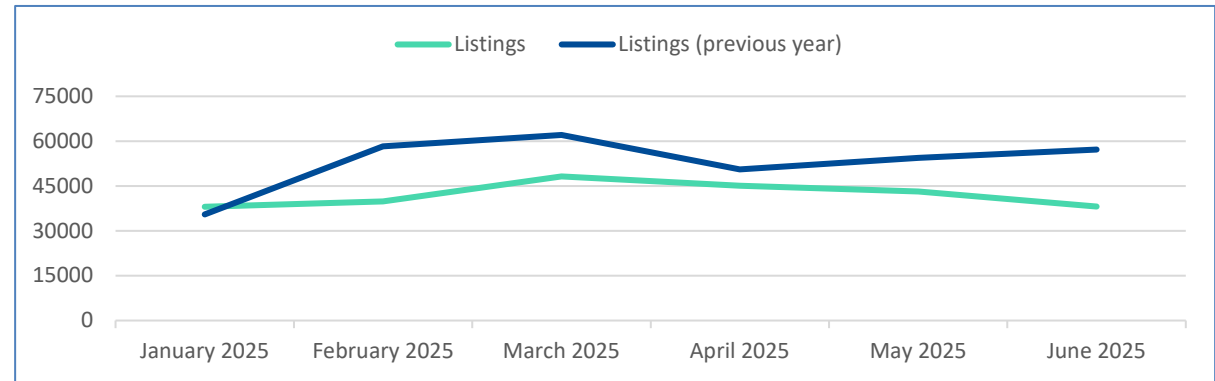


# Partner Referrals Overview | Last 6 Months

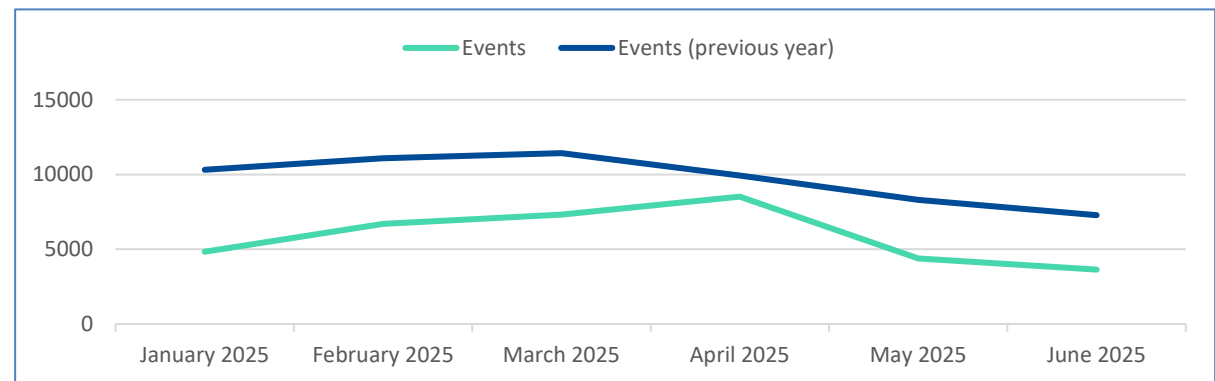
June 2025

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

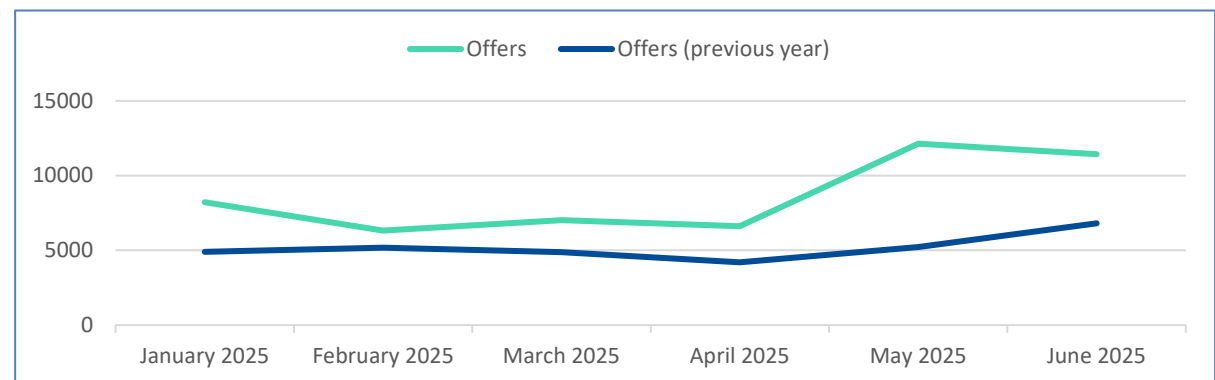
Month	Listings Clicks	Previous Year	%YoY
June 2025	38,140	57,232	-33.4%
May 2025	43,201	54,443	-20.6%
April 2025	45,087	50,546	-10.8%
March 2025	48,206	62,074	-22.3%
February 2025	39,818	58,296	-31.7%
January 2025	38,055	35,497	7.2%



Month	Events Clicks*	Previous Year	%YoY
June 2025	3,638	7,279	-50.0%
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%



Month	Offers Clicks*	Previous Year	%YoY
June 2025	11,435	6,809	67.9%
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%



\* 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 | June 2025

Top 10 Pages	Pageviews
/Places-to-Stay/Hotel-Deals	377,311
/Things-to-Do/Top-10-Reasons-to-Visit	256,848
/Brazil	223,190
/RoadTrip	99,411
/Places-to-Stay/Hotels	99,121
/Events/All-Events	59,170
/Plan/Travel-Resources/Visitors-Guide	56,675
/Things-to-Do/With-Kids	55,145
Homepage	54,198
/Florida-Resident-Deals	41,238

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,548
Daytona Lagoon Premier Water Park	642
Daytona Beach Boardwalk & Pier	392
Marine Science Center	353
Screamer's Park	268
NASCAR Racing Experience	181
Urban Air Trampoline & Adventure Park	168
Sunglow Pier	159
Daytona Beach Bandshell	158
Splatzz	140

Top Viewed Events	Views
Biketoberfest®	4,177
Saturday Night Concerts at the Bandshell	3,790
International Food Fest	999
Daytona Beach Bike Week	983
Friday Night Concerts at the Bandshell	855
Daytona Tortugas Baseball Games 2025 Season	721
Jeep Beach	662
Juneteenth Community Festival	535
Coke Zero Sugar 400	406
International Day Festival	378

Dining	Listing Clicks
Dine and Cruise – Dinner and River Cruise	567
Polynesian Fire Luau	196
Ocean Deck Restaurant & Beach Club	130
Top of Daytona	115
The Turn	110
Crabby's Oceanside	108
Joe's Crab Shack Daytona Beach	107
The Roof Daytona Beach Pier	97
Our Deck Down Under	89
Racing's North Turn Beach Bar & Grille	84

# Partner Referrals | June 2025

Shopping	Listing Clicks
Ocean Walk Shoppes	189
Riverfront Shops of Daytona Beach	125
Tanger-Daytona Beach	116
Volusia Mall	74
Daytona Flea & Farmers Market	74
ONE DAYTONA	69
Volusia County Farmers' Market	53
Bikini Company	51
All Aboard Flea & Farmers Market	49
Daytona 2000	47

Golf Courses	Listing Clicks
Riviera Country Club	195
LPGA International	64
Daytona Beach Golf Club	46
Cypress Head Golf Club	42
Oceans Golf Club	38
Pelican Bay Golf Club	30
Halifax Plantation Golf Club	29
The Club at Venetian Bay	27
Spruce Creek Country Club	25
Victoria Hills Golf Club	23

Top Offers	Views/Clicks
Max Beach Resort   Daytona Lagoon Waterpark Room Package	828 / 386
Max Beach Resort   Up to 25% off Best Available Rate with Advance Purchase	565 / 266
Hilton Daytona Beach Oceanfront Resort   Up to 20% off for FL/GA/NC/SC Residents!	446 / 124
Max Beach Resort   Pictona Room Package	413 / 91
Daytona Aquarium & Rainforest Adventure   \$2 off Florida Resident!	399 / 75
Max Beach Resort   20% Savings for Florida & Georgia Residents	377 / 163
Grand Seas Resort by Exploria Hotels   Florida & Georgia Resident Rate: Save up to 20% Off	374 / 172
Royal Floridian Resort   Florida Resident Special 15% off	337 / 188
Max Beach Resort   The more you stay, the more you save!	335 / 170
Max Beach Resort   AAA and CAA Members Discount	328 / 145

Parks	Listing Clicks
Sun Splash Park	151
Andy Romano Beachfront Park	110
Blue Spring State Park	107
Breakers Oceanfront Park	75
27 <sup>th</sup> Avenue Park	67
Winterhaven Park	54
Lighthouse Point Park	44
Grayce K. Barck North Beach Community Park	40
Riverwalk Park	34
Riverfront Esplanade	32