



December 2024 End of Month Reports Social - eNewsletters - Blogs

Social Media Summary

Facebook - DaytonaBeach

- Published Posts: 63
- Followers: 396,076 - gained 31,508
- Organic Impressions: 336,777 - down 7.5%
- Paid Impressions: 15,910,927 - up 8.5%
- Organic Engagements: 2,925 - down 41.5%
- Paid Engagements: 66,219 - down 25.9%
- Organic Engagement Rate Per Impression: 0.9% - down 36.7%
- Paid Engagement Rate Per Impression: 0.4% - down 31.7%
- Organic Post Link Clicks: 69 - down 57.7%
- Paid Post Link Clicks: 22,618 - up 833.1%

Instagram - DiscoverDaytonaBeach

- Published Posts: 192
- Followers: 26,300 - gained 309
- Organic Impressions: 90,613 - down 72.9%
- Paid Impressions: 1,957,121 - down 35.3%
- Organic Engagements: 2,620 - up 11.9%
- Paid Engagements: 12,789 - down 94.1%
- Organic Engagement Rate Per Impression: 2.9% - up 313.7%
- Paid Engagement Rate Per Impression: 0.7% - down 90.9%
- Profile Actions: 190 - up 280.0%

X - DaytonaBeachFun

- Published Posts: 15
- Followers: 11,833 - lost 7
- Impressions: 2,595 - down 25.6%
- Engagements: 77 - down 19.8%
- Engagement Rate Per Impression: 3.0% - up 7.8%
- Post Link Clicks: 19 - down 32.1%

TikTok - DiscoverDaytonaBeach

- Published Posts: 3
- Followers: 16,907 - gained 4,716
- Video Views: 1,399,777 - up 0.3%
- Engagements: 8,793 - down 5.5%
- Engagement Rate Per Impression: 0.6% - down 5.9%

YouTube - VisitDaytonaBeach

- Subscribers: 991 - gained 2
- Impressions: 10,125 - down 4.9%
- Video Views: 256,362 - up 270.4%
- New Viewers: 106,735 - up 87.5%
- Click-Thru Rate: 3.7% - down 5.1%

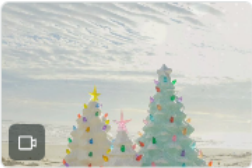




Facebook Top Posts

<div><div>Daytona Beach Area Co...</div><div>Wed 12/4/2024 11:50 am EST</div><div>Wondering where to stay in Daytona Beach? We have you covered with our endless hotel deals. Discover them...</div><div></div><div><div>Total Engagements41,552</div><div>Reactions760</div><div>Comments29</div><div>Shares24</div><div>Post Link Clicks22,628</div><div>Other Post Clicks18,111</div></div></div>	<div><div>Daytona Beach Area Co...</div><div>Wed 12/4/2024 11:35 am EST</div><div>Follow us for vacation planning, event information, and more!</div><div></div><div><div>Total Engagements11,246</div><div>Reactions6,499</div><div>Comments63</div><div>Shares256</div><div>Post Link Clicks177</div><div>Other Post Clicks4,251</div></div></div>	<div><div>Daytona Beach Area Co...</div><div>Mon 12/16/2024 1:24 pm EST</div><div>👉 Raise your hand if you love holiday parades? One of the area's most beloved traditions, the Daytona Beach...</div><div></div><div><div>Total Engagements3,914</div><div>Reactions3,089</div><div>Comments52</div><div>Shares147</div><div>Post Link Clicks12</div><div>Other Post Clicks614</div></div></div>	<div><div>Daytona Beach Area Co...</div><div>Sat 12/28/2024 8:30 am EST</div><div>💡 Need ideas on what to see, do and experience while you're vacationing in the Daytona Beach area? Download o...</div><div></div><div><div>Total Engagements3,581</div><div>Reactions3,197</div><div>Comments24</div><div>Shares21</div><div>Post Link Clicks6</div><div>Other Post Clicks333</div></div></div>	<div><div>Daytona Beach Area Co...</div><div>Tue 12/3/2024 12:15 am EST</div><div>🎉 Happy #TravelTuesday! Time to book your Daytona Beach getaway. Check out these 🔥 deals being...</div><div></div><div><div>Total Engagements2,762</div><div>Reactions1,391</div><div>Comments5</div><div>Shares21</div><div>Post Link Clicks120</div><div>Other Post Clicks1,225</div></div></div>
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Facebook Top Viewed Videos

<div><div>Daytona Beach Area Conv...</div><div>Tue 12/3/2024 12:15 am EST</div><div>🎉 Happy #TravelTuesday! Time to book your Daytona Beach getaway. Check out these 🔥 deals being offered by Dayton...</div><div></div><div><div>Video Views234,761</div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Sat 12/14/2024 3:50 pm EST</div><div>🌿 From twinkling lights and tempting cuisine to shops where you're sure to find the 🎁 perfect gift, Daytona Beach is th...</div><div></div><div><div>Video Views26,935</div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Wed 12/25/2024 8:46 am EST</div><div>🌿 Your friends at the Daytona Beach Area Convention & Visitors Bureau wish you and yours a very happy holiday...</div><div></div><div><div>Video Views1,619</div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Tue 12/24/2024 10:14 am EST</div><div>🌿 Magic of Lights at Daytona International Speedway is the perfect way to cap off your holiday celebrations! 🌿 ...</div><div></div><div><div>Video Views734</div></div></div>	<div><div>Daytona Beach Area Conv...</div><div>Wed 12/11/2024 4:16 pm EST</div><div>🌿 by @dndcruz: Winter sunsets are unreal 🌅💛💖 #fyp #foryourpage #sunset #dji #drone #sunsetphotograp...</div><div></div><div><div>Video Views550</div></div></div>
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Top X Posts

<div><div><div><div><div><div></div><div>DAYTONA BEACH</div></div><div><div><div></div><div>X</div><div>@DaytonaBeachFun</div></div><div><div>Wed 12/25/2024 8:46 am EST</div></div></div></div><div><div><div>🌲 Your friends at the Daytona Beach Area Convention & Visitors Bureau wish you and yours a very happy...</div><div></div></div></div><div><div>Total Engagements14</div><div>Likes5</div><div>@Replies0</div><div>Reposts1</div><div>Post Link Clicks—</div><div>Other Post Clicks8</div><div>Other Engagements0</div></div><div><div></div><div></div></div></div></div></div>	<div><div><div><div><div><div></div><div>DAYTONA BEACH</div></div><div><div><div></div><div>X</div><div>@DaytonaBeachFun</div></div><div><div>Tue 12/3/2024 12:15 am EST</div></div></div></div><div><div><div>✈️ Happy #TravelTuesday! Time to book your Daytona Beach getaway. Check out these 🍷 deals being...</div><div></div></div></div><div><div>Total Engagements11</div><div>Likes4</div><div>@Replies0</div><div>Reposts0</div><div>Post Link Clicks2</div><div>Other Post Clicks5</div><div>Other Engagements0</div></div><div><div></div><div></div></div></div></div></div>	<div><div><div><div><div><div></div><div>DAYTONA BEACH</div></div><div><div><div></div><div>X</div><div>@DaytonaBeachFun</div></div><div><div>Tue 12/31/2024 9:27 am EST</div></div></div></div><div><div><div>🥂 It's time to say farewell to 2024 and hello to 2025! Here's where you can ring in the New Year in Daytona Beac...</div><div></div></div></div><div><div>Total Engagements9</div><div>Likes1</div><div>@Replies0</div><div>Reposts1</div><div>Post Link Clicks3</div><div>Other Post Clicks4</div><div>Other Engagements0</div></div><div><div></div><div></div></div></div></div></div>	<div><div><div><div><div><div></div><div>DAYTONA BEACH</div></div><div><div><div></div><div>X</div><div>@DaytonaBeachFun</div></div><div><div>Wed 12/18/2024 9:03 am EST</div></div></div></div><div><div><div>🎭 The Prophecy Show, a tribute to the Trans-Siberian Orchestra, comes to the Peabody Auditorium in Daytona...</div><div></div></div></div><div><div>Total Engagements7</div><div>Likes4</div><div>@Replies0</div><div>Reposts1</div><div>Post Link Clicks2</div><div>Other Post Clicks0</div><div>Other Engagements0</div></div><div><div></div><div></div></div></div></div></div>	<div><div><div><div><div><div></div><div>DAYTONA BEACH</div></div><div><div><div></div><div>X</div><div>@DaytonaBeachFun</div></div><div><div>Fri 12/13/2024 9:06 am EST</div></div></div></div><div><div><div>🎉 Say hello to 2025 in Daytona Beach! Start planning your New Year's Eve 🥳 fun here: bit.ly/3DbZMwf...</div><div></div></div></div><div><div>Total Engagements7</div><div>Likes2</div><div>@Replies0</div><div>Reposts1</div><div>Post Link Clicks2</div><div>Other Post Clicks2</div><div>Other Engagements0</div></div><div><div></div><div></div></div></div></div></div>
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X Top Viewed Videos

<div><div><div><div><div><div></div><div>DAYTONA BEACH</div></div><div><div><div></div><div>X</div><div>@DaytonaBeachFun</div></div><div><div>Tue 12/3/2024 12:15 am EST</div></div></div></div><div><div><div>✈️ Happy #TravelTuesday! Time to book your Daytona Beach getaway. Check out these 🍷 deals being offered by Dayton...</div><div></div></div></div><div><div>Video Views97</div><div><div></div><div></div></div></div></div></div></div>	<div><div><div><div><div><div></div><div>DAYTONA BEACH</div></div><div><div><div></div><div>X</div><div>@DaytonaBeachFun</div></div><div><div>Wed 12/25/2024 8:46 am EST</div></div></div></div><div><div><div>🌲 Your friends at the Daytona Beach Area Convention & Visitors Bureau wish you and yours a very happy holiday...</div><div></div></div></div><div><div>Video Views66</div><div><div></div><div></div></div></div></div></div></div>
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









Top TikTok Posts

<div><div><div><div><div></div><div>D</div></div><div><div>discoverdaytonabeach</div><div>Tue 12/3/2024 12:15 am EST</div></div></div><div><p>🌊 Happy #TravelTuesday! Time to book your Daytona Beach getaway. Check out these 🔥 deals being offered by Daytona Beach area hotels and...</p><div></div></div><div><div>Total Engagements340</div><div>Likes329</div><div>Comments1</div><div>Shares10</div></div><div><div></div><div></div></div></div></div>	<div><div><div><div><div></div><div>D</div></div><div><div>discoverdaytonabeach</div><div>Wed 12/25/2024 8:46 am EST</div></div></div><div><p>🌲 Your friends at the Daytona Beach Area Convention & Visitors Bureau wish you and yours a very happy holiday season! #LoveDaytonaBeach...</p><div></div></div><div><div>Total Engagements14</div><div>Likes14</div><div>Comments0</div><div>Shares0</div></div><div><div></div><div></div></div></div></div>	<div><div><div><div><div></div><div>D</div></div><div><div>discoverdaytonabeach</div><div>Sat 12/14/2024 3:53 pm EST</div></div></div><div><p>🌲 From twinkling lights and tempting cuisine to shops where you're sure to find the 🎁 perfect gift, Daytona Beach is the place to be this holiday...</p><div></div></div><div><div>Total Engagements14</div><div>Likes13</div><div>Comments1</div><div>Shares0</div></div><div><div></div><div></div></div></div></div>
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TikTok Top Viewed Videos

<div><div><div><div><div></div><div></div></div><div><div>discoverdaytonabeach</div><div>Tue 12/3/2024 12:15 am EST</div></div></div><div><p>🌊 Happy #TravelTuesday! Time to book your Daytona Beach getaway. Check out these 🔥 deals being offered by Dayton...</p><div></div></div><div><div>Total Video Views123,861</div><div>Follow Video Views582</div><div>For You Video Views122,337</div><div>Hashtag Video Views0</div><div>Business Account Video Views24</div><div>Sound Video Views0</div><div>Unspecified Video Views15</div></div><div><div></div><div></div></div></div></div>	<div><div><div><div><div></div><div></div></div><div><div>discoverdaytonabeach</div><div>Sat 12/14/2024 3:53 pm EST</div></div></div><div><p>🌲 From twinkling lights and tempting cuisine to shops where you're sure to find the 🎁 perfect gift, Daytona Beach is the...</p><div></div></div><div><div>Total Video Views3,118</div><div>Follow Video Views48</div><div>For You Video Views1,427</div><div>Hashtag Video Views0</div><div>Business Account Video Views2</div><div>Sound Video Views0</div><div>Unspecified Video Views19</div></div><div><div></div><div></div></div></div></div>	<div><div><div><div><div></div><div></div></div><div><div>discoverdaytonabeach</div><div>Wed 12/25/2024 8:46 am EST</div></div></div><div><p>🌲 Your friends at the Daytona Beach Area Convention & Visitors Bureau wish you and yours a very happy holiday...</p><div></div></div><div><div>Total Video Views244</div><div>Follow Video Views48</div><div>For You Video Views158</div><div>Hashtag Video Views0</div><div>Business Account Video Views1</div><div>Sound Video Views0</div><div>Unspecified Video Views8</div></div><div><div></div><div></div></div></div></div>
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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	10,125	3.7%	256,362		0:15	1,101.7	
<input type="checkbox"/>	 0:16 First Surf Lesson - Daytona Beach (:15)	419	1.0%	7,388	2.9%	0:14	30.7	2.8%
<input type="checkbox"/>	 0:31 Enjoy the Holidays in Daytona Beach	418	2.4%	15	0.0%	0:23	0.1	0.0%
<input type="checkbox"/>	 0:16 Looking for things to do in Daytona Beach, FL? You'd b...	382	0.8%	18,254	7.1%	0:15	76.1	6.9%
<input type="checkbox"/>	 1:34 Oceanfront and Riverfront Dining in Daytona Beach, Flo...	344	4.7%	23	0.0%	0:56	0.4	0.0%
<input type="checkbox"/>	 3:03 Check out this view of Daytona Beach FL, one the best ...	323	6.2%	48	0.0%	0:49	0.7	0.1%
<input type="checkbox"/>	 2:01 Daytona Beach Parasail - A Birds' Eye View of Daytona ...	282	2.8%	10	0.0%	1:11	0.2	0.0%
<input type="checkbox"/>	 1:16 Visit These Historical Sites in Daytona Beach, Florida	235	3.4%	44	0.0%	1:05	0.8	0.1%
<input type="checkbox"/>	 2:01 ONE DAYTONA - the Newest Entertainment Complex in...	234	3.9%	66	0.0%	1:16	1.4	0.1%
<input type="checkbox"/>	 0:16 The Arrival - Daytona Beach (:15)	219	2.7%	25,042	9.8%	0:15	104.4	9.5%
<input type="checkbox"/>	 1:54 Daytona International Speedway Tours	193	4.7%	9	0.0%	1:20	0.2	0.0%

eNewsletter Performance Overview

 Total sends	 Open rate	 Click rate	 Unsubscribe rate
502,308	3.4%	0.40%	0.18%
↓ 12.5%	↓ 23.3%	↓ 26.5%	↓ 18.9%

Top 20 Blogs

Blog	Sessions	Users	New Users	Average Engagement Time Per Session	Key Events
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	4695	3878	3326	65.9742279	879
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	2406	2033	1719	85.41853699	642
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	787	713	677	51.20965693	32
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	472	407	332	68.47881356	171
/blog/post/fun-free-things-to-do-in-daytona-beach	364	305	243	92.5989011	103
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	289	263	231	99.33217993	132
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	212	175	146	54.17924528	10
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tor	176	158	139	45.15340909	35
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	175	145	137	44.05714286	3
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-	174	148	108	53.95977011	79
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	166	137	107	70.31325301	45
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	130	104	88	87.07692308	22
/blog/post/places-to-putt-around-in-daytona-beach	113	99	87	65.57522124	36
/blog/post/cant-beat-brunch-spots-in-daytona-beach	107	93	79	59.24299065	19
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	103	94	80	71.65048544	12
/blog/post/beach-bars-with-live-music-in-daytona-beach	84	70	43	88.41666667	51
/blog/post/birds-turtles-manatees-discover-abundant-wildlife-in-daytona-beach	81	77	67	77.60493827	24
/blog/post/pack-the-popcorn-its-time-for-movies-on-the-halifax-at-the-casements	77	59	51	29.92207792	6
/blog/post/daytona-beach-area-restaurants-that-serve-up-great-food-in-a-racing-thei	75	62	57	55.13333333	21
/blog/post/dont-miss-the-daytona-beach-christmas-boat-parade	74	62	46	64.24324324	12



December 2024

Social Media Summary

Facebook - Biketoberfest

- Published Posts: 1
- Followers: 283,466 - lost 173
- Impressions: 39,353 - down 94.7%
- Engagements: 397 - down 96.9%
- Engagement Rate Per Impression: 1.0% - down 41.5%
- Post Link Clicks: 12 - down 97.4%

Instagram - BiketoberfestRally

- Published Posts: 2
- Followers: 8,790 - gained 75
- Impressions: 3,161 - down 94.9%
- Engagements: 157 - down 95.8%
- Engagement Rate Per Impression: 5.0% - down 17.9%
- Profile Actions: 6 - down 97.7%

X - Biketoberfest

- Published Posts: 1
- Followers: 4,268 - lost 6
- Impressions: 944 - down 78.2%
- Engagement: 7 - down 95.4%
- Engagement Rate Per Impression: 0.7% - down 78.8%
- Post Link Clicks: 0 - down 100.0%

TikTok - BiketoberfestRally

- Published Posts: 0
- Followers: 1,000 - gained 30
- Video Views: 307 - down 99.8%
- Engagements: 7 - down 98.4%
- Engagement Rate Per Impression: 0.3% - no change

YouTube - BiketoberfestRally709

- Subscribers: 112 - no change
- Impressions: 598 - down 82.9%
- Video Views: 22 - down 86.3%
- New Viewers: 21 - down 79.2%
- Click-Thru Rate: 1.2% - down 53.9%