June 2025
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 69
- Followers: 534,508 - gained 26,098
- Organic Impressions: 724,037 - down 72.1%
- Paid Impressions: 17,736,570 - up 92.1%
- Organic Engagements: 8,725 - down 92.3%
- Paid Engagements: 1,062,107 - up 63.9%
- Organic Engagement Rate Per Impression: 1.2% - down 72.6%
- Paid Engagement Rate Per Impression: 6.0% - down 14.7%
- Organic Post Link Clicks: 344 - down 91.5%
- Paid Post Link Clicks: 643,450 - up 119.5%

Instagram - DiscoverDaytonaBeach

- Published Posts: 61
- Followers: 31,515 - gained 1,467
- Organic Views: 99,002 - down 3.3%
- Paid Views: 2,563,864 - down 11.1%
- Organic Engagements: 3,085 - down 19.7%
- Paid Engagements: 21,472 - up 47.4%
- Organic Engagement Rate Per Impression: 3.1% - down 17.0%
- Paid Engagement Rate Per Impression: 0.8% - up 65.8%

Threads - DiscoverDaytonaBeach

- Published Posts: 17
- Followers: 4,558 - gained 105
- Views: 887 - up 61.0%
- Engagements: 16 - up 100.0%

X - DaytonaBeachFun

- Published Posts: 7
- Followers: 11,794 - gained 6
- Impressions: 1,691 - up 109.8%
- Engagements: 96 - up 269.2%
- Engagement Rate Per Impression: 5.7% - up 76.0%
- Post Link Clicks: 14 - up 366.7%

TikTok - DiscoverDaytonaBeach

- Published Posts: 7
- Followers: 50,080 - gained 3,771
- Video Views: 173,204 - down 95.5%
- Engagements: 7,093 - down 53.4%
- Engagement Rate Per Impression: 4.1% - up 935%

YouTube - VisitDaytonaBeach

- Subscribers: 1,041 - gained 11
- Impressions: 14,964 - down 12.9%
- Video Views: 59,771 - down 0.9%
- New Viewers: 28,364 - down 24.1%
- Click-Thru Rate: 4.5% - up 9.8%

Pinterest - DiscoverDaytonaBeach

- Pins: 0
- Audience: 429 - lost 13

Facebook Top Posts

Daytona Beach Area Conv...
Sat 6/7/2025 3:04 pm EDT

🎉 Celebrate Independence Day weekend in Daytona Beach! Get ready to enjoy: 🎆 Oceanfront fireworks 🎸 Free...

Total Engagements	9,678
Reactions	8,079
Comments	139
Shares	218
Post Link Clicks	25
Other Post Clicks	1,217

Boosted

Daytona Beach Area Conv...
Mon 6/16/2025 6:54 am EDT

🚌 Hop aboard the Ormond Beach Historic Bus Tour and explore an array of historic sites in a two-hour ride, includin...

Total Engagements	7,099
Reactions	6,010
Comments	76
Shares	114
Post Link Clicks	34
Other Post Clicks	865

Boosted

Daytona Beach Area Conv...
Fri 6/20/2025 11:35 am EDT

🍽️ Get ready for a flavor parade at the International Food Fest, happening Sunday, June 22, from 12–6 PM at City...

Total Engagements	6,983
Reactions	4,201
Comments	39
Shares	73
Post Link Clicks	216
Other Post Clicks	2,454

Boosted

Daytona Beach Area Conv...
Tue 6/17/2025 12:13 pm EDT

Tap into the stories that shaped Florida's historic Central East coast. Visit these national historic landmarks and places...

Total Engagements	6,654
Reactions	5,794
Comments	49
Shares	135
Post Link Clicks	15
Other Post Clicks	661

Boosted

Daytona Beach Area Conv...
Tue 6/3/2025 1:00 pm EDT

Describe your perfect Daytona Beach day in five words or less. 🤩 Drop your comments below. 💬 👇 ...

Total Engagements	5,756
Reactions	5,242
Comments	93
Shares	70
Post Link Clicks	—
Other Post Clicks	351

Boosted

Facebook Top Viewed Videos

Daytona Beach Area Conv...
Thu 6/12/2025 1:19 pm EDT

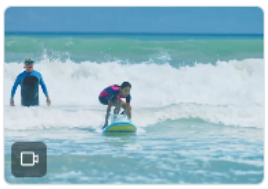
✨ Friday and Saturday summer nights just hit different in Daytona Beach. Head to the iconic oceanfront Bandshell both...

Video Views	47,078

Boosted

Daytona Beach Area Conv...
Mon 6/30/2025 6:46 am EDT

🌊 Ready to make waves in Daytona Beach? Whether you're catching your first 🏄 surf break, cruising on a jet ski or ...



Video Views	31,957

Boosted

Daytona Beach Area Conv...
Wed 6/25/2025 11:50 am EDT

⛳ PopStroke Daytona Beach is the ultimate hangout spot for mini-golf lovers, foodies, and families alike....

Video Views	25,747

Boosted

Daytona Beach Area Conv...
Thu 6/26/2025 1:22 pm EDT

Ready for 🌅 sunset serenades and cool coastal vibes? Here's a roundup of 12 Daytona Beach area restaurants and...

Video Views	22,938

Boosted

Daytona Beach Area Conv...
Tue 6/10/2025 1:02 pm EDT

🚐 🎧 Pack the snacks, cue the playlist, and hit the road—the Daytona Beach area is calling! Buckle up and take the...

Video Views	21,040

Boosted

Instagram Top Posts

discoverdaytonabeach
Mon 6/2/2025 3:00 pm EDT

We agree! 📸 by @enjoyfl: Unplug, relax and rejuvenate with a visit to beautiful Daytona Beach. With an expansive...

Total Engagements	480
Likes	421
Comments	10
Shares	34
Saves	15

discoverdaytonabeach
Sat 6/7/2025 9:15 am EDT

We agree! The Daytona Aquarium makes a great day trip! And, we can't wait for the grand opening later this year of its...

Total Engagements	253
Likes	138
Comments	1
Shares	73
Saves	41

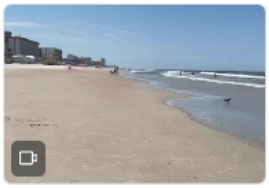
discoverdaytonabeach
Wed 6/11/2025 2:40 pm EDT

Happy Wave Wednesday 🌊 Today marks the Daytona Beach Main Street Pier's 100th Anniversary! #lovedaytonabeach...

Total Engagements	121
Likes	111
Comments	4
Shares	3
Saves	3

discoverdaytonabeach
Wed 6/25/2025 3:55 pm EDT

Wave Wednesday 🌊 #lovedaytonabeach 🏄



Total Engagements	118
Likes	108
Comments	2
Shares	8
Saves	0

discoverdaytonabeach
Wed 6/18/2025 6:08 am EDT

Wave Wednesday 🌊🌅 #lovedaytonabeach 🏄

Total Engagements	95
Likes	85
Comments	1
Shares	9
Saves	0

Instagram Top Viewed Videos

discoverdaytonabeach
Sat 6/7/2025 9:15 am EDT

We agree! The Daytona Aquarium makes a great day trip! And, we can't wait for the grand opening later this year of its...

Reels Video Views	4,017

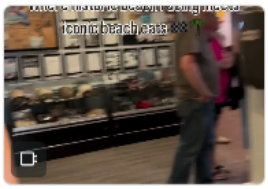
discoverdaytonabeach
Wed 6/25/2025 4:18 pm EDT

⛳ PopStroke Daytona Beach is the ultimate hangout spot for mini-golf lovers, foodies, and families alike....

Reels Video Views	2,863

discoverdaytonabeach
Mon 6/9/2025 1:43 pm EDT

👀 Looking for delicious 🦞 seafood, scenic 🌅 ocean views and lots of 🏁 racing history? This is your new fave pla...



Reels Video Views	2,320

discoverdaytonabeach
Wed 6/18/2025 5:18 pm EDT

Yasss! 🙌 📸 by @accessatl: ☀️GETAWAY TO DAYTONA BEACH, FL: PART 2☀️ Get ready for all of the sun kissed vibes!🌊 ...

Reels Video Views	1,966

discoverdaytonabeach
Sat 6/14/2025 5:52 pm EDT

✋ Raise your hand if you've tried Buffalo Fried Deviled Eggs! 📸 by @mffdaytona: Crispy on the outside, creamy on the...

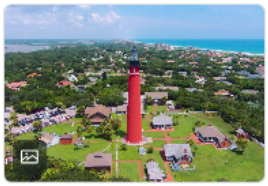
Reels Video Views	1,903

DAYTONA BEACH®

Top X Posts

@DaytonaBeachFun
Tue 6/17/2025 12:00 pm EDT

Tap into the stories that shaped Florida's historic Central East coast. Visit these national historic landmarks and places...



Total Engagements	26
Likes	6
@Replies	1
Reposts	3
Post Link Clicks	1
Other Post Clicks	15
Other Engagements	0

@DaytonaBeachFun
Mon 6/23/2025 1:38 pm EDT

Grab your peanuts and Cracker Jacks and head to "The Jack" to watch the home team, the Daytona Tortugas, a proud, Single-A affiliate of the Cincinnati Reds. View the 2025 game schedule here:

Total Engagements	5
Likes	0
@Replies	0
Reposts	1
Post Link Clicks	4
Other Post Clicks	0
Other Engagements	0

@DaytonaBeachFun
Mon 6/2/2025 1:56 pm EDT

Don't miss the Riverfront Market on June 6 from 5–9 PM in charming downtown Daytona Beach. Shop local, enjoy live...

Total Engagements	4
Likes	1
@Replies	0
Reposts	1
Post Link Clicks	0
Other Post Clicks	2
Other Engagements	0

@DaytonaBeachFun
Sat 6/28/2025 5:11 pm EDT

✨ Feeling lucky? Register to win a four-night stay at the Hard Rock Hotel Daytona Beach today! Go to:...

Total Engagements	3
Likes	0
@Replies	0
Reposts	1
Post Link Clicks	1
Other Post Clicks	1
Other Engagements	0

@DaytonaBeachFun
Sun 6/22/2025 3:30 pm EDT

🟠 Heading to the Daytona Beach area for a family getaway? Check out this blog for ideas on how to have a fun, sun-soaked vacay without breaking your budget: bit.ly/3pI6o4K #LoveDaytonaBeach

Total Engagements	3
Likes	0
@Replies	0
Reposts	0
Post Link Clicks	3
Other Post Clicks	0
Other Engagements	0

Top Threads Posts

discoverdaytonabeach
Tue 6/24/2025 11:56 am EDT

🏖️ Dreaming of your next beach escape? Get the inside scoop on all things Daytona Beach delivered straight to you...

Total Engagements	3
Likes	3
Replies	0
Shares	0

discoverdaytonabeach
Sat 6/28/2025 5:11 pm EDT

✨ Feeling lucky? Register to win a four-night stay at the Hard Rock Hotel Daytona Beach today! Go to:...

Total Engagements	2
Likes	2
Replies	0
Shares	0

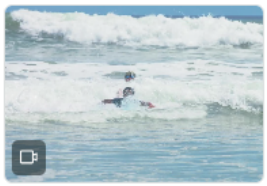
discoverdaytonabeach
Tue 6/17/2025 12:17 pm EDT

Tap into the stories that shaped Florida's historic Central East coast. Visit these national historic landmarks and places...

Total Engagements	2
Likes	2
Replies	0
Shares	0

discoverdaytonabeach
Mon 6/30/2025 1:34 pm EDT

🌊 Ready to make waves in Daytona Beach? Whether you're catching your first 🏄 surf break, cruising on a jet ski or ...



Total Engagements	1
Likes	1
Replies	0
Shares	0

discoverdaytonabeach
Sun 6/29/2025 3:58 pm EDT

Need some inspo while planning your Daytona Beach getaway? 🚌 WATCH THIS: https://bit.ly/4eawpPi LoveDaytonaBeach🏖️ #LoveFL🟠

Total Engagements	1
Likes	1
Replies	0
Shares	0

DAYTONA BEACH®

Top TikTok Posts

discoverdaytonabeach
Sat 6/7/2025 9:15 am EDT

We agree! The Daytona Aquarium makes a great day trip! And, we can't wait for the grand opening later this year of its...

Total Engagements	30
Likes	22
Comments	1
Shares	7

discoverdaytonabeach
Mon 6/9/2025 1:43 pm EDT

👀 Looking for delicious 🍯 seafood, scenic 🌅 ocean views and lots of 🏁 racing history? This is your new fave pla...

Total Engagements	20
Likes	16
Comments	0
Shares	4

discoverdaytonabeach
Wed 6/25/2025 7:46 pm EDT

⛳ PopStroke Daytona Beach is the ultimate hangout spot for mini-golf lovers, foodies, and families alike....

Total Engagements	12
Likes	9
Comments	0
Shares	3

discoverdaytonabeach
Thu 6/12/2025 8:10 pm EDT

✨ Friday and Saturday summer nights just hit different in Daytona Beach. Head to the iconic oceanfront Bandshell both...

Total Engagements	7
Likes	7
Comments	0
Shares	0

discoverdaytonabeach
Tue 6/10/2025 7:46 pm EDT

🚗💨 Pack the snacks, cue the playlist, and hit the road—the Daytona Beach area is calling! Buckle up and take the...

Total Engagements	5
Likes	5
Comments	0
Shares	0

TikTok Top Viewed Videos

discoverdaytonabeach
Mon 6/9/2025 1:43 pm EDT

👀 Looking for delicious 🍯 seafood, scenic 🌅 ocean views and lots of 🏁 racing history? This is your new fave pla...

Total Video Views	798
Follow Video Views	63
For You Video Views	506
Hashtag Video Views	—
Business Account Video Views	105
Others Video Views	16
Search Video Views	106
Sound Video Views	0
Unspecified Video Views	2

discoverdaytonabeach
Sat 6/7/2025 9:15 am EDT

We agree! The Daytona Aquarium makes a great day trip! And, we can't wait for the grand opening later this year of its...

Total Video Views	609
Follow Video Views	31
For You Video Views	390
Hashtag Video Views	—
Business Account Video Views	133
Others Video Views	21
Search Video Views	32
Sound Video Views	0
Unspecified Video Views	2

discoverdaytonabeach
Tue 6/10/2025 7:46 pm EDT

🚗💨 Pack the snacks, cue the playlist, and hit the road—the Daytona Beach area is calling! Buckle up and take the...

Total Video Views	381
Follow Video Views	11
For You Video Views	166
Hashtag Video Views	—
Business Account Video Views	94
Others Video Views	9
Search Video Views	98
Sound Video Views	0
Unspecified Video Views	3

discoverdaytonabeach
Thu 6/12/2025 8:10 pm EDT

✨ Friday and Saturday summer nights just hit different in Daytona Beach. Head to the iconic oceanfront Bandshell both...

Total Video Views	354
Follow Video Views	10
For You Video Views	169
Hashtag Video Views	—
Business Account Video Views	85
Others Video Views	4
Search Video Views	82
Sound Video Views	0
Unspecified Video Views	4

discoverdaytonabeach
Wed 6/25/2025 7:46 pm EDT

⛳ PopStroke Daytona Beach is the ultimate hangout spot for mini-golf lovers, foodies, and families alike....

Total Video Views	341
Follow Video Views	11
For You Video Views	190
Hashtag Video Views	—
Business Account Video Views	23
Others Video Views	10
Search Video Views	104
Sound Video Views	0
Unspecified Video Views	3

eNewsletters & Blog Report

eNewsletter Performance Overview

Total Sends	Open Rate	Click Rate	Unsubscribe Rate
549,967	3.9%	.38%	.14%
-60.6%	-8.2%	-20.8%	-31.6%

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/5-hot-reasons-to-visit-daytona-beach-on-july-4th-weekend	1956	1630	1524	69.29447853	326
/blog/post/new-experiences-coming-to-daytona-beach-this-summer	588	556	526	33.6377551	39
/blog/post/fun-free-things-to-do-in-daytona-beach	551	483	409	69.81669691	84
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	433	396	375	49.46420323	12
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	331	275	301	44.96978852	4
/blog/post/beach-bars-with-live-music-in-daytona-beach	329	279	224	88.54407295	190
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	298	263	213	88.32214765	97
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	284	225	178	49.46126761	21
/blog/post/daytona-beach-highlighted-in-f1-the-movie	279	244	224	21.64874552	4
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	156	134	114	57.21794872	31
/blog/post/6-cool-ways-to-spoil-dad-on-fathers-day-in-daytona-beach	153	137	110	63.05228758	50
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	147	129	105	74.29251701	30
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	142	120	109	91.79577465	10
/blog/post/places-to-putt-around-in-daytona-beach	128	110	92	70.1640625	28
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	123	112	110	41.24390244	31
/blog/post/big-events-for-the-daytona-beach-area	114	104	96	56.35087719	15
/blog/post/hidden-gems-to-explore-in-the-daytona-beach-area	111	94	79	38.87387387	11
/blog/post/5-things-to-know-about-going-to-a-daytona-tortugas-game-at-jackie-robinson-ballpark	94	82	70	42.23404255	8
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	91	81	59	87.06593407	41
/blog/post/top-6-places-to-watch-the-sunrise-in-daytona-beach	89	73	63	57.7752809	6

YouTube & Website Video Reports

YouTube - Top 10 Video Analytics

Content	Duration	Publish date	Impressions	Impressions click-through rate	Views		Average view duration	Watch time (hours)	
Total			**14,964**	**4.5%**	**59,771**		**0:21**	**360.5**	
Are you ready for the best family beach vacation? Noth...	0:16		220	1.4%	30,227	50.6%	0:15	126.5	35.1%
Bike on Daytona Beach FL: Explore Florida's Most Fam...	0:31		37	2.7%	7,160	12.0%	0:52	103.7	28.8%
Looking for things to do in Daytona Beach, FL? You'd b...	0:16		590	1.5%	15,867	26.6%	0:15	66.3	18.4%
Find things to do with kids in Daytona Beach, the best ...	0:31		260	6.5%	2,254	3.8%	0:30	18.9	5.3%
10000 steps a day with a view at Daytona Beach FL.	0:31		74	2.7%	1,662	2.8%	0:30	13.9	3.9%
Daytona Beach, FL: Your Next Family Road Trip Destina...	0:39		106	3.8%	434	0.7%	0:28	3.4	0.9%
ONE DAYTONA - the Newest Entertainment Complex in...	2:01		311	4.5%	88	0.2%	1:13	1.8	0.5%
Mary McLeod Bethune Home - Step into a Remarkable ...	2:01		64	14.1%	65	0.1%	1:26	1.6	0.4%
Here are the Top 30 things to do in Daytona Beach, FL.	1:05		129	10.9%	138	0.2%	0:34	1.3	0.4%
Daytona Flea & Farmers Market in Daytona Beach, Flori...	1:19		183	3.3%	73	0.1%	1:01	1.2	0.3%

Videos on DaytonaBeach.com - Top 10 Video Analytics

Name	Views	Impressions	Third-party impressions	Unique impressions	Unique viewers	Total time watched
Report Total	127,350	478,026	274,001	139,562	49,349	391:56:10
First Surf Lesson - Daytona Beach Oct 16, 2024	42,576	144,322	0	39,906	18,945	130:21:20
The Arrival - Daytona Beach (:15) Oct 16, 2024	41,879	168,765	0	42,521	18,051	122:02:09
Daytona Beach Nightlife Oct 16, 2024	41,824	149,756	0	31,205	14,952	128:20:12
Main Street Pier and Sunglow Pier ... Nov 14, 2019	882	7,834	0	1,437	372	09:53:11
Discover Daytona Beach: History ... Nov 8, 2019	43	1,288	0	299	29	00:17:07
2024 Coke Zero Sugar 400 Aug 14, 2024	39	1,385	0	305	20	00:11:57
Southeast Museum Of Photograph... Jan 6, 2020	30	1,098	0	253	18	00:10:04
Eco Adventures in Daytona Beach,... Jan 13, 2020	27	479	0	87	15	00:21:36
Daytona Beach_ Concerts at The ... Apr 29, 2025	14	18	0	5	5	00:07:59
2022 _ Welcome to Rockville _ Nin... Apr 30, 2025	8	11	0	2	2	00:01:39