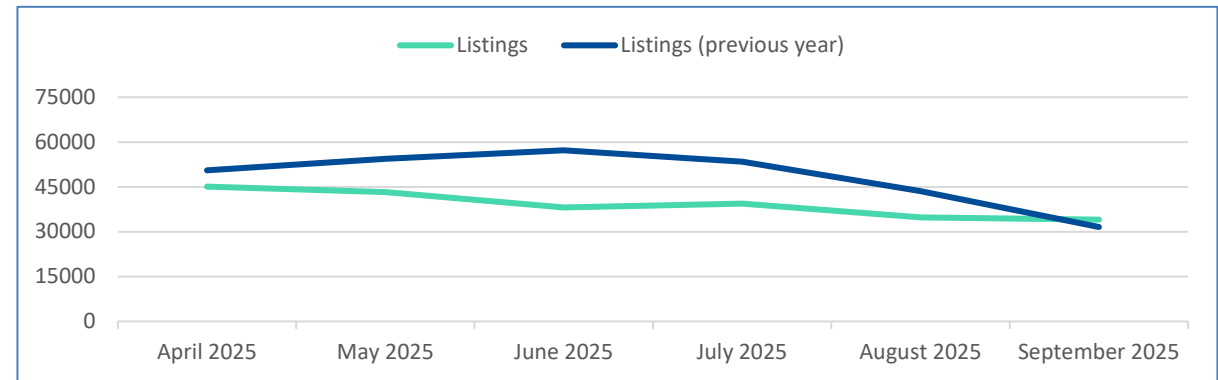
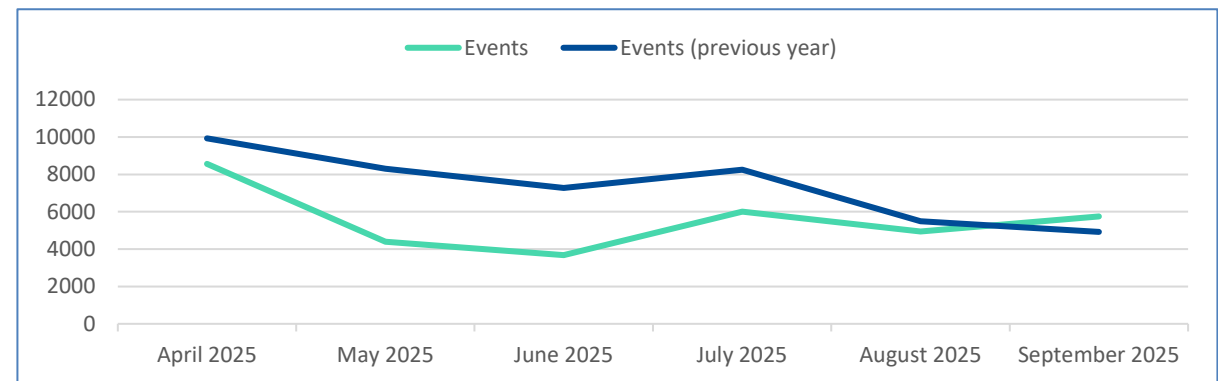


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

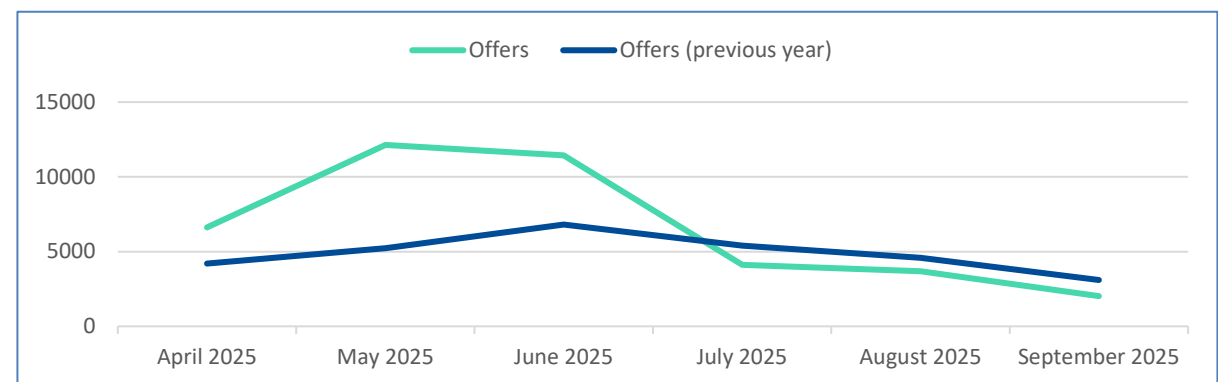
Month	Listings Clicks	Previous Year	%YoY
September 2025	34,035	31,579	7.8%
August 2025	34,776	43,577	-20.2%
July 2025	39,389	53,400	-26.2%
June 2025	38,140	57,232	-33.4%
May 2025	43,201	54,443	-20.6%
April 2025	45,087	50,546	-10.8%



Month	Events Clicks*	Previous Year	%YoY
September 2025	5,749	4,920	16.8%
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%



Month	Offers Clicks*	Previous Year	%YoY
September 2025	2,021	3,099	-34.8%
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%



\* 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 | September 2025

Top 10 Pages (no events)	Pageviews
/Things-to-Do/Top-10-Reasons-to-Visit	195,600
/Places-to-Stay/Hotel-Deals	103,858
/Plan/Travel-Resources/Visitors-Guide	55,323
/Things-to-Do/With-Kids	50,312
/Florida-Resident-Deals	50,134
/Events/All-Events	49,230
Homepage	33,173
/Things-to-Do/Beaches/Live-Web-Cam	32,673
/RoadTrip	22,624
/Places-to-Stay/Hotels	19,348

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	537
Daytona Beach Boardwalk & Pier	181
Marine Science Center	168
Screamer's Park	110
Hanksters Hot Rods & Museum	77
Urban Air Trampoline & Adventure Park	75
Daytona International Speedway	73
Motorsports Hall of Fame of America	72
Splatzz	71
Jackie Robinson Ballpark	67

Top Viewed Events	Views
Biketoberfest®	69,681
Saturday Night Concerts at the Bandshell	5,530
Savor September	3,653
Daytona Beach Bike Week	3,303
Jeep Beach	2,530
7 <sup>th</sup> Annual Ormond Beach Live Original Music & Art Festival	2,217
Friday Night Concerts at the Bandshell	1,878
Daytona Turkey Run	1,530
Daytona Beach Cat Show & Adoption Event	940
Battle at the Beach	660

Dining	Listing Clicks
Dine and Cruise – Dinner and River Cruise	532
Ocean Deck Restaurant & Beach Bar	147
Polynesian Fire Luau	147
Millie's Restaurant & Catering	109
The Crab Stop of Daytona	101
The Beach Bucket Bar & Grill	90
Top of Daytona	89
Aunt Catfish's on the River	85
Racing's North Turn Beach Bar & Grill	82
Joe's Crab Shack	78

# Partner Referrals | September 2025

Shopping	Listing Clicks
Ocean Walk Shoppes	114
Daytona Flea & Farmers Market	105
Volusia Mall	86
Tanger-Daytona Beach	74
DeLand Flea Market	70
Riverfront Shops of Daytona Beach	68
DeBary Farmers' Market	59
Teddy Morse's Daytona Harley-Davidson	56
All Aboard Flea & Farmers Market	55
Riverfront Shops of Daytona Beach	51

Golf Courses	Listing Clicks
Riviera Country Club	158
LPGA International	61
Daytona Beach Golf Club	56
Spruce Creek Country Club	41
Pelican Bay Golf Club	35
Hidden Lakes Golf Club	30
Oceans Golf Club	28
Cypress Head Golf Club	27
The Club at Venetian Bay	27
New Smyrna Golf Club	24

Top Offers	Views
Daytona Aquarium & Rainforest Adventure   \$2 Off Florida Resident!	121
Hilton Daytona Beach Oceanfront Resort   Up to 20% Off for FL/GA/NC/SC Residents!	85
Hilton Daytona Beach Oceanfront Resort   Park, Eat & Play: Free Parking & Breakfast	57
Max Beach Resort   The More You Stay; the More You Save!	56
Hard Rock Hotel Daytona Beach   Florida Residents Save 20% Plus get \$50 Resort Credit	51
Grand Seas Resort   Florida & Georgia Resident Rate - Save Up to 20% Off	50
Backwater Provisions Co.   Fishing Rod Rentals	45
Royal Floridian Resort   Florida Resident Special (15% Off)	45
Daytona Aquarium & Rainforest Adventure   Proposal Packages	44
Tropical Manor on the Ocean   Ahh-some Autumn Getaways	38

Parks	Listing Clicks
Blue Spring State Park	72
Sun Splash Park	62
Breakers Oceanfront Park	49
Andy Romano Beachfront Park	40
Lighthouse Point Park	38
Riverfront Esplanade	37
Smyrna Dunes Park	33
27 <sup>th</sup> Avenue Park	31
Tiger Bay State Forest	29
Mary McLeod Bethune Beach Park	27