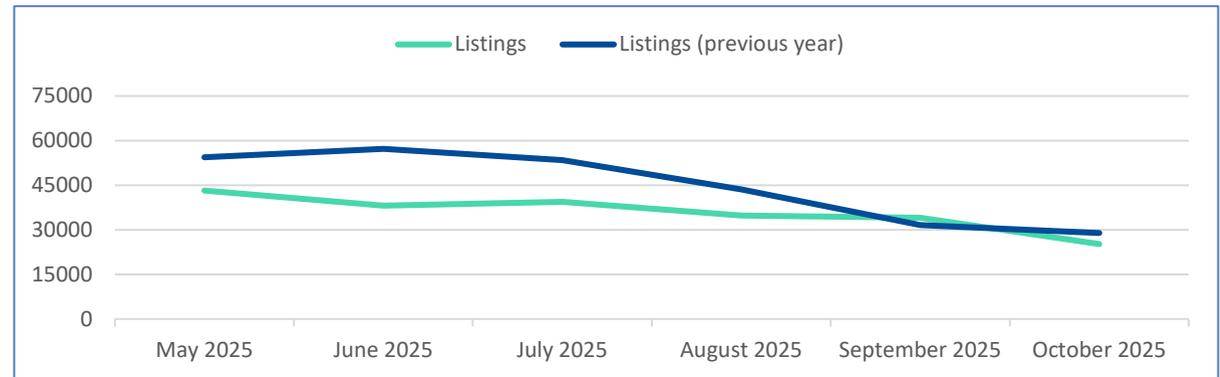
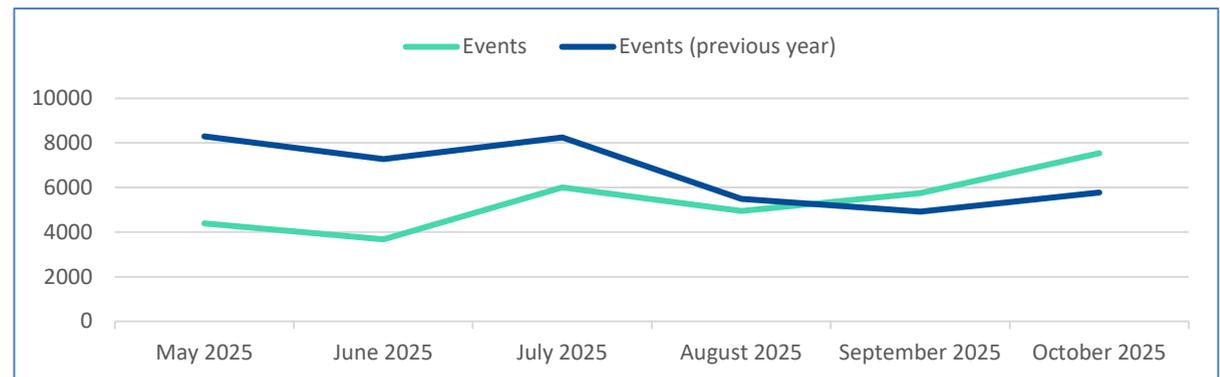


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

Month	Listings Clicks	Previous Year	%YoY
October 2025	25,214	28,927	-12.8%
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%



Month	Events Clicks*	Previous Year	%YoY
October 2025	7,540	5,771	30.7%
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%



Month	Offers Clicks*	Previous Year	%YoY
October 2025	3,015	3,633	-17.0%
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%



* 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 | October 2025

Top 10 Pages (no events)	Pageviews
/Places-to-Stay/Hotel-Deals	145,967
/Things-to-Do/Beaches/Live-Web-Cam	57,550
Things-to-Do/Top-10-Reasons-to-Visit	53,253
/Events/All-Events	51,563
Homepage	42,492
/Plan/Travel-Resources/Visitors-Guide	37,800
/Places-to-Stay/Hotels	37,075
/About/Newsletters	14,813
/Things-to-Do/Attractions	9,482
/Events	8,659

Top Viewed Events	Views
Biketoberfest®	75,351
Daytona Turkey Run	3,836
Daytona Beach Bike Week	3,436
Jeep Beach	3,110
Florida Smooth Jazz Weekend	1,089
Expedition: Dinosaur	919
Ghoulapalooza Haunted Island Party (Manatee Island)	877
Motorcycle Parts Swap Meet and Stunt Show (Flea Market)	834
Trunk or Treat at ONE DAYTONA	761
33 rd Annual Rats Hole Custom Chopper Show	733

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	615
Daytona Beach Boardwalk & Pier	163
Marine Science Center	116
Screamer's Park	107
Daytona International Speedway	84
Hanksters Hot Rods & Museum	79
Motorsports Hall of Fame of America	72
Angell & Phelps Chocolate Factory	70
Tiki Pub	63
Urban Air Trampoline & Adventure Park	60

Dining	Listing Clicks
Dine and Cruise - Dinner and River Cruise	291
Ocean Deck Restaurant & Beach Bar	110
Top of Daytona	101
Chart House	86
Polynesian Fire Luau	83
Millie's Restaurant & Catering	74
The Crab Stop of Daytona	74
Racing's North Turn Beach Bar & Grill	72
Aunt Catfish's on the River	66
Joe's Crab Shack	66

Partner Referrals | October 2025

Shopping	Listing Clicks
Teddy Morse's Daytona Harley-Davidson	106
Volusia Mall	96
Riverfront Shops of Daytona Beach	78
Daytona Flea & Farmers Market	77
Ocean Walk Shoppes	74
DeLand Flea Market	74
Tanger-Daytona Beach	68
All Aboard Flea & Farmers Market	52
Volusia County Farmers' Market	49
Dunn's Attic & Auction House	48

Golf Courses	Listing Clicks
Riviera Country Club	157
LPGA International	42
Daytona Beach Golf Club	40
Cypress Head Golf Club	32
Spruce Creek Country Club	26
Victoria Hills Golf Club	24
Pelican Bay Golf Club	23
Hidden Lakes Golf Club	22
The Club at Venetian Bay	21
New Smyrna Golf Club	21

Top Offers	Views
Daytona Lagoon Premier Water Park Slaytona Haunted Experience	554
Mama Foo Foo Happy Hour	143
Hilton Daytona Beach Oceanfront Resort Up to 20% Off for FL/GA/NC/SC Residents!	115
Hard Rock Hotel Daytona Beach Florida Residents Save 20% Plus get \$50 Resort Credit	99
Daytona Aquarium & Rainforest Adventure \$2 Off Florida Resident!	94
Max Beach Resort 20% Savings for Florida & Georgia Residents	94
Grand Seas Resort Florida & Georgia Resident Rate - Save Up to 20% Off	87
Daytona Lagoon Premier Water Park SPOOKYFUNTOBER - Free Family Fun	70
Max Beach Resort Extended Your Stay and Save 50% When you Stay 30 or More Nights.	65
Max Beach Resort Military Discount	55

Parks	Listing Clicks
Blue Spring State Park	50
Sun Splash Park	45
Riverfront Esplanade	42
Andy Romano Beachfront Park	39
Breakers Oceanfront Park	38
Ponce Preserve	29
27 th Avenue Park	28
Lighthouse Point Park	25
Tiger Bay State Forest	20
Smyrna Dunes Park	19