

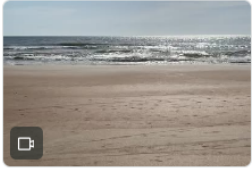
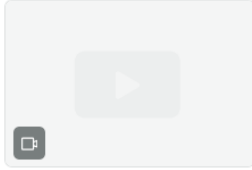


July 2026
End of Month Reports
Social - eNewsletters - Blogs

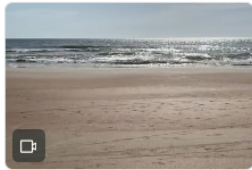
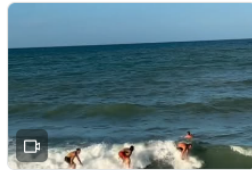
Social Media Summary

Facebook - DaytonaBeach				
	Jul 26	Jul 25	v. June 2026	v. July 2025
Published Posts	43	45		
Followers	839,809	618,612	+16,875	+221,197
Impressions - Organic	698,729	504,160	24.4%	38.6%
Impressions - Paid	22,599,563	21,175,782	8.7%	6.7%
Engagements - Organic	48,423	39,754	-39.6%	21.8%
Engagements - Paid	666,261	624,532	459.0%	6.7%
Engagement Rate Per Impression - Organic	6.9%	7.9%	-51.7%	-12.7%
Engagement Rate Per Impression - Paid	2.9%	2.9%	383.3%	0.0%
Instagram - DiscoverDaytonaBeach				
	Jul 26	Jul 25	v. June 2026	v. July 2025
Published Posts	52	38		
Followers	39,579	31,936	+781	+7,643
Views - Organic	95,412	64,095	-29.4%	48.9%
Views - Paid	1,297,570	1,909,160	-76.5%	-32.0%
Engagements - Organic	2,715	3,065	0.9%	-11.4%
Engagements - Paid	7,991	129,731	-57.8%	-93.8%
Engagement Rate Per Impression - Organic	2.8%	4.8%	40.0%	-41.7%
Engagement Rate Per Impression - Paid	0.6%	6.8%	100.0%	-91.2%
Threads - DiscoverDaytonaBeach				
	Jul 26	Jul 25	v. June 2026	v. July 2025
Published Posts	29	15		
Followers	5,197	4,680	+37	+517
Views	1,578	583	-42.7%	170.7%
Engagements	112	19	-65.3%	489.5%
X - DaytonaBeachFun				
	Jul 26	Jul 25	v. June 2026	v. July 2025
Published Posts	27	7		
Followers	11,716	11,794		
Impressions	4,910	1,709	0.6%	187.3%
Engagements	191	97	-9.9%	96.9%
Engagement Rate Per Impression	3.9%	5.7%	-9.3%	-31.6%
TikTok - DiscoverDaytonaBeach				
	Jul 26	Jul 25	v. June 2026	v. July 2025
Published Posts	10	18		
Followers	133,835	56,352		
Impressions	7,192,505	2,587,609	29.0%	178.0%
Engagements	51,685	17,533	92.4%	194.8%
Engagement Rate Per Impression	0.7%	0.7%	40.0%	0.0%
YouTube - VisitDaytonaBeach				
	Jul 26	Jul 25	v. June 2026	v. July 2025
Subscribers	1,123	1,043	+12	+80
Impressions	19,079	18,384	6.2%	3.8%
Video Views	511,390	83,267	2.2%	514.2%
New Viewers	6,608	49,757	-21.8%	-86.7%
Click-Thru Rate	3.8%	3.5%	8.6%	8.6%
Pinterest - DiscoverDaytonaBeach				
	Jul 26	Jul 25	v. June 2026	v. July 2025
Audience	461	437	+3	+24

Facebook Top Posts

Daytona Beach Area C... Wed 7/1/2026 12:48 pm EDT July is packed with plenty of reasons to visit the Daytona Beach area. Come and enjoy free seaside concerts and fireworks...  Engagements 2,584 Reactions 577 Comments 10 Shares 121 Post Link Clicks 308 Other Post Clicks 1,568	Daytona Beach Area C... Thu 7/9/2026 2:08 pm EDT Summer weekends sound better in Daytona Beach! Catch FREE, live concerts every Friday evening at the oceanfront...  Engagements 1,446 Reactions 544 Comments 38 Shares 99 Post Link Clicks 159 Other Post Clicks 606	Daytona Beach Area C... Wed 7/22/2026 9:35 am EDT Wave Wednesday  Engagements 1,320 Reactions 534 Comments 27 Shares 35 Post Link Clicks 10 Other Post Clicks 714 Boosted	Daytona Beach Area C... Tue 7/7/2026 3:35 pm EDT Happy #WorldChocolateDay! Indulge your sweet tooth at Angell & Phelps Chocolate Factory on Beach Street in...  Engagements 1,254 Reactions 679 Comments 53 Shares 78 Post Link Clicks 17 Other Post Clicks 427	Daytona Beach Area C... Wed 7/1/2026 2:58 pm EDT Wave Wednesday  Engagements 1,199 Reactions 389 Comments 31 Shares 35 Post Link Clicks 3 Other Post Clicks 741
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Facebook Top Viewed Videos

Daytona Beach Area C... Fri 7/31/2026 3:30 pm EDT Ready for a change of scenery? Daytona Beach is just a drive away, with sunny beaches, exciting attractions and...  Video Views 120,272	Daytona Beach Area C... Fri 7/31/2026 3:30 pm EDT Your Daytona Beach getaway is just one nonstop flight away. Fly directly to DAB and start enjoying the beach sooner.  Video Views 114,685	Daytona Beach Area C... Wed 7/22/2026 9:35 am EDT Wave Wednesday  Video Views 89,935 Boosted	Daytona Beach Area C... Wed 7/1/2026 12:48 pm EDT July is packed with plenty of reasons to visit the Daytona Beach area. Come and enjoy free seaside concerts and fireworks...  Video Views 24,197	Daytona Beach Area C... Thu 7/2/2026 3:00 pm EDT by seemanvoyage: Sharing waves, making memories, and keeping the stok...  Video Views 18,346
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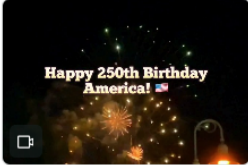
Instagram Top Posts

 discoverdaytonabeach Wed 7/1/2026 4:55 pm EDT July is packed with plenty of reasons to visit the Daytona Beach area. Come and enjoy free seaside concerts and fireworks...  Engagements 288 Likes 144 Comments 4 Shares 101 Saves 39	 discoverdaytonabeach Fri 7/10/2026 8:51 am EDT Nothing says summer like a night at the ballpark!  Engagements 141 Likes 132 Comments 3 Shares 6 Saves 0	 discoverdaytonabeach Fri 7/3/2026 4:24 pm EDT Happy Birthday, Daytona Beach! 🎂 It all started in July 1876, when the...  Engagements 122 Likes 92 Comments 2 Shares 24 Saves 4	 discoverdaytonabeach Wed 7/29/2026 3:35 pm EDT Wave Wednesday 🌊 #lovedaytonabeach 📍  Engagements 103 Likes 90 Comments 0 Shares 13 Saves 0	 discoverdaytonabeach Sun 7/5/2026 10:19 pm EDT Retail therapy looks good on you! From big-name brands to can't-miss deals, Tanger Daytona Beach is the perfect plac...  Engagements 94 Likes 76 Comments 1 Shares 11 Saves 6
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Instagram Top Viewed Videos

 discoverdaytonabeach Wed 7/1/2026 4:55 pm EDT July is packed with plenty of reasons to visit the Daytona Beach area. Come and enjoy free seaside concerts and fireworks...  Reels Video Views 5,533	 discoverdaytonabeach Fri 7/3/2026 4:24 pm EDT Happy Birthday, Daytona Beach! 🎂 It all started in July 1876, when the...  Reels Video Views 3,008	 discoverdaytonabeach Thu 7/2/2026 12:52 am EDT by @seemanvoyage: There's a place I keep coming back to....  Reels Video Views 2,943	 discoverdaytonabeach Sun 7/5/2026 10:19 pm EDT Retail therapy looks good on you! From big-name brands to can't-miss deals, Tanger Daytona Beach is the perfect plac...  Reels Video Views 2,549	 discoverdaytonabeach Wed 7/29/2026 3:35 pm EDT Wave Wednesday 🌊 #lovedaytonabeach 📍  Reels Video Views 2,061
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X Top Posts

@DaytonaBeachFun Thu 7/2/2026 8:00 pm EDT Stars, stripes and seaside vibes! Celebrate the Fourth of July in Daytona Beach with spectacular fireworks over the Atlantic, patriotic festivities and plenty of beach time. 🇺🇸 Read this blog for details: bit.ly/3PXbCah Engagements 22 Likes 2 @Replies 0 Shares 1 Post Link Clicks 10 Other Post Clicks 9 Other Engagements 0	@DaytonaBeachFun Mon 7/20/2026 2:00 pm EDT Ready, set, row! 🚣‍♀️ The 29th Annual Halifax Summer Regatta brings two exciting days of racing to the Halifax Riv...  Engagements 17 Likes 4 @Replies 0 Shares 2 Post Link Clicks 2 Other Post Clicks 6 Other Engagements 3	@DaytonaBeachFun Sat 7/4/2026 9:30 am EDT Happy Birthday, America! 🇺🇸 #America250 #LoveDaytonaBeach...  Engagements 17 Likes 11 @Replies 0 Shares 2 Post Link Clicks — Other Post Clicks 3 Other Engagements 1	@DaytonaBeachFun Thu 7/9/2026 6:15 pm EDT Summer weekends sound better in Daytona Beach! Catch FREE live concerts every Friday & Saturday at 7:15 pm at th...  Engagements 16 Likes 6 @Replies 1 Shares 1 Post Link Clicks 3 Other Post Clicks 4 Other Engagements 1	@DaytonaBeachFun Tue 7/28/2026 5:42 pm EDT When the lights come on, the action heats up! 🔥  Engagements 14 Likes 3 @Replies 0 Shares 3 Post Link Clicks 4 Other Post Clicks 2 Other Engagements 2
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X Top Video Views

@DaytonaBeachFun Sun 7/5/2026 8:06 pm EDT Retail therapy looks good on you! From big-name brands to can't-miss deals, Tanger Daytona Beach is the perfect plac...  Video Views 85	@DaytonaBeachFun Fri 7/3/2026 8:04 pm EDT Happy Birthday, Daytona Beach! 🎂 It all started in July 1876, and 150 years later we're still making waves with...  Video Views 83	@DaytonaBeachFun Fri 7/10/2026 8:50 am EDT Nothing says summer like a night at the ballpark!  Video Views 82	@DaytonaBeachFun Sun 7/26/2026 12:05 am EDT Happy Birthday, Daytona Beach! 🎂 On July 26, 1876, the town of Daytona was officially incorporated. Today, we celebra...  Video Views 78	@DaytonaBeachFun Sat 7/11/2026 4:00 pm EDT There's more than one way to make a splash in the Daytona Beach area! Beyond our famous beaches, you'll find paddle...  Video Views 71
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TikTok Top Posts

@ @discoverdaytonabeach Wed 7/1/2026 7:46 pm EDT July is packed with plenty of reasons to visit the Daytona Beach area. Come and enjoy free seaside concerts and fireworks...  Engagements 95 Likes 65 Comments 2 Shares 28	@ @discoverdaytonabeach Tue 7/7/2026 3:00 pm EDT Happy #WorldChocolateDay! Indulge your sweet tooth at Angell & Phelps Chocolate Factory on Beach Street in...  Engagements 82 Likes 61 Comments 4 Shares 17	@ @discoverdaytonabeach Sun 7/5/2026 12:35 am EDT Retail therapy looks good on you! From big-name brands to can't-miss deals, Tanger Daytona Beach is the perfect plac...  Engagements 69 Likes 59 Comments 3 Shares 7	@ @discoverdaytonabeach Sat 7/25/2026 1:30 am EDT Some of the best summer memories happen after the sun sets. From live music and Boardwalk games to fireworks over...  Engagements 65 Likes 60 Comments 2 Shares 3	@ @discoverdaytonabeach Fri 7/24/2026 8:31 am EDT Find your balance where the waves meet the shore. 🧘💙 Happy International Self-Care Day from the...  Engagements 34 Likes 17 Comments 1 Shares 16
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TikTok Top Viewed Videos

@ @discoverdaytonabeach Wed 7/1/2026 7:46 pm EDT July is packed with plenty of reasons to visit the Daytona Beach area. Come and enjoy free seaside concerts and fireworks...  Video Views 1,990 Follow Video Views 9 For You Video Views 853 Hashtag Video Views — Business Account Video Views 306 Others Video Views 27 Search Video Views 792 Sound Video Views 0 Unspecified Video Views 3	@ @discoverdaytonabeach Tue 7/7/2026 3:00 pm EDT Happy #WorldChocolateDay! Indulge your sweet tooth at Angell & Phelps Chocolate Factory on Beach Street in...  Video Views 1,064 Follow Video Views 25 For You Video Views 608 Hashtag Video Views — Business Account Video Views 310 Others Video Views 27 Search Video Views 91 Sound Video Views 0 Unspecified Video Views 3	@ @discoverdaytonabeach Sun 7/5/2026 12:35 am EDT Retail therapy looks good on you! From big-name brands to can't-miss deals, Tanger Daytona Beach is the perfect plac...  Video Views 913 Follow Video Views 17 For You Video Views 441 Hashtag Video Views — Business Account Video Views 310 Others Video Views 21 Search Video Views 121 Sound Video Views 0 Unspecified Video Views 3	@ @discoverdaytonabeach Fri 7/3/2026 5:18 pm EDT Happy Birthday, Daytona Beach! 🎂 It all started in July 1876, when the settlement officially incorporated as the...  Video Views 541 Follow Video Views 48 For You Video Views 173 Hashtag Video Views — Business Account Video Views 279 Others Video Views 4 Search Video Views 34 Sound Video Views 0 Unspecified Video Views 3	@ @discoverdaytonabeach Sat 7/4/2026 9:33 am EDT Happy Birthday, America! 🇺🇸 #America250 #LoveDaytonaBeach #DaytonaBeach  Video Views 531 Follow Video Views 10 For You Video Views 178 Hashtag Video Views — Business Account Video Views 305 Others Video Views 3 Search Video Views 32 Sound Video Views 0 Unspecified Video Views 3
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Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/celebrate-the-fourth-of-july-in-daytona-beach-fireworks-beach-america-250-festivities	777	674	569	149.6171804	71
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	490	439	394	132.650974	70
/blog/post/fun-free-things-to-do-in-daytona-beach	370	340	287	231.3391915	75
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-town-center	266	237	213	170.6892327	51
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	227	216	196	115.49835	40
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	184	151	115	223.625982	12
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	150	124	112	123.2201374	18
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	142	128	120	99.25760383	4
/blog/post/5-unique-restaurants-in-daytona-beach-you-need-to-experience	138	136	117	119.0098791	19
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	138	117	98	200.6204684	23
/blog/post/daytona-beachs-famous-natives-and-noteworthy-visitors	128	117	108	131.6487767	6
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	116	103	80	232.249166	33
/blog/post/beach-bars-with-live-music-in-daytona-beach	110	97	77	245.3023769	48
/blog/post/the-ins-and-outs-of-surf-fishing-in-daytona-beach	109	99	84	167.1964003	9
/blog/post/how-to-make-the-most-of-coke-zero-sugar-400-weekend-in-daytona-beach	107	106	100	62.97391945	4
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	99	84	74	220.6667088	8
/blog/post/where-to-play-stay-and-eat-with-pets-in-daytona-beach	95	79	66	134.0870989	22
/blog/post/big-events-for-the-daytona-beach-area	89	83	77	144.7224496	20
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	72	57	54	149.9628195	3
/blog/post/kid-friendly-activities-to-enjoy-in-daytona-beach	70	63	54	158.9224227	26

eNewsletters

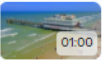
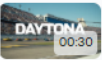
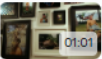
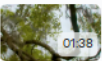
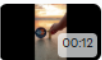
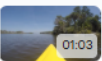
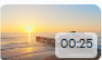
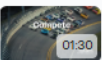
Total Sends	Open Rate	Click Rate	Unsubscribe Rate
432,631	4.2%	.28%	.12%
-58.6%	2.6%	13.7%	14.3%



YouTube - Top 10 Video Analytics

Content		⊕	New viewers ↓	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours)
Duration	Publish date							
☐	Total		6,608	19,079	3.8%	511,390	0:22	2,486.6
☐	 0:16 Are you ready for the best family beach vacation? ...		2,485	97	11.3%	157,077 30.7%	0:14	649.1 26.1%
☐	 0:16 What to Do in Daytona Beach at Night 🌃 Nightlife,...		1,187	291	3.1%	129,472 25.3%	0:15	536.5 21.6%
☐	 0:16 She'll Never Forget Her First Wave 🌊🌊 #Shorts ...		1,050	49	0%	134,279 26.3%	0:15	555.7 22.4%
☐	 0:39 Daytona Beach, FL: Your Next Family Road Trip De...		332	142	4.2%	373 0.1%	0:27	2.9 0.1%
☐	 0:31 The Ultimate Florida Family Road Trip Destination: ...		244	38	7.9%	43,889 8.6%	0:29	357.1 14.4%
☐	 0:31 From surfing lessons, white sand beaches, find ma...		202	59	5.1%	43,724 8.6%	0:29	358.4 14.4%
☐	 1:01 Fish, Dine & Explore! Daytona Beach's Iconic Main ...		65	191	10.0%	80 0.0%	0:42	0.9 0.0%
☐	 1:14 Unlimited Fun in Daytona Beach, Florida		64	37	5.4%	69 0.0%	0:51	1.0 0.0%
☐	 2:01 ONE DAYTONA - the Newest Entertainment Compl...		48	285	4.6%	56 0.0%	1:13	1.1 0.1%
☐	 2:01 Mary McLeod Bethune Home - Step into a Remark...		48	133	4.5%	56 0.0%	1:29	1.4 0.1%

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	854	30,231	121,934	5,139	815	08:20:33	00:00:35
☒  01:00 Main Street Pier and Sunglow ... Uploaded Nov 14, 2019	742	8,050	0	1,254	724	07:34:37	00:00:36
☒  00:30 2024 Coke Zero Sugar 400 Uploaded Aug 14, 2024	28	1,280	0	271	28	00:08:48	00:00:18
☒  00:58 Discover Daytona Beach: Hist... Uploaded Nov 8, 2019	21	896	1	156	21	00:07:25	00:00:21
☒  01:01 Southeast Museum Of Photog... Uploaded Jan 6, 2020	15	675	0	110	15	00:05:07	00:00:20
☒  01:38 Eco Adventures in Daytona Be... Uploaded Jan 13, 2020	14	946	0	134	14	00:09:38	00:00:41
☐  00:12 Daytona Beach is 150! Uploaded Jul 15, 2026	7	217	0	49	5	00:00:46	00:00:06
☐  01:03 Discover Daytona Beach: Kay... Uploaded Aug 6, 2020	5	94	0	10	5	00:03:21	00:00:40
☐  00:25 Famous for More Than You Thi... Uploaded Oct 7, 2025	5	8	0	2	5	00:01:38	00:00:19
☐  01:00 The Ultimate Daytona Beach T... Uploaded Feb 18, 2021	4	9	0	6	4	00:03:43	00:00:55
☐  01:30 Sports in Daytona Beach Uploaded Jan 22, 2026	4	9	1,234	2	4	00:02:36	00:00:39