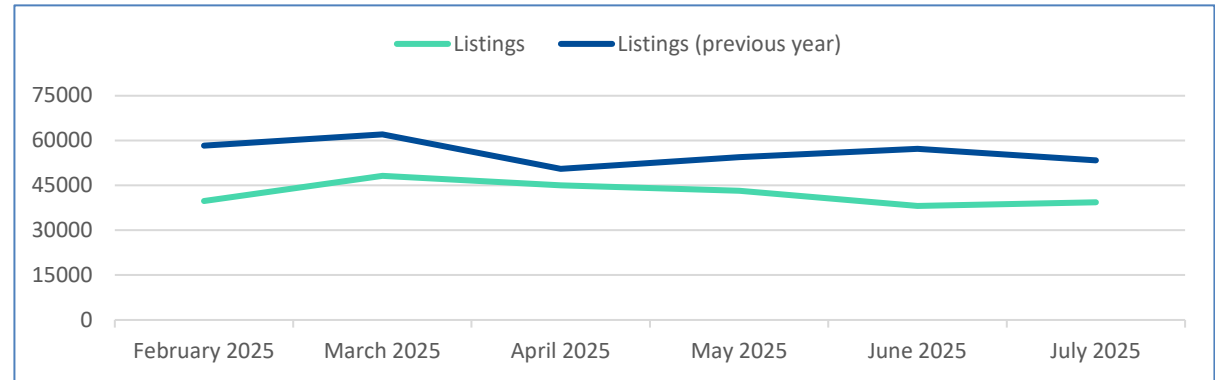
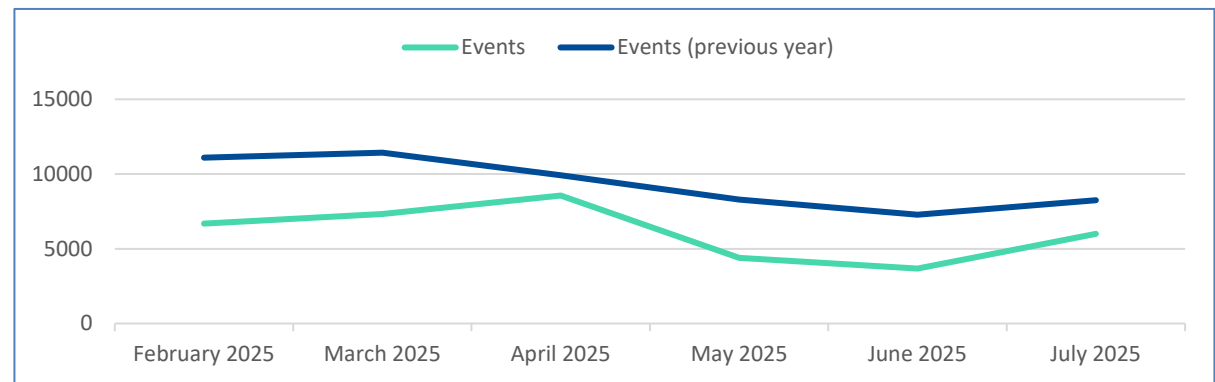


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

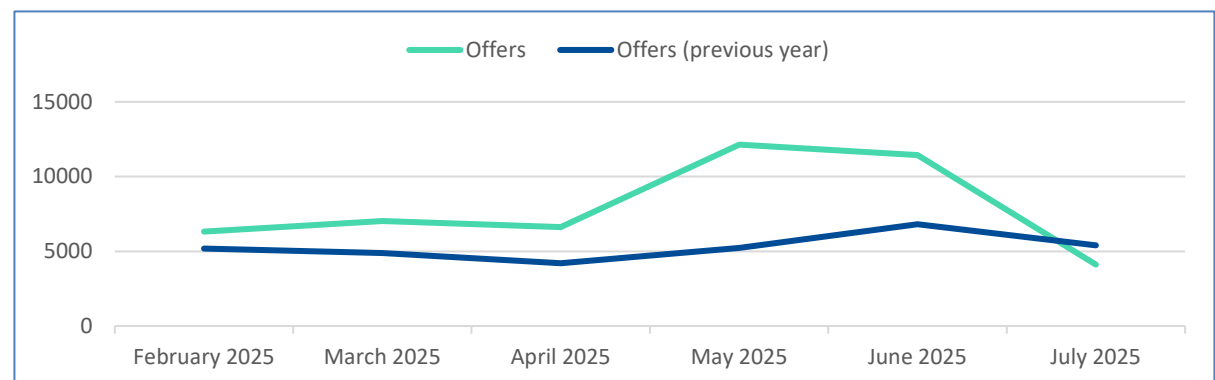
Month	Listings Clicks	Previous Year	%YoY
July 2025	39,389	53,400	-26.2%
June 2025	38,140	57,232	-33.4%
May 2025	43,201	54,443	-20.6%
April 2025	45,087	50,546	-10.8%
March 2025	48,206	62,074	-22.3%
February 2025	39,818	58,296	-31.7%



Month	Events Clicks*	Previous Year	%YoY
July 2025	6,002	8,244	-27.2%
June 2025	3,677	7,279	-49.5%
May 2025	4,393	8,296	-47.0%
April 2025	8,561	9,927	-13.8%
March 2025	7,317	11,430	-36.0%
February 2025	6,695	11,097	-39.7%



Month	Offers Clicks*	Previous Year	%YoY
July 2025	4,108	5,390	-23.8%
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%



* 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 | July 2025

Top 10 Pages	Pageviews
/Things-to-Do/Top-10-Reasons-to-Visit	246,209
/Blog/Post/Brazilians-Love-These-Local-Attractions-and-Hotel-Deals	126,319
/Places-to-Stay/Hotel-Deals	124,675
Homepage	66,940
/Brazil	63,917
/Events/All-Events	60,547
/Plan/Travel-Resources/Visitors-Guide	48,454
/Things-to-Do/With-Kids	40,647
/RoadTrip	39,326
/Florida-Resident-Deals	35,088

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,654
Daytona Beach Boardwalk & Pier	435
Marine Science Center	337
Screamer's Park	293
Urban Air Trampoline & Adventure Park	168
Build a Beach Day	155
D&D Blacklight Mini Golf	154
Splatzz	141
Angell & Phelps Chocolate Factory	132
K1 Speed Daytona	132

Top Viewed Events	Views
Saturday Night Concerts at the Bandshell	12,744
Biketoberfest®	12,243
Friday Night Concerts at the Bandshell	6,708
Coke Zero Sugar 400	4,309
Jeep Beach	2,157
Main Street Rum Fest	1,780
Independence Day Celebration (Ormond Beach)	1,588
Daytona Tortugas Baseball Games 2025 Season	1,279
Daytona Beach Bike Week	988
4 th of July Spectacular (Port Orange)	896

Dining	Listing Clicks
Dine and Cruise – Dinner and River Cruise	823
The Turn	247
Polynesian Fire Luau	216
Top of Daytona	141
Ocean Deck Restaurant & Beach Club	138
Joe's Crab Shack Daytona Beach	123
Millie's Restaurant & Catering	115
H2O Daytona Bar & Grill	114
The Roof Daytona Beach Pier	114
Crabby's Oceanside	111

Partner Referrals | July 2025

Shopping	Listing Clicks
Ocean Walk Shoppes	203
Volusia Mall	118
Tanger-Daytona Beach	112
Riverfront Shops of Daytona Beach	90
Daytona Flea & Farmers Market	82
ONE DAYTONA	81
DeLand Flea Market	71
Daytona 2000	64
All Aboard Flea & Farmers Market	64
Volusia County Farmers' Market	56

Golf Courses	Listing Clicks
Riviera Country Club	146
LPGA International	66
Daytona Beach Golf Club	51
Pelican Bay Golf Club	32
Oceans Golf Club	32
The Club at Venetian Bay	31
Cypress Head Golf Club	29
Spruce Creek Country Club	28
Hidden Lakes Golf Club	26
New Smyrna Golf Club	26

Top Offers	Views/Clicks
Daytona Aquarium & Rainforest Adventure \$2 off Florida Resident!	409 / 52
Max Beach Resort Rockin' Waves Room Package	229 / 22
Hilton Daytona Beach Oceanfront Resort Up to 20% off for FL/GA/NC/SC Residents!	177 / 18
Hard Rock Hotel Daytona Beach Georgia Residents Save 20% Plus get \$50 Resort Credit	176 / 7
Daytona Lagoon Premier Water Park Save \$20 on a Day of Fun!	167 / 39
Daytona Lagoon Premier Water Park All You Can Eat - \$19.99	135 / 7
Hilton Daytona Beach Oceanfront Resort Coke Zero Sugar 400: Sunday Night for 400 Quarters	117 / 11
Backwater Provisions Co. Fishing Rod Rentals	114 / 2
Grand Seas Resort by Exploria Hotels Florida & Georgia Resident Rate: Save up to 20% Off	109 / 23
Royal Floridian Resort Florida Resident Special 15% off	103 / 57

Parks	Listing Clicks
Sun Splash Park	169
Andy Romano Beachfront Park	105
Blue Spring State Park	85
Breakers Oceanfront Park	71
Lighthouse Point Park	58
27 th Avenue Park	54
Frank Rendon Park	41
Flagler Avenue Park	38
North Peninsula State Park	33
Riverfront Esplanade	31