

DAYTONA BEACH®

October 2025
End of Month Reports
Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	48	31		
Followers	678,480	373,557	+11,677	+304,923
Impressions - Organic	702,979	218,949	-34.6%	221.1%
Impressions - Paid	16,537,848	11,417,200	-2.0%	44.9%
Engagements - Organic	7,763	2,836	-50.8%	173.7%
Engagements - Paid	443,965	510,295	-44.1%	-13.0%
Engagement Rate Per Impression - Organic	1.1%	1.3%	-24.8%	-14.7%
Engagement Rate Per Impression - Paid	2.7%	4.5%	-43.0%	-39.9%
Post Link Clicks - Organic	142	316	-90.2%	-55.1%
Post Link Clicks - Paid	205,486	343,849	-56.4%	-40.2%

Instagram - DiscoverDaytonaBeach

	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	28	41		
Followers	33,040	25,712	+270	+7,328
Views - Organic	99,137	55,768	-9.5%	77.8%
Views - Paid	6,405,860	997,167	610.6%	542.4%
Engagements - Organic	1,641	1,607	-24.3%	2.1%
Engagements - Paid	111,535	3,130	3356.3%	3463.4%
Engagement Rate Per Impression - Organic	1.7%	2.9%	-16.3%	-42.6%
Engagement Rate Per Impression - Paid	1.7%	0.3%	386.4%	454.7%

Threads - DiscoverDaytonaBeach

	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	23	2		
Followers	4,883	0	+42	
Views	461	84	-25.2%	448.8%
Engagements	10	5	-23.1%	100.0%

X - DaytonaBeachFun

	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	3	24		
Followers	11,792	11,927	-10	-135
Impressions	2,064	1,566	-60.4%	31.8%
Engagements	33	44	-69.2%	-25.0%
Engagement Rate Per Impression	1.6%	2.8%	-22.1%	-43.1%
Post Link Clicks	7	19	-78.8%	-63.2%

TikTok - DiscoverDaytonaBeach

	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	9	4		
Followers	74,193	7,081	+6,734	+67,112
Impressions	277,330	857,111	-89.1%	-67.6%
Engagements	12,921	4,804	-10.3%	169.0%
Engagement Rate Per Impression	4.7%	0.6%	725.1%	731.3%

YouTube - VisitDaytonaBeach

	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Subscribers	1,069	982	+7	+87
Impressions	14,118	14,025	15.0%	0.7%
Video Views	286,526	48,647	377.8%	489.0%
New Viewers	24,218	34,247	-32.2%	-29.3%
Click-Thru Rate	3.3%	3.4%	-13.2%	-2.9%

Pinterest - DiscoverDaytonaBeach

	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Audience	446	355	+4	+91
Pins	0	0	0.0%	0.0%

Facebook Top Posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
<p>Daytona Beach Area C... Wed 10/1/2025 3:16 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	20,524	18,656	214	525	108	1,021
<p>Daytona Beach Area C... Wed 10/1/2025 3:17 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	18,128	16,329	82	337	84	1,296
<p>Daytona Beach Area C... Wed 10/1/2025 3:16 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	11,826	10,433	78	291	52	972
<p>Daytona Beach Area C... Wed 10/1/2025 3:16 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	7,534	6,590	44	222	46	632
<p>Daytona Beach Area C... Tue 10/28/2025 5:25 pm EDT</p> <p>The Museum of Arts & Sciences in Daytona Beach opens its newest exhibit today — Expedition: Dinosaur! The exhib...</p> <p>Expedition: Dinosaur Daytona Bea...</p> 	7,015	6,562	15	18	107	313

Facebook Top Viewed Videos

Video Content	Video Views
<p>Daytona Beach Area C... Tue 10/28/2025 5:23 pm EDT</p> <p>She's back! The iconic Main Street Arch in Daytona Beach has reopened after extensive restoration. The arch was...</p> 	237,675
<p>Daytona Beach Area C... Tue 10/28/2025 5:28 pm EDT</p> <p>Looks like a good time! #LoveDaytonaBeach by paddlepubdb: We got your...</p> 	233,803
<p>Daytona Beach Area C... Wed 10/1/2025 3:16 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	224,995
<p>Daytona Beach Area C... Tue 10/28/2025 5:31 pm EDT</p> <p>🍂 Fall is calling — and so are Daytona Beach area fairways! With great weather and nearly 20 top-notch courses to choo...</p> 	176,644
<p>Daytona Beach Area C... Wed 10/1/2025 3:17 pm EDT</p> <p>Follow us for vacation planning, event information, and more!</p> 	164,016

Instagram Top Posts

Post ID	Post Date	Caption	Total Engagements	Likes	Comments	Shares	Saves
discoverdaytonabeach	Wed 10/1/2025 3:21 pm EDT	This fall, the Daytona Beach area is serving up fun and flavorful festivals and events you won't want to miss!...	286	140	2	95	49
discoverdaytonabeach	Fri 10/3/2025 4:49 pm EDT	She's back! The iconic Main Street Arch in Daytona Beach has reopened after extensive restoration. The arch was...	229	198	8	14	9
discoverdaytonabeach	Fri 10/3/2025 4:42 pm EDT	Happy Friday from sunny Daytona Beach! 🌞 Clap your hands if you're ready for th...	156	116	5	19	16
discoverdaytonabeach	Wed 10/8/2025 3:13 pm EDT	Wave Wednesday 🌊 #lovedaytonabeach 🌊	104	96	1	4	3
discoverdaytonabeach	Wed 10/29/2025 7:45 am EDT	Wave Wednesday 🌊 #lovedaytonabeach 🌊	103	97	0	3	3

Instagram Top Viewed Videos

Post ID	Post Date	Caption	Reels Video Views
discoverdaytonabeach	Wed 10/1/2025 3:21 pm EDT	This fall, the Daytona Beach area is serving up fun and flavorful festivals and events you won't want to miss!...	5,808
discoverdaytonabeach	Fri 10/3/2025 4:49 pm EDT	She's back! The iconic Main Street Arch in Daytona Beach has reopened after extensive restoration. The arch was...	4,137
discoverdaytonabeach	Fri 10/3/2025 4:42 pm EDT	Happy Friday from sunny Daytona Beach! 🌞 Clap your hands if you're ready for th...	4,054
discoverdaytonabeach	Mon 10/13/2025 10:49 am EDT	Looks like a good time! #LoveDaytonaBeach by @paddlepubdb: We got your...	1,812
discoverdaytonabeach	Sun 10/12/2025 4:37 pm EDT	Autumn in the Daytona Beach area just got better! 🍂 Paddle your way into fall with a kayaking date at Tomoka State Pa...	1,566

X Top Posts

Post Content	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
<p>X @DaytonaBeachFun Sat 10/11/2025 12:23 pm EDT</p> <p>The Museum of Arts & Sciences in Daytona Beach opens its newest exhibit today — Expedition: Dinosaur! The exhibi...</p> 	9	4	0	2	0	3	0
<p>X @DaytonaBeachFun Tue 10/14/2025 2:45 pm EDT</p> <p>Want insider beach tips, hotel specials and fresh travel inspo all in one spot? Sign up for our Daytona Beach e-Newsletter...</p> 	7	3	0	1	2	1	0
<p>X @DaytonaBeachFun Fri 10/31/2025 10:49 am EDT</p> <p>Wishing you a spooktacular Halloween from the sunny, world-famous shores of the Daytona Beach area! 🎃 ...</p> 	1	1	0	0	—	0	0

X Top Video Views

Post Content	Video Views
<p>X @DaytonaBeachFun Fri 10/31/2025 10:49 am EDT</p> <p>Wishing you a spooktacular Halloween from the sunny, world-famous shores of the Daytona Beach area! 🎃 ...</p> 	17

TikTok Top Posts

<p>discoverdaytonabeach Wed 10/8/2025 3:08 pm EDT</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p>Total Engagements 7,555</p> <p>Likes 7,003</p> <p>Comments 40</p> <p>Shares 512</p> <p>Boosted</p>	<p>discoverdaytonabeach Wed 10/1/2025 3:35 pm EDT</p> <p>This fall, the Daytona Beach area is serving up fun and flavorful festivals and events you won't want to miss! Find...</p>  <p>Total Engagements 136</p> <p>Likes 105</p> <p>Comments 0</p> <p>Shares 31</p>	<p>discoverdaytonabeach Fri 10/3/2025 6:11 pm EDT</p> <p>Happy Friday from sunny Daytona Beach! 🌞👏 Clap your hands if you're ready for the weekend! 🗓️ Plan your trip...</p>  <p>Total Engagements 45</p> <p>Likes 41</p> <p>Comments 1</p> <p>Shares 3</p>	<p>discoverdaytonabeach Thu 10/2/2025 11:23 am EDT</p> <p>The Daytona Beach area's Savor September restaurant month has come to an end, but you and your foodie crew ca...</p>  <p>Total Engagements 33</p> <p>Likes 25</p> <p>Comments 1</p> <p>Shares 7</p>	<p>discoverdaytonabeach Tue 10/14/2025 2:14 pm EDT</p> <p>And just like that...you're enjoying a fun and memorable family getaway to Daytona Beach! Plan your trip today at...</p>  <p>Total Engagements 11</p> <p>Likes 11</p> <p>Comments 0</p> <p>Shares 0</p>
--	--	--	---	--

TikTok Top Viewed Videos

<p>discoverdaytonabeach Wed 10/8/2025 3:08 pm EDT</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p>Total Video Views 163,533</p> <p>Follow Video Views 327</p> <p>For You Video Views 162,388</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 163</p> <p>Others Video Views 490</p> <p>Search Video Views 163</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p> <p>Boosted</p>	<p>discoverdaytonabeach Wed 10/1/2025 3:35 pm EDT</p> <p>This fall, the Daytona Beach area is serving up fun and flavorful festivals and events you won't want to miss! Find...</p>  <p>Total Video Views 8,022</p> <p>Follow Video Views 8</p> <p>For You Video Views 5,462</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 88</p> <p>Others Video Views 64</p> <p>Search Video Views 2,398</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>discoverdaytonabeach Thu 10/2/2025 11:23 am EDT</p> <p>The Daytona Beach area's Savor September restaurant month has come to an end, but you and your foodie crew ca...</p>  <p>Total Video Views 1,019</p> <p>Follow Video Views 26</p> <p>For You Video Views 662</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 80</p> <p>Others Video Views 28</p> <p>Search Video Views 221</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>discoverdaytonabeach Fri 10/3/2025 6:11 pm EDT</p> <p>Happy Friday from sunny Daytona Beach! 🌞👏 Clap your hands if you're ready for the weekend! 🗓️ Plan your trip...</p>  <p>Total Video Views 748</p> <p>Follow Video Views 94</p> <p>For You Video Views 517</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 82</p> <p>Others Video Views 23</p> <p>Search Video Views 30</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>	<p>discoverdaytonabeach Sat 10/18/2025 1:33 pm EDT</p> <p>Grab your paddle and get ready to rally! Daytona Beach's pickleball scene is serving up fun for all levels — from 49...</p>  <p>Total Video Views 649</p> <p>Follow Video Views 39</p> <p>For You Video Views 538</p> <p>Hashtag Video Views —</p> <p>Business Account Video Views 39</p> <p>Others Video Views 9</p> <p>Search Video Views 22</p> <p>Sound Video Views 0</p> <p>Unspecified Video Views 2</p>
--	--	--	--	---

eNewsletter Performance Overview

<p>Total Sends</p> <p>596,175</p> <p>-14.7%</p>	<p>Open Rate</p> <p>3.8%</p> <p>-10.3%</p>	<p>Click Rate</p> <p>.35%</p> <p>-25.7%</p>	<p>Unsubscribe Rate</p> <p>.12%</p> <p>-53.0%</p>
---	--	---	---

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/brazilians-love-these-local-attractions-and-hotel-deals	162311	147686	145725	0.528368379	3476
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	451	402	342	98.76940133	112
/blog/post/fun-free-things-to-do-in-daytona-beach	404	332	268	94.63366337	80
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	398	358	295	44.5	46
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	223	203	191	41.31838565	7
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-area	217	191	155	70.52534562	77
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	216	189	171	76.87962963	74
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	201	186	147	68.75124378	69
/blog/post/dont-wait-start-planning-your-thanksgiving-in-daytona-beach	195	184	144	80.95897436	56
/blog/post/fun-fall-festivals-to-hit-in-daytona-beach	182	164	132	38.17582418	22
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	172	164	164	27.73837209	6
/blog/post/beach-bars-with-live-music-in-daytona-beach	169	148	122	96.69822485	65
/blog/post/where-to-find-all-the-tricks-and-treats-this-halloween-in-daytona-beach	167	145	114	58.79640719	11
/blog/post/hidden-gems-to-explore-in-the-daytona-beach-area	160	138	116	88.6125	45
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tomoka-tow	112	107	102	41.14285714	10
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	109	100	93	62.96330275	17
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	107	92	71	66.28971963	11
/blog/post/seize-the-savings-why-planners-choose-fall-meetings-in-daytona-beach	100	100	100	6.78	17
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	82	76	68	57.5	10
/blog/post/everything-you-need-to-know-about-biketoberfest	81	63	45	76.40740741	16

YouTube - Top 10 Video Analytics

Content		Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours) ↓
Duration	Publish date					
<input type="checkbox"/> Total		14,118	3.3%	286,526	0:19	1,188.8
<input type="checkbox"/>	 0:16 Are you ready for the best family beach vacation? Noth...	41	0%	98,015 34.2%	0:15	399.8 33.6%
<input type="checkbox"/>	 0:16 Daytona Beach Surf Lesson 15	40	2.5%	96,490 33.7%	0:15	393.6 33.1%
<input type="checkbox"/>	 0:16 Daytona Beach Nightlife	67	4.5%	76,824 26.8%	0:15	312.0 26.2%
<input type="checkbox"/>	 0:31 From surfing lessons, white sand beaches, find many f...	31	0%	6,494 2.3%	0:30	28.1 2.4%
<input type="checkbox"/>	 0:31 Daytona Beach Kids Arrival	61	1.6%	6,307 2.2%	0:30	27.8 2.3%
<input type="checkbox"/>	 27:03 Florida's Best Scenic Ride? Exploring the Ormond Beac...	184	2.2%	142 0.1%	1:48	4.3 0.4%
<input type="checkbox"/>	 0:39 Daytona Beach, FL: Your Next Family Road Trip Destina...	93	4.3%	212 0.1%	0:27	1.6 0.1%
<input type="checkbox"/>	 1:06:26 August 2025 Partner Learning Session	0	—	1 0.0%	1:17:14	1.3 0.1%
<input type="checkbox"/>	 1:11:00 February 2025 Partner Learning Session	0	—	2 0.0%	36:43	1.2 0.1%
<input type="checkbox"/>	 1:05 30 Things to Do in Daytona Beach (Portuguese)	70	2.9%	270 0.1%	0:15	1.1 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 ↓
<input type="checkbox"/> Total	472	14,464	69,869	14,103	247	06:03:55	00:00:38
<input checked="" type="checkbox"/>  01:00 Main Street Pier and Sunglow P... <small>Uploaded Nov 14, 2019</small>	359	3,032	0	719	187	03:51:55	00:00:38
<input checked="" type="checkbox"/>  01:38 Eco Adventures in Daytona Be... <small>Uploaded Jan 13, 2020</small>	25	806	0	184	14	00:22:45	00:00:54
<input checked="" type="checkbox"/>  00:58 Discover Daytona Beach: Histo... <small>Uploaded Nov 8, 2019</small>	20	774	0	140	13	00:07:22	00:00:22
<input checked="" type="checkbox"/>  01:01 Southeast Museum Of Photogr... <small>Uploaded Jan 6, 2020</small>	17	667	0	118	11	00:05:05	00:00:17
<input checked="" type="checkbox"/>  00:15 Daytona Beach Area CVB Grou... <small>Uploaded Oct 3, 2025</small>	9	27	0	16	9	00:02:11	00:00:14
<input type="checkbox"/>  01:00 The Ultimate Daytona Beach Tr... <small>Uploaded Feb 13, 2021</small>	5	12	0	8	5	00:04:51	00:00:58
<input type="checkbox"/>  01:33 Oceanfront and Riverfront Dini... <small>Uploaded Oct 30, 2019</small>	4	110	0	30	3	00:01:33	00:00:23
<input type="checkbox"/>  55:17 Old City Ride YouTube Video <small>Uploaded Jul 23, 2025</small>	3	6	0	2	2	00:00:50	00:00:16
<input type="checkbox"/>  00:25 Famous for More Than You Thin... <small>Uploaded Oct 7, 2025</small>	3	10	203	76	3	00:01:14	00:00:24
<input type="checkbox"/>  02:23 Sports Daytona Beach_ Challe... <small>Uploaded Jul 28, 2025</small>	3	5	0	2	2	00:07:07	00:02:22



October 2025

Social Media Summary

Facebook - Biketoberfest				
	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	58	53		
Followers	283,139	282,088	+2,565	+1,051
Impressions	3,581,690	747,653	1906.1%	379.1%
Engagements	29,360	12,944	838.6%	126.8%
Engagement Rate Per Impression	0.8%	1.7%	-53.2%	-52.7%
Post Link Clicks	14,879	8,551	1824.8%	74.0%

Instagram - BiketoberfestRally				
	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	89	42		
Followers	10,256	8,715	+873	+1,541
Views	354,228	61,753	1445.5%	473.6%
Engagements	3,804	3,740	721.6%	1.7%
Engagement Rate Per Impression	1.1%	6.1%	-46.8%	-82.3%

X - Biketoberfest				
	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	13	20		
Followers	4,331	4,274	+51	+57
Impressions	15,072	4,337	1978.9%	247.5%
Engagements	325	152	3150.0%	113.8%
Engagement Rate Per Impression	2.2%	3.5%	56.3%	-38.5%

TikTok - BiketoberfestRally				
	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Published Posts	12	8		
Followers	1,819	970	+393	+849
Impressions	640,036	134,609	397.2%	-52.4%
Engagements	1,910	428	334.1%	346.3%
Engagement Rate Per Impression	3.0%	0.3%	-12.7%	838.1%

YouTube - BiketoberfestRally709				
	Oct 25	Oct 24	v. Sep 2025	v. Oct 2024
Subscribers	142	112	+5	+30
Impressions	6,685	3,493	370.8%	91.4%
Video Views	792	161	260.0%	391.9%
New Viewers	385	100	337.5%	285.0%
Click-Thru Rate	2.4%	2.6%	-55.6%	-7.7%



Facebook Top Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Fri 10/17/2025 12:04 pm EDT	7,259	2,736	116	317	5	4,085
Fri 10/17/2025 9:42 am EDT	3,314	461	36	37	—	2,780
Tue 10/14/2025 2:05 pm EDT	2,632	1,369	103	246	35	879
Sun 10/12/2025 8:21 am EDT	1,634	762	86	105	9	672
Thu 10/16/2025 4:39 pm EDT	1,573	460	21	20	1	1,071

Facebook Top Viewed Videos

Post Date	Video Views
Fri 10/17/2025 12:04 pm EDT	34,399
Tue 10/14/2025 2:05 pm EDT	31,255
Thu 10/16/2025 4:39 pm EDT	25,585
Thu 10/2/2025 10:34 am EDT	23,057
Sun 10/12/2025 8:21 am EDT	18,881



Instagram Top Posts

Post Date	Caption	Total Engagements	Likes	Comments	Shares	Saves
Tue 10/14/2025 2:05 pm EDT	Hey riders! The countdown's almost over. 🕒 Just 2 more days 'til Biketoberfest® 2025 revs up! Be sure to...	326	228	8	88	2
Sun 10/12/2025 8:22 am EDT	Biketoberfest® is just 4 days away! Where are you riding or traveling in from? We want to know who's on the longest haul ...	283	167	6	107	3
Wed 10/15/2025 11:55 am EDT	🔥 One. More. Day. And it's go time! ⚡ Biketoberfest® starts tomorrow. Get ready for epic rides, live music and...	269	178	5	84	2
Thu 10/9/2025 10:50 pm EDT	🚗 Get ready to ride into the fun! Only 7 days until chrome, concerts, and coastal cruising roll into the Daytona Beach area...	216	151	2	60	3
Fri 10/10/2025 3:55 pm EDT	🏖️ The beach. 🏍️ The bikes. The countdown. 🕒 6 days 'til Biketoberfest® in Daytona...	208	132	2	72	2

Instagram Top Viewed Videos

Post Date	Caption	Reels Video Views
Tue 10/14/2025 2:05 pm EDT	Hey riders! The countdown's almost over. 🕒 Just 2 more days 'til Biketoberfest® 2025 revs up! Be sure to...	7,325
Wed 10/15/2025 11:55 am EDT	🔥 One. More. Day. And it's go time! ⚡ Biketoberfest® starts tomorrow. Get ready for epic rides, live music and...	6,265
Thu 10/9/2025 10:50 pm EDT	🚗 Get ready to ride into the fun! Only 7 days until chrome, concerts, and coastal cruising roll into the Daytona Beach area...	3,862
Sun 10/12/2025 8:22 am EDT	Biketoberfest® is just 4 days away! Where are you riding or traveling in from? We want to know who's on the longest haul ...	3,755
Fri 10/10/2025 3:55 pm EDT	🏖️ The beach. 🏍️ The bikes. The countdown. 🕒 6 days 'til Biketoberfest® in Daytona...	3,500



Top X Posts

Post Content	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
<p>X @Biketoberfest Wed 10/15/2025 10:43 am EDT</p> <p>The hunt is on! 🗺️🔍 The Biketoberfest® MotoPassport Scavenger Hunt is live! Download the ap...</p> 	50	8	0	5	4	33	0
<p>X @Biketoberfest Wed 10/15/2025 12:06 pm EDT</p> <p>🏍️ One. More. Day. And it's go time! ⚡ Biketoberfest® starts tomorrow. Get...</p> 	38	6	0	4	3	23	2
<p>X @Biketoberfest Sun 10/12/2025 8:21 am EDT</p> <p>Biketoberfest® is just 4 days away! Where are you riding or traveling in from? We want to know who's on the longest haul ...</p> 	34	8	0	3	4	19	0
<p>X @Biketoberfest Sat 10/11/2025 10:44 am EDT</p> <p>🌞 Five more sleeps 'til Biketoberfest® 2025 in Daytona Beach! We. Can't. Wait! Biketoberfest.org...</p> 	27	6	0	2	0	19	0
<p>X @Biketoberfest Thu 10/9/2025 10:49 pm EDT</p> <p>🇺🇸 Get ready to ride into the fun! Only 7 days until chrome, concerts, and coastal cruising roll into the Daytona Beach area...</p> 	26	9	0	3	1	13	0

X Top Viewed Videos

Video Content	Video Views
<p>X @Biketoberfest Sun 10/12/2025 8:21 am EDT</p> <p>Biketoberfest® is just 4 days away! Where are you riding or traveling in from? We want to know who's on the longest haul ...</p> 	317
<p>X @Biketoberfest Thu 10/2/2025 10:34 am EDT</p> <p>The 33rd Annual Biketoberfest® (October 16-19, 2025) in Daytona Beach is just 14 days away! Riders, are you ready? 🇺🇸 ...</p> 	315
<p>X @Biketoberfest Thu 10/9/2025 10:49 pm EDT</p> <p>🇺🇸 Get ready to ride into the fun! Only 7 days until chrome, concerts, and coastal cruising roll into the Daytona Beach area...</p> 	229
<p>X @Biketoberfest Fri 10/10/2025 3:55 pm EDT</p> <p>🌊 The beach. 🇺🇸 The bikes. The countdown. 🕒 6 days 'til Biketoberfest® in Daytona...</p> 	228
<p>X @Biketoberfest Wed 10/15/2025 10:43 am EDT</p> <p>The hunt is on! 🗺️🔍 The Biketoberfest® MotoPassport Scavenger Hunt is live! Download the ap...</p> 	226



Top TikTok Posts

Post ID	Engagements	Likes	Comments	Shares
biketoberfestally (Tue 10/14/2025 2:05 pm EDT)	541	475	11	55
biketoberfestally (Sun 10/12/2025 8:21 am EDT)	273	238	9	26
biketoberfestally (Thu 10/2/2025 10:30 am EDT)	199	143	7	49
biketoberfestally (Mon 10/13/2025 1:31 pm EDT)	148	125	0	23
biketoberfestally (Fri 10/10/2025 3:55 pm EDT)	121	108	0	13

TikTok Top Viewed Videos

Post ID	Total Video Views	Follow Video Views	For You Video Views	Hashtag Video Views	Business Account Video Views	Others Video Views	Search Video Views	Sound Video Views	Unspecified Video Views
biketoberfestally (Tue 10/14/2025 2:05 pm EDT)	14,432	28	12,339	—	187	57	1,818	0	3
biketoberfestally (Sun 10/12/2025 8:21 am EDT)	10,288	30	9,423	—	174	41	617	0	3
biketoberfestally (Thu 10/2/2025 10:30 am EDT)	8,307	33	6,554	—	124	41	1,553	0	2
biketoberfestally (Thu 10/9/2025 10:49 pm EDT)	5,354	21	4,684	—	117	16	513	0	3
biketoberfestally (Mon 10/13/2025 1:31 pm EDT)	3,842	19	3,185	—	169	11	457	0	1



YouTube & eNewsletters Report

YouTube - Top 10 Video Analytics

Content		Impressions ↓	Impressions click-through rate	Views		Average view duration	Watch time (hours)	
Duration	Publish date							
<input type="checkbox"/>	Total	6,685	2.4%	792		1:15	11.4	
<input type="checkbox"/>	 21:03 Top Ride of the Month: Iconic U.S. Highway 1 Ride	917	3.6%	63	8.0%	2:47	2.9	25.8%
<input type="checkbox"/>	 0:49 Plan Your Trip to the 33rd Annual Biketoberfest® in Da...	790	3.4%	37	4.7%	0:34	0.4	3.1%
<input type="checkbox"/>	 0:11 Biketoberfest® 2025 Is Just 14 Days Away	666	3.5%	70	8.8%	0:17	0.2	1.3%
<input type="checkbox"/>	 0:26 Biketoberfest 2025 Is Coming!	655	3.2%	45	5.7%	7:26	3.1	27.3%
<input type="checkbox"/>	 0:11 Biketoberfest® 2025: 60 Days & Counting....	556	0.7%	15	1.9%	0:11	0.0	0.2%
<input type="checkbox"/>	 0:11 Biketoberfest® 2025 Countdown	452	2.2%	21	2.7%	0:11	0.0	0.4%
<input type="checkbox"/>	 2:00 FMSP at Daytona Beach Bike Week 2025	266	1.9%	5	0.6%	0:42	0.1	0.5%
<input type="checkbox"/>	 0:11 Biketoberfest® Is Just 7 Days Away	231	3.0%	26	3.3%	0:16	0.1	0.5%
<input type="checkbox"/>	 0:17 Daytona Beach Bike Week 2025 Is Coming!	173	1.7%	5	0.6%	0:13	0.0	0.2%
<input type="checkbox"/>	 0:19 Thank You, Riders for a Phenomenal Biketoberfest® 2...	149	2.7%	328	41.4%	0:23	1.2	10.9%

eNewsletter Performance Overview

Subject	Total Sends	Open Rate	Click Rate
Thank You For Making Biketoberfest® 2025 Legendary	50,494	21.60%	0.77%
Last Call! Let's Ride to Biketoberfest®	49,399	19.50%	0.76%