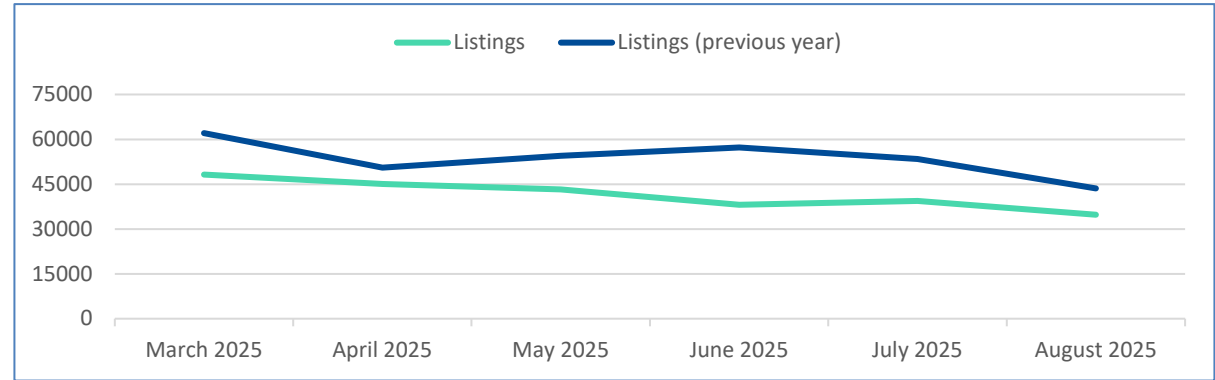
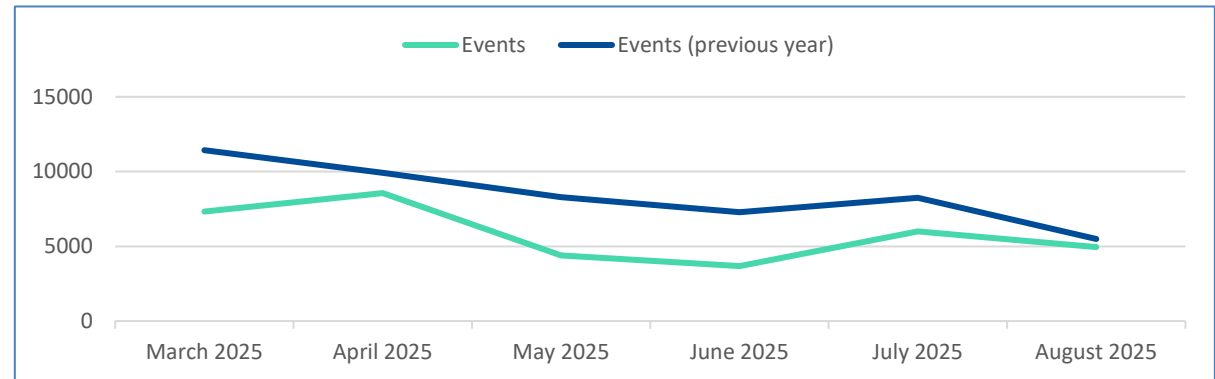


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

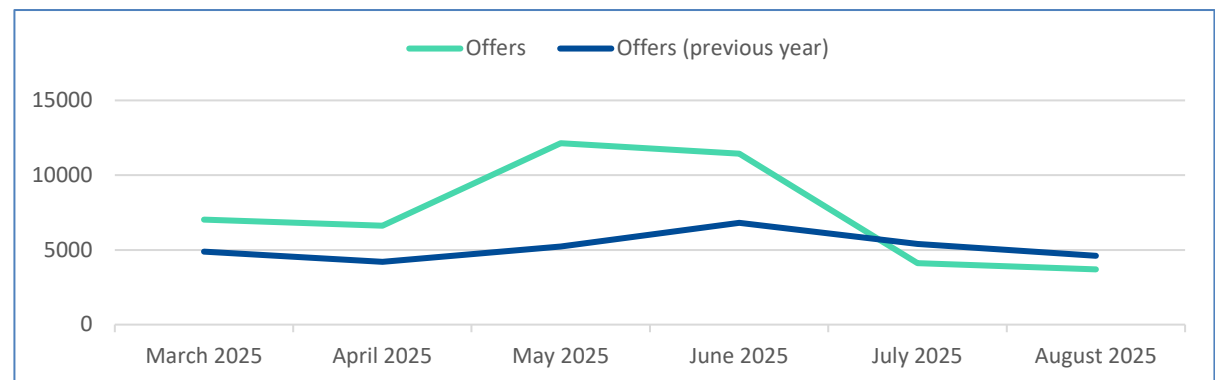
Month	Listings Clicks	Previous Year	%YoY
August 2025	34,776	43,577	-20.2%
July 2025	39,389	53,400	-26.2%
June 2025	38,140	57,232	-33.4%
May 2025	43,201	54,443	-20.6%
April 2025	45,087	50,546	-10.8%
March 2025	48,206	62,074	-22.3%



Month	Events Clicks*	Previous Year	%YoY
August 2025	4,944	5,491	-10.0%
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%



Month	Offers Clicks*	Previous Year	%YoY
August 2025	3,695	4,595	-19.6%
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%



* 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 | August 2025

Top 10 Pages (no events)	Pageviews
/Things-to-Do/Top-10-Reasons-to-Visit	308,796
/Blog/Post/Brazilians-Love-These-Local-Attractions-and-Hotel-Deals	187,319
/Places-to-Stay/Hotel-Deals	134,692
Homepage	75,877
/Plan/Travel-Resources/Visitors-Guide	64,533
/Things-to-Do/Beaches/Live-Web-Cam	51,214
/Events/All-Events	51,091
/Florida-Resident-Deals	47,227
/Things-to-Do/With-Kids	45,344
/Places-to-Stay/Hotels	37,645

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	1,896
Daytona Beach Boardwalk & Pier	809
Marine Science Center	384
Screamer's Park	343
Urban Air Trampoline & Adventure Park	282
Daytona Beach Racing & Card Club	222
Motorsports Hall of Fame of America	179
Daytona International Speedway	178
Ponce Inlet Lighthouse	177
PopStroke Daytona Beach	173

Top Viewed Events	Views
Biketoberfest®	50,436
Saturday Night Concerts at the Bandshell	9,511
Friday Night Concerts at the Bandshell	5,814
Coke Zero Sugar 400	4,771
Jeep Beach	3,036
National Reptile Breeders Expo	2,378
Daytona Beach Bike Week	2,321
Daytona Tortugas Baseball Games 2025 Season	1,097
Elite Tuner Car Show at the Ocean Center	839
Jimmy Hula's 2025 Down Under Country Music Fest	821

Dining	Listing Clicks
Dine and Cruise – Dinner and River Cruise	1,251
Polynesian Fire Luau	361
Hibachi Grill & Supreme Buffet	332
The Turn	288
Ocean Deck Restaurant & Beach Bar	272
Racing's North Turn Beach Bar & Grill	194
Millie's Restaurant & Catering	178
Top of Daytona	177
Joe's Crab Shack	148
Sessions Restaurant at Hard Rock Hotel Daytona Beach	139

Partner Referrals | August 2025

Shopping	Listing Clicks
Volusia Mall	326
Ocean Walk Shoppes	260
Daytona Flea & Farmers Market	256
Riverfront Shops of Daytona Beach	217
Teddy Morse's Daytona Harley-Davidson	192
Daytona 2000	188
Tanger-Daytona Beach	180
DeBary Farmers' Market	159
The Trails Shopping Center	151
DeLand Flea Market	149

Golf Courses	Listing Clicks
Riviera Country Club	216
LPGA International	60
Daytona Beach Golf Club	53
Pelican Bay Golf Club	40
The Club at Venetian Bay	37
Hidden Lakes Golf Club	27
Cypress Head Golf Club	25
New Smyrna Golf Club	22
Halifax Plantation Golf Club	21
Oceans Golf Club	21

Top Offers	Views/Clicks
Daytona Aquarium & Rainforest Adventure \$2 off Florida Resident!	325 / 93
Max Beach Resort Rockin' Waves Room Package	291 / 48
Hard Rock Hotel Daytona Beach Georgia Residents Save 20% Plus get \$50 Resort Credit	210 / 30
Daytona Lagoon Premier Water Park Save \$20 on a Day of Fun!	150 / 28
Tropical Manor on the Ocean Labor Day Getaways – Studios from \$146	144 / 4
Hilton Daytona Beach Oceanfront Resort Up to 20% off for FL/GA/NC/SC Residents!	137 / 17
Hilton Daytona Beach Oceanfront Resort Park, Eat & Play	123 / 12
Hard Rock Hotel Daytona Beach Florida Residents Save 20% Plus get \$50 Resort Credit	103 / 55
Backwater Provisions Co. Fishing Rod Rentals	78 / 11
Royal Floridian Resort Florida Resident Special 15% off	77 / 44

Parks	Listing Clicks
Sun Splash Park	330
Andy Romano Beachfront Park	303
Breakers Oceanfront Park	211
Blue Spring State Park	160
Manatee Island	137
Riverfront Esplanade	126
Riverwalk Park	114
27 th Avenue Park	101
Riverside Park of Holly Hill	100
Frank Rendon Park	85