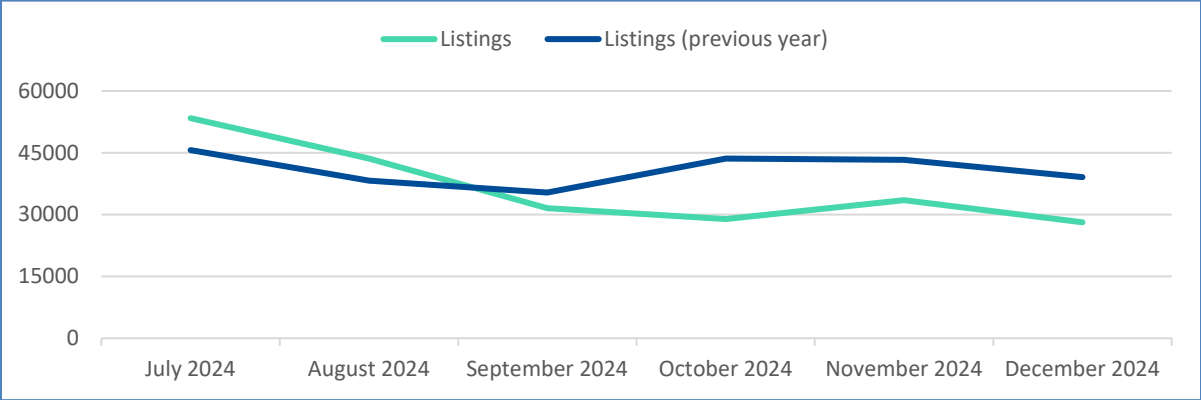
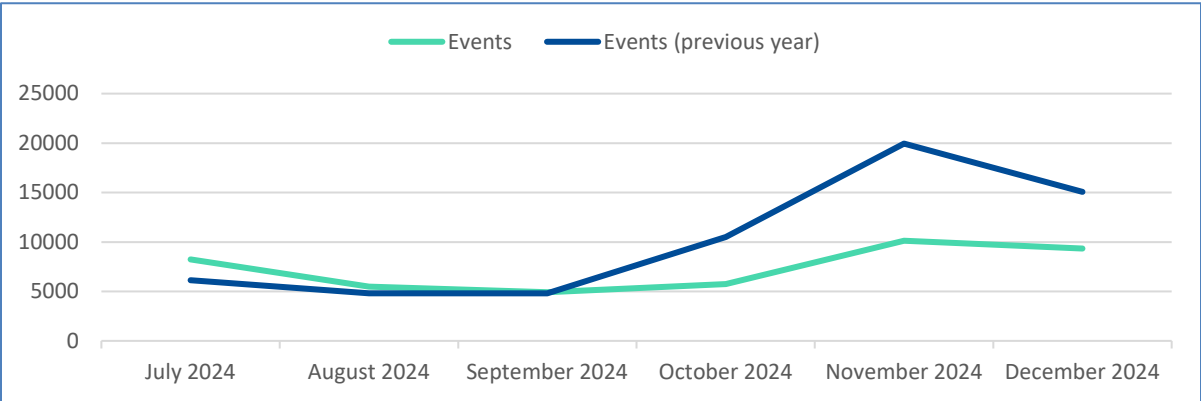


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

Month	Listings Clicks	Previous Year	%YoY
December 2024	28,133	39,087	-28.0%
November 2024	33,538	43,269	-22.5%
October 2024	28,927	43,583	-33.6%
September 2024	31,579	35,354	-10.7%
August 2024	43,577	38,232	14.0%
July 2024	53,400	45,649	17.0%



Month	Events Clicks*	Previous Year	%YoY
December 2024	9,323	15,080	-38.2%
November 2024	10,126	19,947	-49.2%
October 2024	5,731	10,496	-45.4%
September 2024	4,920	4,821	2.1%
August 2024	5,491	4,810	14.2%
July 2024	8,244	6,136	34.4%



Month	Offers Clicks*	Previous Year	%YoY
December 2024	5,583	3,746	49.0%
November 2024	5,695	4,485	27.0%
October 2024	3,633	2,646	37.3%
September 2024	3,099	3,093	0.2%
August 2024	4,595	5,190	-11.5%
July 2024	5,390	4,329	24.5%



* 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 | December 2024

Top 10 Pages	Pageviews
/brazil	212,336
/places-to-stay/hotel-deals	121,224
/things-to-do/top-10-reasons-to-visit	120,245
/canadian-sand-dollars	57,623
/events/all-events	53,568
Homepage	52,808
/things-to-do/with-kids	45,126
/plan/travel-resources/visitors-guide	40,943
/florida-resident-deals	30,770
/things-to-do/beaches/live-web-cam	13,998

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	637
Daytona Beach Pier & Boardwalk	361
Rare Breed Fishing Charters	293
Daytona Beach Parasail	223
Daytona Lagoon Premier Water Park & Family Fun Entertainment Center	194
Daytona International Speedway Track Tours	192
Urban Air Trampoline & Adventure Park	191
NASCAR Racing Experience	157
Southside Jet Ski	151
Screamer's Park	147

Top Viewed Events	Views
Daytona Beach Bike Week	7,750
Daytona Beach Christmas Boat Parade	6,071
New Year's Eve on Main Street	5,310
Magic of Lights	3,478
Jeep Beach	2,069
Biketoberfest®	1,990
A December to Remember	1,860
Welcome to Rockville	1,483
Spring Daytona Turkey Run	1,431
Gingerbread Fantasy Holiday Light Display	1,291

Dining	Listing Clicks
Mama Foo Foo	271
Dine and Cruise – Dinner and River Cruise	158
Rose Villa Southern Table & Bar	134
Joe's Crab Shack	129
Crabby's Oceanside	105
The Cellar	103
Polynesian Fire Luau in Daytona Beach	103
Chart House	102
31 Supper Club	99
Hyde Park Prime Steakhouse	97

Partner Referrals | December 2024

Shopping	Listing Clicks
Tanger-Daytona Beach	114
Riverfront Shops of Daytona Beach	92
Ocean Walk Shoppes	84
Daytona Flea & Farmer's Market	84
Volusia County Farmer's Market	73
Volusia Mall	66
DeLand Flea Market	63
ONE DAYTONA	50
Teddy Morse's Daytona Harley-Davidson	41
Dunn's Attic & Auction House	41

Golf Courses	Listing Clicks
LPGA International	79
Spruce Creek Country Club	62
Pelican Bay Golf Club	61
Daytona Beach Golf Club	53
The Club at Venetian Bay	42
Riviera Country Club	39
Halifax Plantation Golf Club	35
Hidden Lakes Golf Club	35
Cypress Head Golf Club	31
New Smyrna Golf Club	28

Top Offers	Views/Clicks
Max Beach Resort Florida Residents – 20% Off Weekday Stays & 15% Off Weekend Stays	257 / 78
Max Beach Resort Extend Your Stay & Save 20% When you Stay 7 to 13 Nights	246 / 73
Max Beach Resort Military Discount at Max Beach Resort	230 / 82
Max Beach Resort Eggs-citing Ocean Escape with Breakfast for Two	214 / 75
Max Beach Resort AARP Members Save at Max Beach Resort	210 / 72
Tropical Manor on the Ocean 20% Off Rates & Heartwarming Holiday Activities	210 / 50
Max Beach Resort Escape the Chill and Cozy up with a Getaway to Max Beach Resort	199 / 70
Hilton Daytona Beach Oceanfront Resort Up to 30% Off for FL/GA/NC/SC Residents	189 / 60
Max Beach Resort AAA and CAA Members Discounts	179 / 56
Hilton Daytona Beach Oceanfront Resort Coastal Rewards Escape Package	175 / 58

Parks	Listing Clicks
Riverfront Esplanade	145
Blue Spring State Park	104
Hontoon Island State Park	55
Sun Splash Park	38
Andy Romano Beachfront Park	32
Tiger Bay State Forest	30
Ponce Preserve	27
Breakers Oceanfront Park	23
27 th Avenue Park	21
Lighthouse Point Park	18