wave Wednesday 🌊
...

Reels Video Views	2,041

discoverdaytonabeach
Mon 5/18/2026 11:27 am EDT

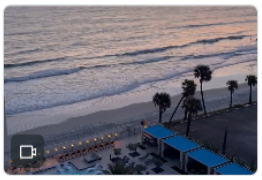
We agree! 🙌
#LoveDaytonaBeach
📷 by @daytonabeachlocal: What a...



Reels Video Views	1,844

discoverdaytonabeach
Wed 5/13/2026 1:08 pm EDT

😍😍😍
📷 by @flydab_: 🌅 Some places just feel different. Daytona Beach is one of them....



Reels Video Views	1,819

discoverdaytonabeach
Sun 5/24/2026 9:47 pm EDT

Balance on point. Vibes unmatched.✨ Paddleboarding in Daytona Beach offers a fresh perspective of the area and...

Reels Video Views	1,673

X Top Posts

@DaytonaBeachFun
Mon 5/18/2026 11:26 am EDT

We agree! 🙌
#LoveDaytonaBeach
📸 by @daytonabeachlocal: What a...

Engagements	17
Likes	8
@Replies	1
Shares	1
Post Link Clicks	—
Other Post Clicks	5
Other Engagements	2

@DaytonaBeachFun
Fri 5/29/2026 8:01 pm EDT

🐶🌊 Get ready for a totally pawsome day at the beach! The Hang 8 Dog Surfing Extravaganza is bringing four-legged...

Engagements	14
Likes	4
@Replies	0
Shares	2
Post Link Clicks	4
Other Post Clicks	3
Other Engagements	1

@DaytonaBeachFun
Thu 5/28/2026 6:16 pm EDT

🎶🎷 Music lovers won't want to miss the Midtown Music Concert Series at Daisy Stocking Park in Daytona Beach on May ...

Engagements	14
Likes	3
@Replies	0
Shares	2
Post Link Clicks	3
Other Post Clicks	6
Other Engagements	0

@DaytonaBeachFun
Sat 5/23/2026 9:01 am EDT

✨ POV: Start your day with a little salt air, sunshine and serenity. 🟠
🌅 Sunrise therapy just hits different....

Engagements	14
Likes	10
@Replies	0
Shares	3
Post Link Clicks	—
Other Post Clicks	1
Other Engagements	0

@DaytonaBeachFun
Tue 5/19/2026 3:44 pm EDT

🎶 Free, live music + ocean views = your perfect night out! The summer concert series at the Daytona Beach Bandshell...

Engagements	12
Likes	3
@Replies	0
Shares	2
Post Link Clicks	2
Other Post Clicks	4
Other Engagements	1

X Top Video Views

@DaytonaBeachFun
Sun 5/24/2026 7:48 pm EDT

Balance on point. Vibes unmatched.✨ Paddleboarding in Daytona Beach offers a fresh perspective of the area and...

Video Views	92

@DaytonaBeachFun
Mon 5/18/2026 11:26 am EDT

We agree! 🙌
#LoveDaytonaBeach
📸 by @daytonabeachlocal: What a...

Video Views	61

@DaytonaBeachFun
Sun 5/10/2026 8:37 am EDT

✨Here's to the moments that matter most.💖
...

Video Views	47

@DaytonaBeachFun
Sat 5/23/2026 9:01 am EDT

✨ POV: Start your day with a little salt air, sunshine and serenity. 🟠
🌅 Sunrise therapy just hits different....

Video Views	44

@DaytonaBeachFun
Fri 5/1/2026 10:00 am EDT

✨ The Daytona Beach area is serving up good times and cool vibes in May!
🟠 Grab your crew and soak up all the...

Video Views	43

TikTok Top Posts

@discoverdaytonabeach
Fri 5/1/2026 6:22 pm EDT

Love Daytona Beach? Become a fan and join our community today!

Engagements	5,750
Likes	5,542
Comments	22
Shares	186

Boosted

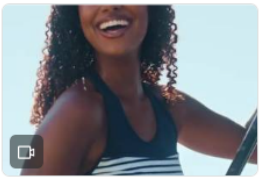
@discoverdaytonabeach
Thu 5/21/2026 10:51 am EDT

Celebrate the wild side of Florida at Daytona Aquarium & Rainforest Adventure! Today is...

Engagements	357
Likes	354
Comments	3
Shares	0

@discoverdaytonabeach
Sun 5/24/2026 2:19 am EDT

Balance on point. Vibes unmatched. Paddleboarding in Daytona Beach offers a fresh perspective of the area and...



Engagements	254
Likes	248
Comments	3
Shares	3

@discoverdaytonabeach
Thu 5/21/2026 4:21 pm EDT

Discover your new favorite restaurant when The Art of Dining returns June 1-30 to the Daytona Beach area featuring chef...

Engagements	106
Likes	105
Comments	1
Shares	0

@discoverdaytonabeach
Fri 5/1/2026 11:30 am EDT

The Daytona Beach area is serving up good times and cool vibes in May! Music lovers won't want to miss Welcom...

Engagements	51
Likes	49
Comments	2
Shares	0

TikTok Top Viewed Videos

@discoverdaytonabeach
Fri 5/1/2026 6:22 pm EDT

Love Daytona Beach? Become a fan and join our community today!

Video Views	215,700
Follow Video Views	215
For You Video Views	205,130
Hashtag Video Views	—
Business Account Video Views	215
Others Video Views	6,471
Search Video Views	3,666
Sound Video Views	0
Unspecified Video Views	3

Boosted

@discoverdaytonabeach
Thu 5/21/2026 10:51 am EDT

Celebrate the wild side of Florida at Daytona Aquarium & Rainforest Adventure! Today is...

Video Views	897
Follow Video Views	26
For You Video Views	768
Hashtag Video Views	—
Business Account Video Views	80
Others Video Views	5
Search Video Views	15
Sound Video Views	0
Unspecified Video Views	3

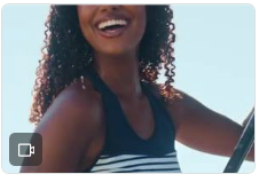
@discoverdaytonabeach
Fri 5/1/2026 11:30 am EDT

The Daytona Beach area is serving up good times and cool vibes in May! Music lovers won't want to miss Welcom...

Video Views	701
Follow Video Views	38
For You Video Views	317
Hashtag Video Views	—
Business Account Video Views	178
Others Video Views	14
Search Video Views	152
Sound Video Views	0
Unspecified Video Views	2

@discoverdaytonabeach
Sun 5/24/2026 2:19 am EDT

Balance on point. Vibes unmatched. Paddleboarding in Daytona Beach offers a fresh perspective of the area and...



Video Views	661
Follow Video Views	13
For You Video Views	555
Hashtag Video Views	—
Business Account Video Views	69
Others Video Views	11
Search Video Views	11
Sound Video Views	0
Unspecified Video Views	2

@discoverdaytonabeach
Wed 5/13/2026 12:38 pm EDT

See you there! by **@daytonariverfrontmar**ket: Join us at the Riverfront Market Downtown...

Video Views	592
Follow Video Views	34
For You Video Views	314
Hashtag Video Views	—
Business Account Video Views	126
Others Video Views	11
Search Video Views	104
Sound Video Views	0
Unspecified Video Views	3

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	544	480	438	160.9958947	79
/blog/post/fun-free-things-to-do-in-daytona-beach	413	351	295	261.051135	82
/blog/post/5-things-to-know-about-welcome-to-rockville-in-daytona-beach	388	317	245	114.5590459	18
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	277	256	229	149.3945309	75
/blog/post/big-events-for-the-daytona-beach-area	195	182	158	185.3976469	34
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	192	179	148	166.9349446	37
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	185	168	149	243.29545	22
/blog/post/plan-your-summer-family-beach-vacationhit-the-road-to-daytona-beach	173	151	117	176.1273474	69
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	169	156	151	148.8591151	16
/blog/post/beach-bars-with-live-music-in-daytona-beach	166	148	117	191.9682088	53
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	165	146	131	241.3646649	30
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	154	134	119	119.6717596	10
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	152	134	106	226.2627149	62
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	149	133	114	162.2682762	26
/blog/post/saluting-those-who-served-5-ways-to-celebrate-memorial-day-weekend-in-daytona-beach	147	139	122	119.8711358	13
/blog/post/this-mothers-day-treat-mom-to-fun-in-the-sun-in-daytona-beach	140	130	101	184.1566687	53
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	121	108	88	131.0043781	20
/blog/post/the-perfect-beach-day-in-daytona-beach-what-to-do-where-to-go-insider-tips	105	91	74	178.3885995	22
/blog/post/daytona-beachs-famous-natives-and-noteworthy-visitors	95	87	77	114.0449174	4
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	95	85	74	189.6254512	2

eNewsletter

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
412,365	4.4%	.45%	.23%
-28.3%	10.9%	4.0%	38.5%

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	New viewers	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Total			**10,713**	**14,510**	**4.1%**	**485,598**	**0:21**	**2,184.6**
Are you ready for the best family beach vacation? Noth...	0:16		2,788	51	3.9%	144,466 29.8%	0:15	592.6 27.1%
Daytona Beach Nightlife	0:16		2,418	199	3.5%	152,035 31.3%	0:15	626.5 28.7%
Daytona Beach | Surf Lesson 15	0:16		2,403	24	4.2%	135,510 27.9%	0:15	557.1 25.5%
From surfing lessons, white sand beaches, find many f...	0:31		840	47	6.4%	23,713 4.9%	0:29	181.2 8.3%
Daytona Beach Kids Arrival	0:31		799	56	0%	23,183 4.8%	0:30	178.0 8.2%
Daytona Beach, FL: Your Next Family Road Trip Destina...	0:39		312	62	6.5%	344 0.1%	0:27	2.6 0.1%
Unlimited Fun in Daytona Beach, Florida	1:14		63	28	0%	67 0.0%	0:55	1.0 0.1%
Mary McLeod Bethune Home - Step into a Remarkable ...	2:01		53	165	2.4%	58 0.0%	1:24	1.4 0.1%
ONE DAYTONA - the Newest Entertainment Complex in...	2:01		53	232	3.0%	63 0.0%	1:06	1.2 0.1%
Fish, Dine & Explore! Daytona Beach's Iconic Main Stre...	1:01		53	172	5.2%	58 0.0%	0:45	0.7 0.0%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Video	Views	Impressions	Third-party impressions	Unique impressions	Unique viewers	Total time watched	Avg. time watched
Total	788	28,018	97,113	3,568	682	08:08:39	00:00:37
Main Street Pier and Sunglow P... 01:00 Uploaded Nov 14, 2019	683	6,588	0	1,251	599	07:19:39	00:00:38
Discover Daytona Beach: Histo... 00:58 Uploaded Nov 8, 2019	27	852	0	153	26	00:08:01	00:00:17
2024 Coke Zero Sugar 400 00:30 Uploaded Aug 14, 2024	13	1,005	0	267	13	00:04:10	00:00:19
Southeast Museum Of Photogr... 01:01 Uploaded Jan 6, 2020	12	666	0	117	12	00:02:17	00:00:11
Eco Adventures in Daytona Be... 01:38 Uploaded Jan 13, 2020	11	1,045	0	123	10	00:06:59	00:00:38
The Ultimate Daytona Beach Tr... 01:00 Uploaded Feb 18, 2021	11	15	0	12	11	00:09:59	00:00:54
Famous for More Than You Thin... 00:25 Uploaded Oct 7, 2025	8	10	0	4	7	00:02:41	00:00:20
Sports in Daytona Beach 01:30 Uploaded Jan 22, 2026	5	6	3,038	2	5	00:05:11	00:01:02
Best of Central Florida | Best B... 08:03 Uploaded May 18, 2021	3	720	0	390	2	00:02:47	00:00:55
30 Things to Do in 60 Seconds 01:04 Uploaded Jun 13, 2023	3	16,351	0	1,309	3	00:01:11	00:00:23