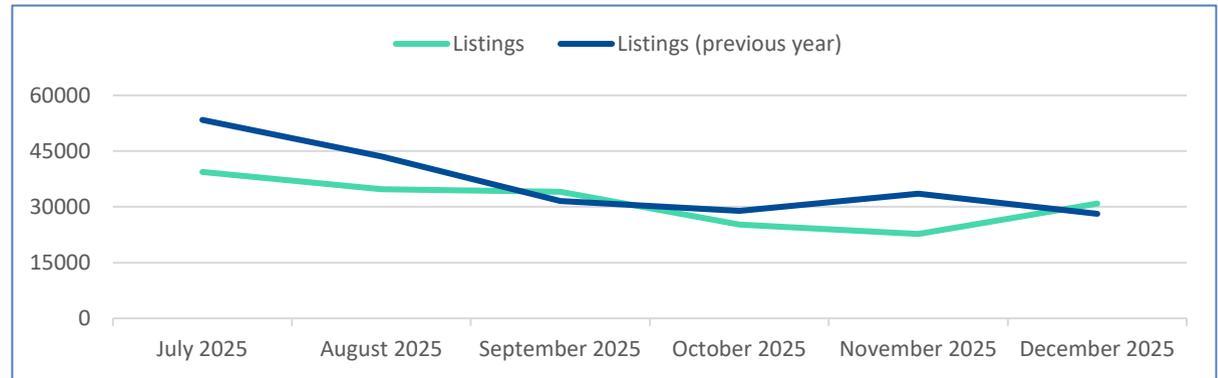
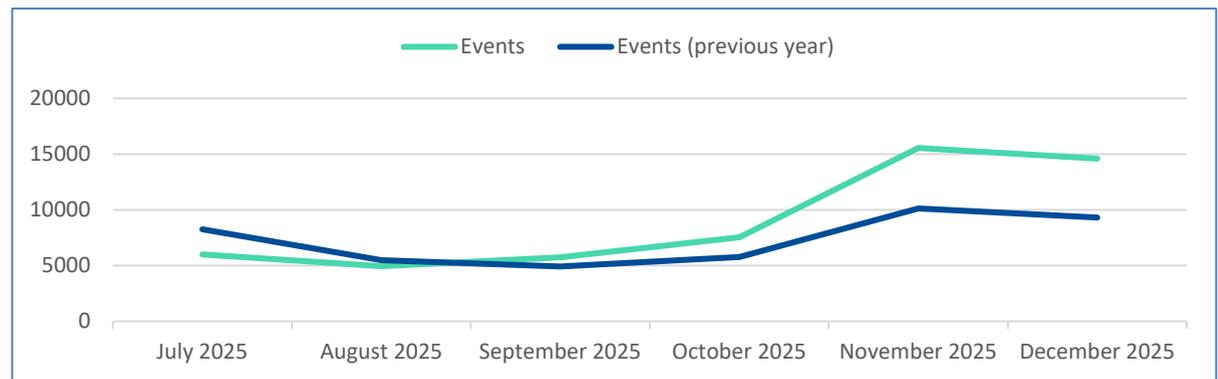


How many referrals (clicks) are my partners receiving from Listings, Events and Coupons?

Month	Listings Clicks	Previous Year	%YoY
December 2025	30,903	28,133	9.8%
November 2025	22,707	33,538	-32.3%
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%



Month	Events Clicks*	Previous Year	%YoY
December 2025	14,589	9,323	56.5%
November 2025	15,552	10,126	53.6%
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%



Month	Offers Clicks*	Previous Year	%YoY
December 2025	5,281	5,583	-5.4%
November 2025	3,098	5,695	-45.6%
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%



* 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 2025

Top 10 Pages (no events)	Pageviews
/Places-to-Stay/Hotel-Deals	147,913
/Brazil	111,744
/Canadian-Sand-Dollars/Canadian-Sun-Sand-Deals	81,193
/Events/All Events	49,282
/Plan/Travel-Resources/Newsletter/Sign-Up	43,054
Homepage	36,665
/Plan/Travel-Resources/Visitors-Guide	31,607
/Plan/Travel-Resources/Visitors-Guide/Visitors-Guide-by-Mail	31,403
/Places-to-Stay/Hotels	22,585
/Things-to-Do/Top-10-Reasons-to-Visit	13,830

Top Viewed Events	Views
Magic of Lights	10,219
New Year's Eve on Main Street	8,198
Jeep Beach	6,306
Daytona Beach Bike Week	5,838
Halifax River Yacht Club Annual Boat Parade	3,458
34 th Annual Home of the Holidays Groovy Parade & Tree Lighting	2,418
Christmas Spectacular at Stetson Mansion	1,944
A December to Remember & Holiday Lights	1,884
Wonderland at ONE DAYTONA	1,604
Daytona KartWeek	1,440

Attractions	Listing Clicks
Daytona Aquarium & Rainforest Adventure	492
Marine Science Center	190
Daytona Beach Boardwalk & Pier	178
Daytona International Speedway	167
Screamer's Park	140
Angell & Phelps Chocolate Factory	129
Motorsports Hall of Fame of America	111
Hanksters Hot Rods & Museum	93
Stetson Mansion	90
K1 Speed Daytona	79

Dining	Listing Clicks
Dine and Cruise - Dinner and River Cruise	628
Rose Villa Southern Table & Bar	121
Top of Daytona	116
Mama Foo Foo	112
Ocean Deck Restaurant & Beach Bar	102
The Cellar	94
Polynesian Fire Luau	92
Millie's Restaurant & Catering	92
The Crab Stop of Daytona	90
Joe's Crab Shack	87

Partner Referrals | December 2025

Shopping	Listing Clicks
Volusia Mall	171
Tanger-Daytona Beach	108
Ocean Walk Shoppes	96
Riverfront Shops of Daytona Beach	88
Daytona Flea and Farmers Market	87
DeLand Flea Market	69
ONE DAYTONA	62
Teddy Morse's Daytona Harley-Davidson	53
Volusia County Farmers' Market	48
Nicole's Beach Street Antique Mall	48

Golf Courses	Listing Clicks
Riviera Country Club	202
LPGA International	78
Pelican Bay Golf Club	57
Daytona Beach Golf Club	56
Spruce Creek Country Club	49
The Club at Venetian Bay	45
Cypress Head Golf Club	45
Hidden Lakes Golf Club	44
New Smyrna Golf Club	36
Victoria Hills Golf Club	29

Top Offers	Views/Clicks
Grand Seas Resort Florida & Georgia Resident Rate: Save Up to 20% Off Your Beach Getaway	315 / 69
Distinctive Beach Rentals Military Appreciation Discount - 10% Off Vacation Rentals	301 / 77
World Famous Boat Tours Canadian Special Pricing - 10% Off	273 / 28
Ocean Walk Shoppes Happy Hours	260 / 78
Hilton Daytona Beach Oceanfront Resort Coastal Rewards: 10K Hilton Honors Points	243 / 90
Max Beach Resort Winter Warm Up Room Package - Save 10% on a 2-Night Stay	231 / 128
Boardwalk Inn & Suites 30% Off	172 / 62
Max Beach Resort: Military Discount: Save up to 15% Off a 2-Night Stay	169 / 37
Distinctive Beach Rentals 20% Off the First Three Direct Bookings for Each Condo	166 / 78
Max Beach Resort The More You Stay. The More You Save!	156 / 37

Parks	Listing Clicks
Daytona Beach Dog Beach	96
Blue Spring State Park	85
Riverfront Esplanade	50
Andy Romano Beachfront Park	49
Breakers Oceanfront Park	49
Smyrna Dunes Park	49
Central Park	41
Tiger Bay State Forest	39
Sun Splash Park	36
Daisy Stocking Park	35