

# DAYTONA BEACH®

December 2025  
End of Month Reports  
Social - eNewsletters - Blogs

# Social Media Summary

## Facebook - DaytonaBeach

	Dec 25	Dec 24	v. Nov 2025	v. Dec 2024
Published Posts	62	63		
Followers	702,972	416,147	+11,293	+286,825
Impressions - Organic	1,229,478	336,777	-11.1%	265.1%
Impressions - Paid	9,485,943	15,910,927	0.9%	-40.4%
Engagements - Organic	22,277	2,941	-18.3%	657.5%
Engagements - Paid	405,010	702,904	-0.9%	-42.4%
Engagement Rate Per Impression - Organic	1.8%	0.9%	-8.2%	107.5%
Engagement Rate Per Impression - Paid	4.2%	4.4%	-1.8%	-3.4%

## Instagram - DiscoverDaytonaBeach

	Dec 25	Dec 24	v. Nov 2025	v. Dec 2024
Published Posts	36	192		
Followers	33,909	26,300	+402	+7,609
Views - Organic	79,925	90,612	-21.3%	-11.8%
Views - Paid	1,478,792	1,957,122	62.6%	-24.4%
Engagements - Organic	1,666	2,664	-35.8%	-37.5%
Engagements - Paid	7,806	12,789	-0.2%	-39.0%
Engagement Rate Per Impression - Organic	2.1%	2.9%	-18.5%	-29.1%
Engagement Rate Per Impression - Paid	0.5%	0.7%	-38.6%	-19.2%

## Threads - DiscoverDaytonaBeach

	Dec 25	Dec 24	v. Nov 2025	v. Dec 2024
Published Posts	42	10		
Followers	4,951	0	+33	
Views	564	516	19.7%	9.3%
Engagements	22	18	29.4%	22.2%

## X - DaytonaBeachFun

	Dec 25	Dec 24	v. Nov 2025	v. Dec 2024
Published Posts	39	15		
Followers	11,746	11,833	+7	-87
Impressions	6,288	2,595	20.0%	142.3%
Engagements	218	77	33.7%	183.1%
Engagement Rate Per Impression	3.5%	3.0%	11.5%	16.8%

## TikTok - DiscoverDaytonaBeach

	Dec 25	Dec 24	v. Nov 2025	v. Dec 2024
Published Posts	11	3		
Followers	80,420	16,907	+320	+63,513
Impressions	35,467	1,399,777	-83.8%	-97.5%
Engagements	1,274	8,793	-85.8%	-85.5%
Engagement Rate Per Impression	3.6%	0.6%	-12.2%	471.8%

## YouTube - VisitDaytonaBeach

	Dec 25	Dec 24	v. Nov 2025	v. Dec 2024
Subscribers	1,083	991	+7	+92
Impressions	13,078	10,125	42.0%	29.2%
Video Views	272,787	256,362	0.6%	6.4%
New Viewers	10,926	106,735	36.2%	-89.8%
Click-Thru Rate	2.8%	3.7%	-28.2%	-24.3%

## Pinterest - DiscoverDaytonaBeach

	Dec 25	Dec 24	v. Nov 2025	v. Dec 2024
Audience	448	378	+1	+70

## Facebook Top Posts

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
The Halifax River Yacht Club Annual Boat Parade sets sail December 20 at 6 pm. Expect twinkling boats, fun holiday...	Fri 12/19/2025 1:55 pm EST	10,546	2,346	181	351	332	7,336
Ready, set, GO-karts! Daytona KartWeek races to "The World Center of Racing" Daytona International Speedway...	Fri 12/26/2025 2:00 pm EST	2,420	400	36	72	293	1,619
Follow us for vacation planning, event information, and more!	Tue 12/23/2025 10:04 am EST	1,372	1,036	5	16	2	313
Follow us for vacation planning, event information, and more!	Tue 12/23/2025 10:04 am EST	1,270	1,047	5	9	7	202
Follow us for vacation planning, event information, and more!	Tue 12/23/2025 10:04 am EST	733	614	6	9	6	98

## Facebook Top Viewed Videos

Video Title	Date	Video Views
It's DAY 1 of our Countdown to the Holidays in the Daytona Beach area! We're sharing 24 days of festive fun, events, eat...	Mon 12/1/2025 10:41 am EST	52,516
Here's a free and fun, family-friendly holiday happening! Don't miss the amazing Christmas display at the Twi-Light II Motel i	Tue 12/9/2025 3:14 pm EST	41,350
Countdown to the Holidays: DAY 12 Taste your way through the holidays i...	Fri 12/12/2025 3:41 pm EST	35,001
It's DAY 10 of our Holiday Countdown! To stay in the know of all there is to see and do this holiday season, check out thi...	Wed 12/10/2025 7:01 am EST	14,873
December Events In Daytona Beach	Tue 12/23/2025 10:04 am EST	11,873

## Instagram Top Posts

Post ID	Date	Caption	Total Engagements	Likes	Comments	Shares	Saves
discoverdaytonabeach	Tue 12/9/2025 3:14 pm EST	Here's a free and fun, family-friendly holiday happening! Don't miss the amazing Christmas display at the Twi-Light II Motel i	209	124	5	60	20
discoverdaytonabeach	Wed 12/3/2025 11:08 am EST	We ❤️ the Daytona Beach area, too! #LoveDaytonaBeach by @movetofloridawithheather...	166	132	4	24	6
discoverdaytonabeach	Wed 12/10/2025 9:54 am EST	It's DAY 10 of our Holiday Countdown! To stay in the know of all there is to see and do this holiday season, check out thi...	116	63	3	35	15
discoverdaytonabeach	Wed 12/3/2025 4:35 pm EST	Happy Wave Wednesday! On DAY 3 of our Countdown to the Holidays, we are celebrating the grand opening of our...	105	71	6	21	7
discoverdaytonabeach	Mon 12/1/2025 4:20 pm EST	It's DAY 1 of our Countdown to the Holidays in the Daytona Beach area! We're sharing 24 days of festive fun, events, eat...	100	62	1	27	10

## Instagram Top Viewed Videos

Post ID	Date	Caption	Reels Video Views
discoverdaytonabeach	Tue 12/9/2025 3:14 pm EST	Here's a free and fun, family-friendly holiday happening! Don't miss the amazing Christmas display at the Twi-Light II Motel i	3,160
discoverdaytonabeach	Wed 12/3/2025 4:35 pm EST	Happy Wave Wednesday! On DAY 3 of our Countdown to the Holidays, we are celebrating the grand opening of our...	2,460
discoverdaytonabeach	Wed 12/10/2025 9:54 am EST	It's DAY 10 of our Holiday Countdown! To stay in the know of all there is to see and do this holiday season, check out thi...	2,337
discoverdaytonabeach	Mon 12/1/2025 4:20 pm EST	It's DAY 1 of our Countdown to the Holidays in the Daytona Beach area! We're sharing 24 days of festive fun, events, eat...	2,219
discoverdaytonabeach	Fri 12/12/2025 8:16 pm EST	Countdown to the Holidays: DAY 12 Taste your way through the holidays i...	2,170

## X Top Posts

<p><b>X @DaytonaBeachFun</b> Fri 12/26/2025 4:12 pm EST</p> <p>🏁 Ready, set, GO-karts! 🏁 Daytona KartWeek races to "The World Center of Racing" Daytona International Speedway...</p>  <p><b>Total Engagements</b> 26</p> <p>Likes 8</p> <p>@Replies 0</p> <p>Reposts 1</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 15</p> <p>Other Engagements 0</p>	<p><b>X @DaytonaBeachFun</b> Tue 12/30/2025 1:34 pm EST</p> <p>🎆 Ring in the New Year with sparkle and style in Daytona Beach! Read this blog for details on the hottest NYE parties and...</p>  <p><b>Total Engagements</b> 16</p> <p>Likes 2</p> <p>@Replies 0</p> <p>Reposts 1</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 9</p> <p>Other Engagements 0</p>	<p><b>X @DaytonaBeachFun</b> Sat 12/20/2025 6:09 am EST</p> <p>🌲 Countdown to the Holidays DAY 20 🌲 All aboard the Ormond Beach Historic Bus Tour! You'll make stops at historic...</p>  <p><b>Total Engagements</b> 14</p> <p>Likes 4</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 8</p> <p>Other Engagements 1</p>	<p><b>X @DaytonaBeachFun</b> Mon 12/29/2025 1:10 pm EST</p> <p>🌴 You'll find accessible oceanfront parks across the Daytona Beach area. The area's oceanfront parks make beach days easy...</p>  <p><b>Total Engagements</b> 13</p> <p>Likes 2</p> <p>@Replies 1</p> <p>Reposts 1</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 3</p> <p>Other Engagements 2</p>	<p><b>X @DaytonaBeachFun</b> Sun 12/28/2025 1:25 pm EST</p> <p>📰 Keep your finger on the pulse of all things Daytona Beach! Subscribe to our official e-newsletter and get the inside...</p>  <p><b>Total Engagements</b> 11</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Reposts 0</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 9</p> <p>Other Engagements 0</p>
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## X Top Video Views

<p><b>X @DaytonaBeachFun</b> Sat 12/13/2025 11:06 am EST</p> <p>🌲 Countdown to the Holidays: DAY 13 ❄️ Winter in Daytona Beach = coastal magic! Climb the Ponce Inlet Lighthouse...</p>  <p><b>Video Views</b> 72</p>	<p><b>X @DaytonaBeachFun</b> Fri 12/5/2025 5:15 pm EST</p> <p>🛫 Hey NYC and Boston! JetBlue is now offering nonstop flights to the Daytona Beach area's sunny and iconic shores! ✈️...</p>  <p><b>Video Views</b> 48</p>	<p><b>X @DaytonaBeachFun</b> Sun 12/14/2025 11:11 am EST</p> <p>🌲 Countdown to the Holidays: DAY 14 🎁 Unwrap holiday magic in the Daytona Beach area! Enjoy sandy strolls, dazzling...</p>  <p><b>Video Views</b> 43</p>	<p><b>X @DaytonaBeachFun</b> Mon 12/29/2025 1:10 pm EST</p> <p>🌴 You'll find accessible oceanfront parks across the Daytona Beach area. The area's oceanfront parks make beach days easy...</p>  <p><b>Video Views</b> 41</p>	<p><b>X @DaytonaBeachFun</b> Fri 12/12/2025 4:14 pm EST</p> <p>🎁 Countdown to the Holidays: DAY 12 🍪 Taste your way through the holidays in the Daytona Beach area! From cookie bli...</p>  <p><b>Video Views</b> 38</p>
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## TikTok Top Posts

<p><b>discoverdaytonabeach</b> Mon 12/22/2025 12:30 pm EST</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p><b>Total Engagements</b> 106</p> <p><b>Likes</b> 93</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 13</p> <p>Boosted</p>	<p><b>discoverdaytonabeach</b> Sat 12/13/2025 8:08 am EST</p> <p>❄️ Winter in Daytona Beach = coastal magic! Climb the Ponce Inlet Lighthouse for dazzling views, then wander The...</p>  <p><b>Total Engagements</b> 47</p> <p><b>Likes</b> 40</p> <p><b>Comments</b> 2</p> <p><b>Shares</b> 5</p>	<p><b>discoverdaytonabeach</b> Mon 12/1/2025 7:40 am EST</p> <p>🌿 It's DAY 1 of our Countdown to the Holidays in the Daytona Beach area! We're sharing 24 days of festive fun, events, eat...</p>  <p><b>Total Engagements</b> 36</p> <p><b>Likes</b> 33</p> <p><b>Comments</b> 1</p> <p><b>Shares</b> 2</p>	<p><b>discoverdaytonabeach</b> Fri 12/12/2025 3:04 am EST</p> <p>🎁 Countdown to the Holidays: DAY 12 🎁 🍴 Taste your way through the holidays in the Daytona Beach area! Fro...</p>  <p><b>Total Engagements</b> 33</p> <p><b>Likes</b> 28</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 5</p>	<p><b>discoverdaytonabeach</b> Sun 12/14/2025 5:54 pm EST</p> <p>🎁 Unwrap holiday magic in the Daytona Beach area! Enjoy sandy strolls, dazzling light displays and warm holiday vibes. ✨ ...</p>  <p><b>Total Engagements</b> 19</p> <p><b>Likes</b> 18</p> <p><b>Comments</b> 1</p> <p><b>Shares</b> 0</p>
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## TikTok Top Viewed Videos

<p><b>discoverdaytonabeach</b> Mon 12/22/2025 12:30 pm EST</p> <p>Love Daytona Beach? Become a fan and join our community today!</p>  <p><b>Total Video Views</b> 1,976</p> <p><b>Follow Video Views</b> —</p> <p><b>For You Video Views</b> —</p> <p><b>Hashtag Video Views</b> —</p> <p><b>Business Account Video Views</b> —</p> <p><b>Others Video Views</b> —</p> <p><b>Search Video Views</b> —</p> <p><b>Sound Video Views</b> —</p> <p><b>Unspecified Video Views</b> —</p> <p>Boosted</p>	<p><b>discoverdaytonabeach</b> Sat 12/13/2025 8:08 am EST</p> <p>❄️ Winter in Daytona Beach = coastal magic! Climb the Ponce Inlet Lighthouse for dazzling views, then wander The...</p>  <p><b>Total Video Views</b> 900</p> <p><b>Follow Video Views</b> 102</p> <p><b>For You Video Views</b> 513</p> <p><b>Hashtag Video Views</b> —</p> <p><b>Business Account Video Views</b> 47</p> <p><b>Others Video Views</b> 25</p> <p><b>Search Video Views</b> 211</p> <p><b>Sound Video Views</b> 0</p> <p><b>Unspecified Video Views</b> 2</p>	<p><b>discoverdaytonabeach</b> Fri 12/12/2025 3:04 am EST</p> <p>🎁 Countdown to the Holidays: DAY 12 🎁 🍴 Taste your way through the holidays in the Daytona Beach area! Fro...</p>  <p><b>Total Video Views</b> 832</p> <p><b>Follow Video Views</b> 110</p> <p><b>For You Video Views</b> 574</p> <p><b>Hashtag Video Views</b> —</p> <p><b>Business Account Video Views</b> 53</p> <p><b>Others Video Views</b> 36</p> <p><b>Search Video Views</b> 57</p> <p><b>Sound Video Views</b> 0</p> <p><b>Unspecified Video Views</b> 2</p>	<p><b>discoverdaytonabeach</b> Mon 12/1/2025 7:40 am EST</p> <p>🌿 It's DAY 1 of our Countdown to the Holidays in the Daytona Beach area! We're sharing 24 days of festive fun, events, eat...</p>  <p><b>Total Video Views</b> 746</p> <p><b>Follow Video Views</b> 97</p> <p><b>For You Video Views</b> 549</p> <p><b>Hashtag Video Views</b> —</p> <p><b>Business Account Video Views</b> 59</p> <p><b>Others Video Views</b> 29</p> <p><b>Search Video Views</b> 9</p> <p><b>Sound Video Views</b> 0</p> <p><b>Unspecified Video Views</b> 3</p>	<p><b>discoverdaytonabeach</b> Wed 12/10/2025 1:31 pm EST</p> <p>🌿 It's DAY 10 of our Holiday Countdown! To stay in the know of all there is to see and do this holiday season, check out thi...</p>  <p><b>Total Video Views</b> 617</p> <p><b>Follow Video Views</b> 40</p> <p><b>For You Video Views</b> 172</p> <p><b>Hashtag Video Views</b> —</p> <p><b>Business Account Video Views</b> 46</p> <p><b>Others Video Views</b> 9</p> <p><b>Search Video Views</b> 348</p> <p><b>Sound Video Views</b> 0</p> <p><b>Unspecified Video Views</b> 2</p>
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## 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	3195	2873	2568	49.9370892	921
/blog/post/ways-to-celebrate-christmas-in-daytona-beach	2302	1960	1671	77.30451781	552
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	590	534	469	50	90
/blog/post/fun-free-things-to-do-in-daytona-beach	466	382	330	97.08798283	124
/blog/post/big-events-for-the-daytona-beach-area	397	337	292	59.95214106	59
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	246	227	216	37.90650407	8
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	220	204	189	61.91363636	57
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	183	164	132	67.39344262	50
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach	157	142	116	45.68152866	50
/blog/post/find-great-shopping-and-dining-at-daytona-beachs-tanger-outlets-and-tor	126	115	101	47.54761905	20
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	117	95	87	68.4017094	21
/blog/post/beach-bars-with-live-music-in-daytona-beach	116	106	73	68.5	45
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	113	99	72	60.7699115	20
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	101	90	77	56.84158416	7
/blog/post/whats-new-in-daytona-beach-for-2026-exciting-experiences-await-travele	95	91	72	63.30526316	11
/blog/post/biking-trails-and-where-to-access-them-in-daytona-beach	74	66	53	124.9459459	16
/blog/post/dont-miss-the-daytona-beach-christmas-boat-parade	71	53	42	24.69014085	6
/blog/post/10-local-coffee-shops-for-that-anytime-stop	70	57	54	63.11428571	21
/blog/post/5-things-to-know-about-welcome-to-rockville-in-daytona-beach	70	51	44	38.88571429	3
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	70	61	56	59.42857143	1

## eNewsletter

<p>Total Sends</p> <p><b>703,113</b></p> <p>17.9%</p>	<p>Open Rate</p> <p><b>4.1%</b></p> <p>7.9%</p>	<p>Click Rate</p> <p><b>.42%</b></p> <p>20.0%</p>	<p>Unsubscribe Rate</p> <p><b>.17%</b></p> <p>-29.4%</p>
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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		<b>13,078</b>	<b>2.8%</b>	<b>272,787</b>	<b>0:22</b>	<b>1,141.1</b>
<input type="checkbox"/>	 Daytona Beach   Surf Lesson 15	34	0%	95,805 35.1%	0:15	392.6 34.4%
<input type="checkbox"/>	 Are you ready for the best family beach vacation? Noth...	51	0%	95,179 34.9%	0:15	390.0 34.2%
<input type="checkbox"/>	 Daytona Beach Nightlife	122	2.5%	68,506 25.1%	0:15	278.8 24.4%
<input type="checkbox"/>	 Daytona Beach Kids Arrival	54	3.7%	5,573 2.0%	0:30	26.9 2.4%
<input type="checkbox"/>	 From surfing lessons, white sand beaches, find many f...	44	0%	5,518 2.0%	0:30	26.0 2.3%
<input type="checkbox"/>	 Accessible Adventures In Daytona Beach	568	1.9%	146 0.1%	1:21	3.3 0.3%
<input type="checkbox"/>	 Daytona Beach, FL: Your Next Family Road Trip Destina...	29	0%	285 0.1%	0:28	2.2 0.2%
<input type="checkbox"/>	 Stetson Mansion Christmas Spectacular, Perfect Back...	38	0%	126 0.1%	0:54	1.9 0.2%
<input type="checkbox"/>	 ONE DAYTONA - the Newest Entertainment Complex in...	223	2.7%	49 0.0%	1:16	1.0 0.1%
<input type="checkbox"/>	 Mary McLeod Bethune Home - Step into a Remarkable ...	78	14.1%	44 0.0%	1:23	1.0 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	539	21,707	36,058	1,441	233	05:09:31	00:00:34
<input checked="" type="checkbox"/>  Main Street Pier and Sunglow P... <small>Uploaded Nov 14, 2019</small>	378	3,634	0	667	155	03:59:34	00:00:38
<input checked="" type="checkbox"/>  Discover Daytona Beach: Histo... <small>Uploaded Nov 8, 2019</small>	28	963	0	179	18	00:12:09	00:00:26
<input checked="" type="checkbox"/>  Daytona Beach Nightlife <small>Uploaded Oct 16, 2024</small>	23	114	0	4	7	00:02:24	00:00:06
<input checked="" type="checkbox"/>  Eco Adventures in Daytona Be... <small>Uploaded Jan 13, 2020</small>	20	944	0	154	8	00:15:41	00:00:47
<input checked="" type="checkbox"/>  Southeast Museum Of Photogr... <small>Uploaded Jan 6, 2020</small>	20	829	0	152	14	00:06:46	00:00:20
<input type="checkbox"/>  The Arrival - Daytona Beach (15) <small>Uploaded Oct 16, 2024</small>	18	140	0	3	5	00:02:08	00:00:07
<input type="checkbox"/>  The Ultimate Daytona Beach Tr... <small>Uploaded Feb 18, 2021</small>	14	28	0	21	14	00:11:34	00:00:49
<input type="checkbox"/>  First Surf Lesson - Daytona Bea... <small>Uploaded Oct 16, 2024</small>	11	99	0	1	3	00:01:12	00:00:06
<input type="checkbox"/>  Free Things to Do in Daytona B... <small>Uploaded Sep 26, 2019</small>	6	103	0	23	3	00:07:44	00:01:17
<input type="checkbox"/>  Daytona Beach Area CVB Grou... <small>Uploaded Oct 3, 2025</small>	3	20	0	10	3	00:00:46	00:00:15