

DAYTONA BEACH®

January 2024
End of Month Reports
Social - eNewsletters - Blogs

Social Media Overview - January 2024

FACEBOOK: The CVB's Facebook page ended January with **258,891 total followers, gaining 3,916**. The page saw **675,590 engagements, up 111.7%**, and **19,249,423 impressions, up 104%**. The **engagement rate (per impression) was 3.5%, up 2.9%**.

INSTAGRAM: The CVB's Instagram page gained **473 new followers** in January ending the month with **22,474 total followers**. Overall Instagram efforts generated **2,011,950 impressions, up 79.3%** and **5,358 engagements, up 64.4%**. The **engagement rate (per impression) was 0.3%, down 8.3%**.

TWITTER: The Daytona Beach Twitter account ended January with **11,844 followers, up 14**. Twitter content generated **12,804 impressions, up 69.8%** and **240 engagements, down 6.3%**. The **engagement rate (per impression) was 1.9%, down 44.8%**.

TIKTOK: The Daytona Beach TikTok account January with **2,325 followers, gaining 350**. TikTok content generated **2,010,882 video views, up 8794.9%**.

YOUTUBE: The Daytona Beach YouTube account ended January with **910 subscribers, gaining 6 subscribers**. YouTube content generated **21,491 impressions, up 71.3%**, **174,582 new viewers, up 206.7%** and the **click-thru rate was 3.9%, down 11.4%**.

Facebook Summary

Organic Impressions
490,232 ↗ 73.9%

Organic Engagement Rate (per Impression)
6.2% ↗ 15.5%

Organic Post Link Clicks
14,986 ↗ 283.6%

Organic Engagements
30,393 ↗ 100.8%

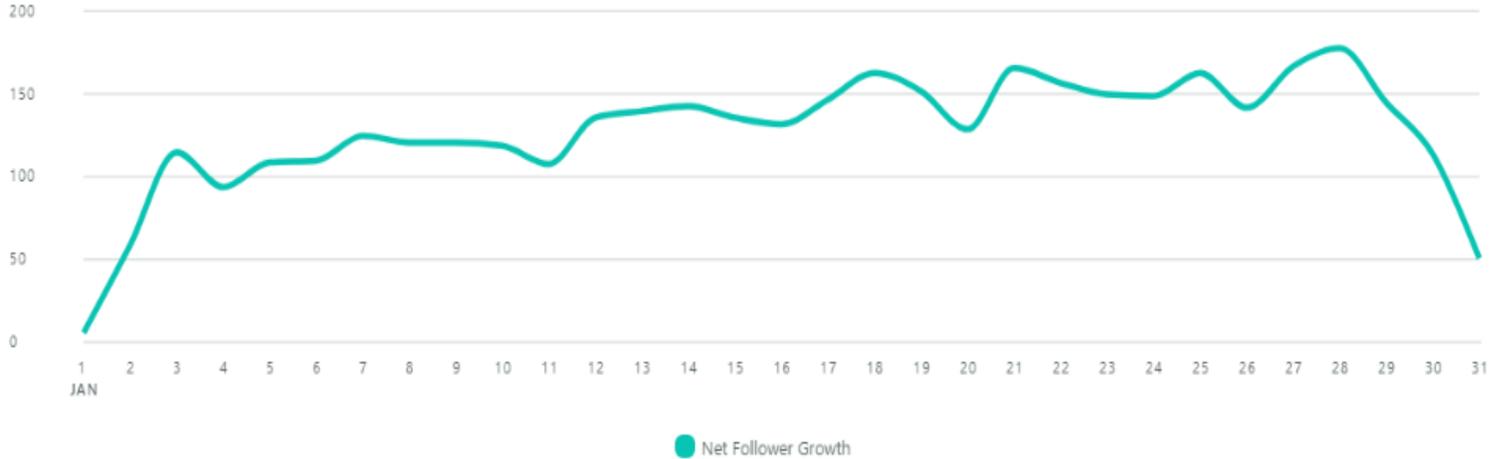
Paid Impressions
18,739,224 ↗ 104.9%

Paid Engagement Rate (per Impression)
2.5% ↘ 9.2%

Paid Post Link Clicks
397,480 ↗ 98.2%

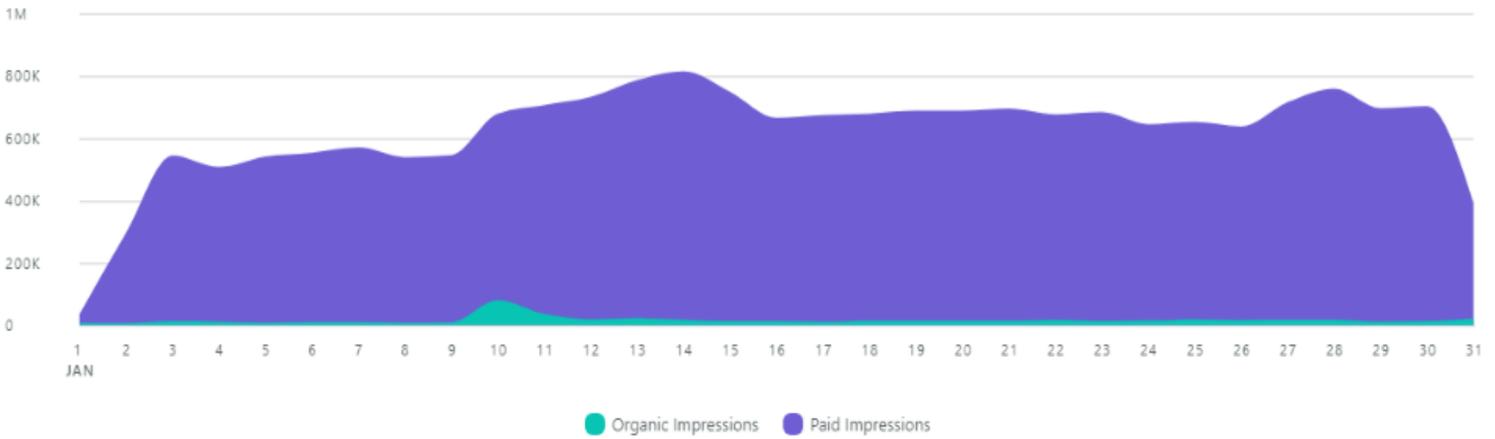
Paid Engagements
467,382 ↗ 86.1%

Audience Growth



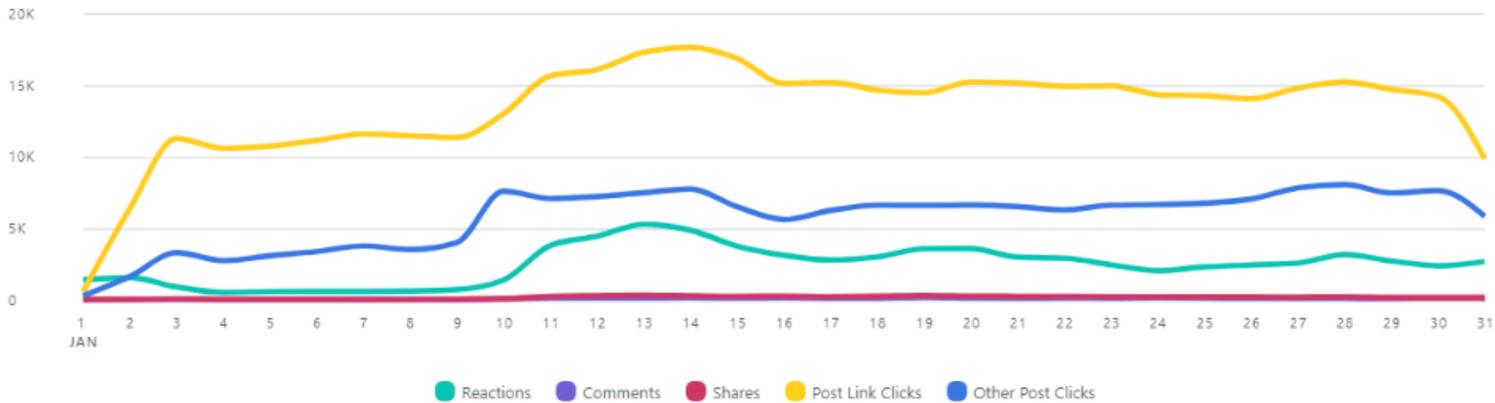
Audience Metrics	Totals	% Change
Followers ⚠	258,891	↗ 1.5%
Net Follower Growth	3,916	↗ 73.4%
Fans	250,794	↗ 1.4%
Net Page Likes	3,650	↗ 71.4%
Organic Page Likes	778	↗ 98.5%
Paid Page Likes	3,148	↗ 61.4%
Page Unlikes	276	↗ 29.6%

Facebook Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	490,232 ↗ 73.9%	18,739,224 ↗ 104.9%	19,249,423	↗ 104%
Average Daily Impressions per Page	15,813.94 ↗ 73.9%	604,491.1 ↗ 104.9%	620,949.13	↗ 104%
Average Daily Reach per Page	10,600.1 ↗ 41.3%	550,114.9 ↗ 102.2%	559,947.74	↗ 100.6%

Facebook Engagement



Engagement Metrics	Organic	Paid	Totals	% Change
Total Engagements	30,393 ↗ 101%	467,382 ↗ 86%	675,590	↗ 111.7%
Reactions	12,998 ↗ 32%	62,977 ↗ 33%	75,975	↗ 32.7%
Comments	1,480 ↗ 93%	2,107 ↗ 84%	3,587	↗ 87.7%
Shares	929 ↗ 43%	4,818 ↗ 134%	5,747	↗ 112%
Post Link Clicks	14,986 ↗ 284%	397,480 ↗ 98%	412,466	↗ 101.7%
Other Post Clicks	N/A	N/A	177,815	↗ 236.7%

Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.
Descending by Lifetime Engagements

Daytona Beach Area Conven...
Fri 1/19/2024 1:25 pm PST

The 62nd Rolex 24 At DAYTONA weekend returns to the "World Center of Racing" Daytona International Speedway o...



Total Engagements	6,812
Reactions	4,387
Comments	45
Shares	146
Post Link Clicks	56
Other Post Clicks	2,178

Daytona Beach Area Conven...
Wed 1/10/2024 8:43 am PST

If you love old school rhythm & blues music you won't want to miss Russell Thompkins Jr. and the New Stylistics and...



Total Engagements	5,268
Reactions	4,056
Comments	61
Shares	126
Post Link Clicks	10
Other Post Clicks	1,015

Daytona Beach Area Conven...
Sat 1/13/2024 6:29 am PST

Sports car racing fans, it's about that time! Catch the very first glimpses of the drivers and their cutting-edge machines at...



Total Engagements	5,001
Reactions	3,870
Comments	37
Shares	112
Post Link Clicks	37
Other Post Clicks	945

Facebook Top Viewed Videos

Daytona Beach Area Conventi...
Sat 1/13/2024 9:01 am EST

Ready for a winter getaway? Our 23 miles of beaches are ready to welcome you! Start planning today at DaytonaBeach.com!...



What he said: "We should have to Daytona Beach"

Video Views	42,520
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Boosted

Daytona Beach Area Conventi...
Tue 1/2/2024 11:48 pm EST

The Daytona Beach area's festival and event lineup is world-class! Don't miss these events in 2024! Learn more:...



Video Views	33,711
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Boosted

Daytona Beach Area Conventi...
Mon 1/29/2024 10:55 am EST

Pickleball lovers, grab your paddles and head to Daytona Beach! You'll find excellent courts for play throughout the area, includin...



Video Views	24,502
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Boosted

Instagram Performance Summary

Organic Impressions **112,619** ↗ 53.4%

Organic Engagement Rate (per Impression) **3.2%** ↗ 24%

Organic Engagements **3,639** ↗ 90.2%

Profile Actions **119** ↗ 112.5%

Paid Impressions **1,899,331** ↗ 81.1%

Paid Engagement Rate (per Impression) **0.1%** ↘ 29.5%

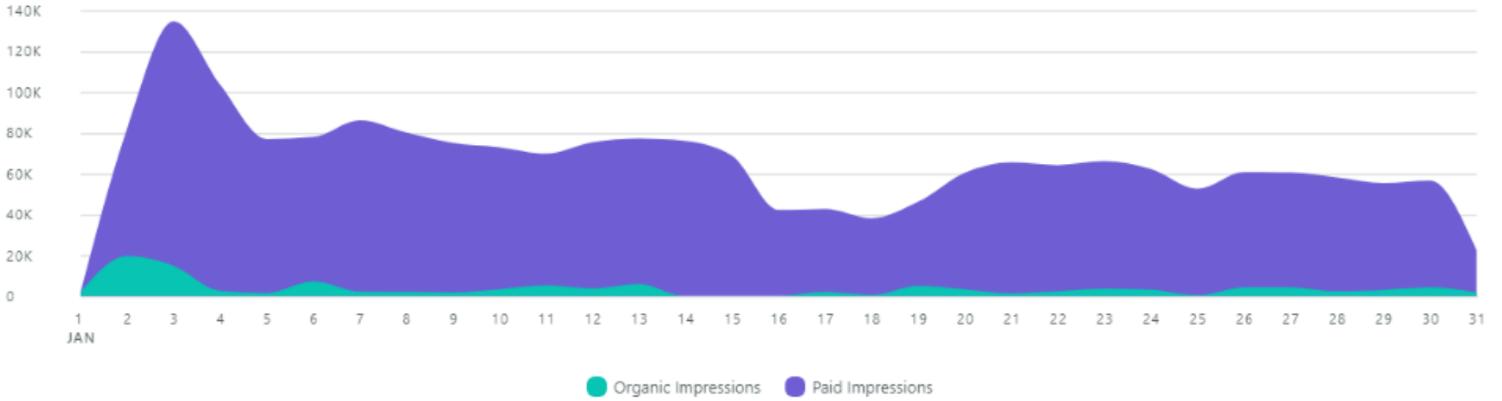
Paid Engagements **1,719** ↗ 27.6%

Instagram Audience Growth



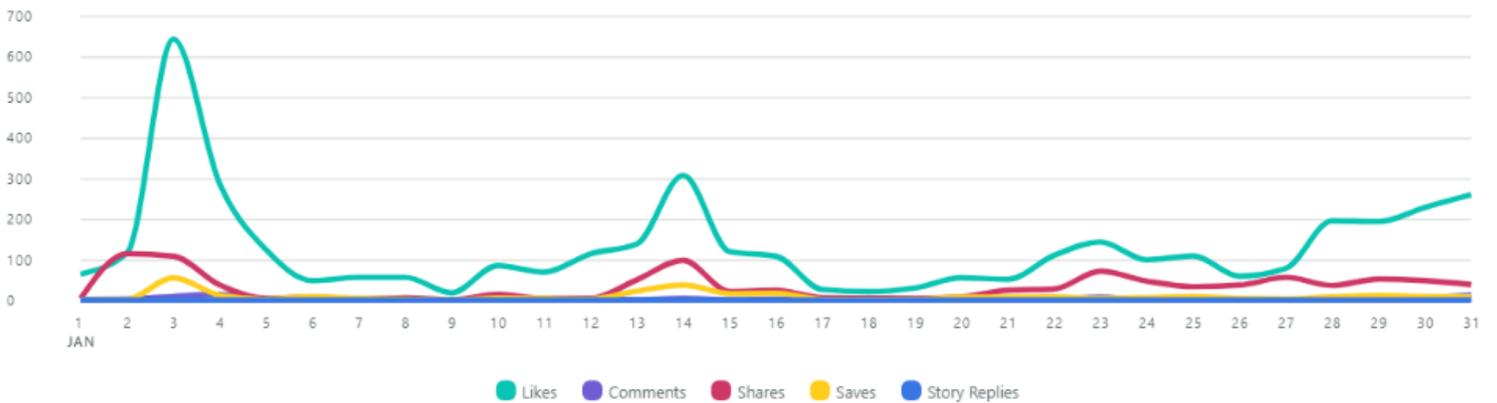
Audience Metrics	Totals	% Change
Followers	22,474	↗ 2.1%
Net Follower Growth	473	↗ 102.1%
Followers Gained	673	↗ 83.4%
Followers Lost	200	↗ 50.4%

Instagram Impressions



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	112,619 ↗ 53.4%	1,899,331 ↗ 81.1%	2,011,950	↗ 79.3%
Average Daily Impressions per Profile	3,632.87 ↗ 53.4%	61,268.74 ↗ 81.1%	64,901.61	↗ 79.3%
Average Daily Reach per Profile	N/A	N/A	61,141.42	↗ 79.1%

Instagram Engagement



Impression Metrics	Organic	Paid	Totals	% Change
Engagements	3,639 ↗ 90.2%	1,719 ↗ 27.6%	5,358	↗ 64.4%
Likes	2,808 ↗ 91.9%	1,198 ↗ 1.2%	4,006	↗ 51.3%
Comments	63 ↗ 85.3%	16 ↘ 33.3%	79	↗ 36.2%
Shares	562 ↗ 108.9%	428 ↗ 997.4%	990	↗ 221.4%
Saves	206 ↗ 40.1%	77 ↘ 23%	283	↗ 14.6%
Story Replies	0 → 0%	N/A	0	→ 0%

Instagram Top Posts

Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel's lifetime performance. Descending by Lifetime Engagements

discoverdaytonabeach
Tue 1/2/2024 8:46 pm PST

The Daytona Beach area's festival and event lineup is world-class! Don't miss these events in 2024! Learn more: <https://bit.ly/4aKiqxe>
#LoveDaytonaBeach 🇺🇸 #LoveFL 🌞 #Floridafestivalfun #Daytona50...



Total Engagements	685
Likes	509
Comments	7
Shares	115
Saves	54

discoverdaytonabeach
Fri 1/12/2024 3:00 pm PST

Heading to the Daytona Beach area for a winter getaway? Be sure to make time to visit the nearby DeLand/West Volusia area, which is home to springs that serve as the winter home of the beloved...



Total Engagements	504
Likes	311
Comments	0
Shares	119
Saves	74

discoverdaytonabeach
Sat 1/13/2024 6:01 am PST

Ready for a winter getaway? Our 23 miles of beaches are ready to welcome you! Start planning today at DaytonaBeach.com!
#LoveDaytonaBeach 🇺🇸 #LoveFL 🌞



What he said:
"We should have gone to Daytona Beach"

Total Engagements	350
Likes	246
Comments	5
Shares	90
Saves	9

Instagram Top Viewed Videos

discoverdaytonabeach
Tue 1/2/2024 11:46 pm EST

The Daytona Beach area's festival and event lineup is world-class! Don't miss these events in 2024! Learn mor...



Video Views 9,576

discoverdaytonabeach
Fri 1/12/2024 6:00 pm EST

Heading to the Daytona Beach area for a winter getaway? Be sure to make time to visit the nearby DeLand/West Volus...



Video Views 5,114

discoverdaytonabeach
Sat 1/13/2024 9:01 am EST

Ready for a winter getaway? Our 23 miles of beaches are ready to welcome you! Start planning today at...



What he said:
"We should have gone to Daytona Beach"

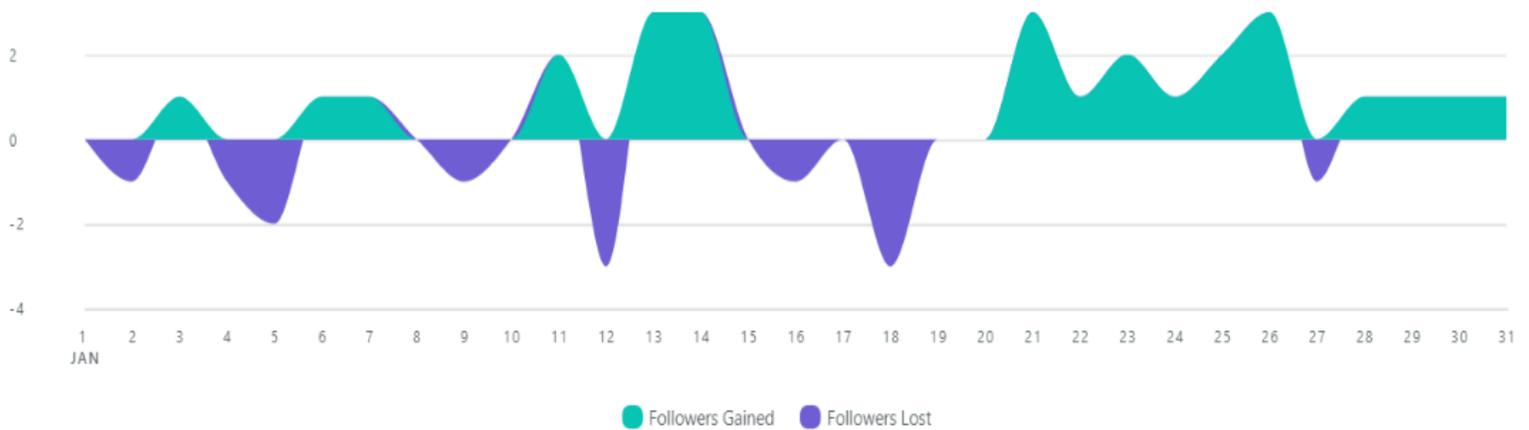
Video Views 4,913

Twitter Performance Summary.

<u>Impressions</u> 12,804 ↗ 69.8%	<u>Engagements</u> 240 ↘ 6.3%	<u>Post Link Clicks</u> 58 ↘ 38.3%
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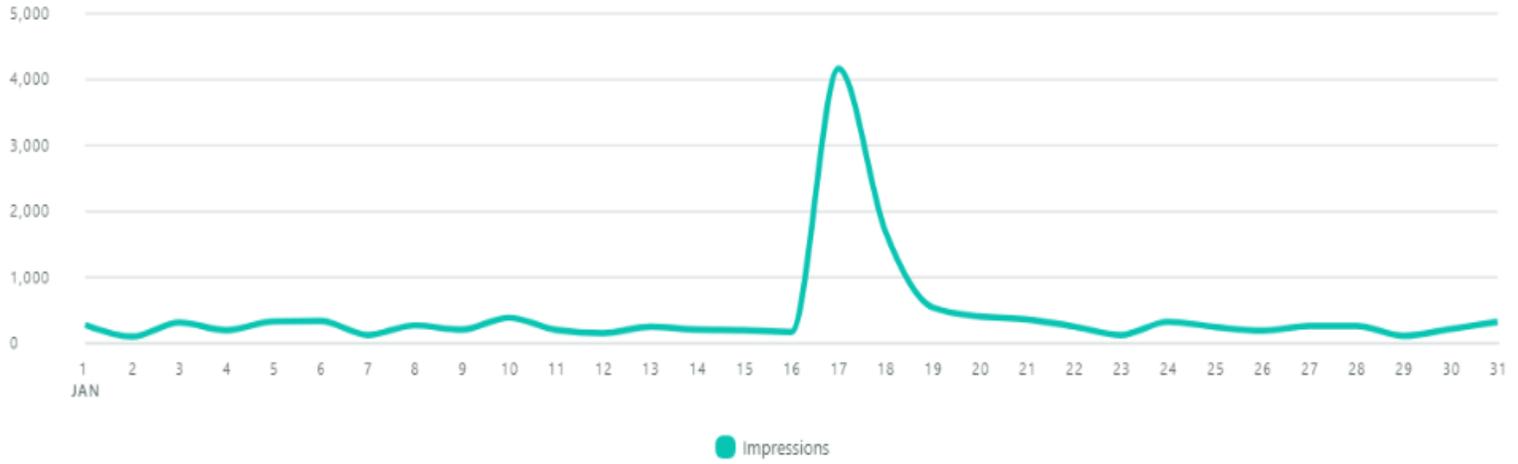
Engagement Rate (per Impression)
1.9% ↘ 44.8%

Twitter Audience Growth



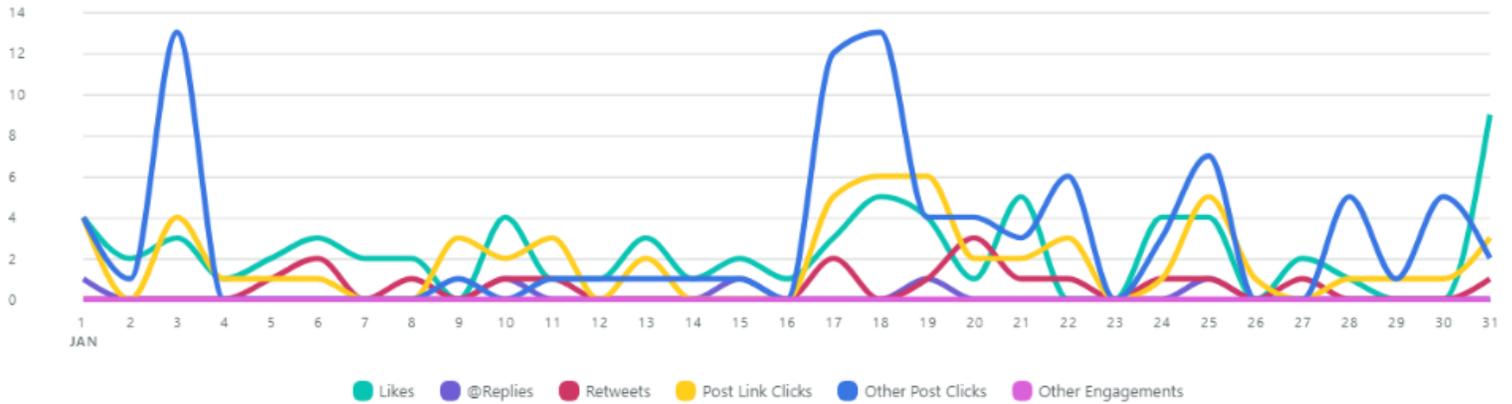
Audience Metrics	Totals	% Change
<u>Followers</u>	11,844	↗ 0.1%
<u>Net Follower Growth</u>	14	↗ 1,300%
<u>Followers Gained</u>	27	↗ 50%
<u>Followers Lost</u>	13	↘ 23.5%
<u>Following</u>	4,491	↘ 0.2%

Twitter Impressions



Impression Metrics	Totals	% Change
Impressions	12,804	↗ 69.8%

Twitter Engagement



Engagement Metrics	Totals	% Change
Total Engagements	240	↘ 6.3%
Likes	70	↘ 16.7%
@Replies	5	↗ 150%
Retweets	18	↗ 5.9%
Post Link Clicks	58	↘ 38.3%
Other Post Clicks	89	↗ 56.1%
Other Engagements	0	↘ 100%

Top Twitter Posts

Review your top posts published during the selected time period, based on the post's lifetime performance. Descending by Lifetime Engagements

@DaytonaBeachFun
Wed 1/17/2024 4:40 pm UTC

Sports car racing fans here's your chance to get up close to Rolex 24 cars and meet superstar drivers free of charge at the IMSA Twenty-Four Premier in ONE DAYTONA's Victory Circle! Time: 5:30-8:30 p.m....



VENTY-FOUR PREMIER
ONE DAYTONA
JAN 24 5:30PM - 8:00PM

Total Engagements	42
Likes	6
@Replies	0
Retweets	2
Post Link Clicks	9
Other Post Clicks	25
Other Engagements	0

@DaytonaBeachFun
Fri 1/19/2024 9:25 pm UTC

The 62nd Rolex 24 At DAYTONA weekend returns to the "World Center of Racing" Daytona International Speedway on Jan. 25-28. Witness North America's most prestigious sports car race and an all-...



Total Engagements	19
Likes	7
@Replies	1
Retweets	4
Post Link Clicks	3
Other Post Clicks	4
Other Engagements	0

@DaytonaBeachFun
Wed 1/2/2024 4:52 am UTC

The Daytona Beach area's festival and event lineup is world-class! Don't miss these events in 2024! Learn more: <https://t.co/E2cnsDYdYk>
[#LoveDaytonaBeach](#) [#LoveFL](#) [#floridafestivalfun](#)



Events in
Daytona Beach

Total Engagements	19
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	4
Other Post Clicks	13
Other Engagements	0

Twitter Top Viewed Videos

@DaytonaBeachFun
Mon 1/1/2024 12:15 am EST

🥰 Wishing you and yours a year filled with love, laughter and travel! 🥰



Video Views 95

@DaytonaBeachFun
Tue 1/2/2024 11:52 pm EST

The Daytona Beach area's festival and event lineup is world-class! Don't miss these events in 2024! Learn mor...



Video Views 80

TikTok Performance Summary

Published Posts

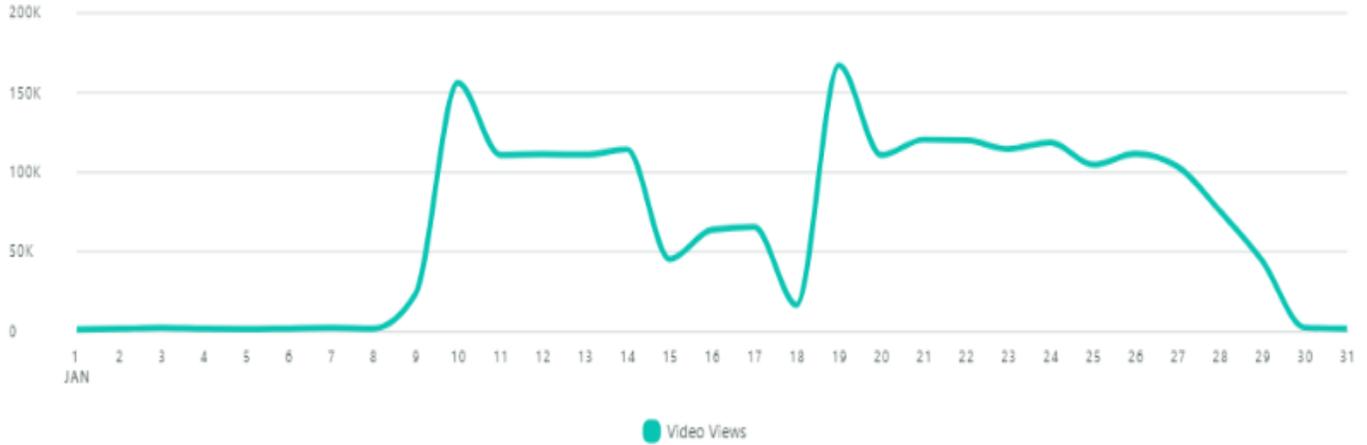
7 ↗ 133.3%

Video Views

2,010,882 ↗ 8,795%

Engagements

7,679 ↗ 1,986.7%



Video Metrics	Totals	% Change
Video Views	2,010,882	↗ 8,795%

TikTok Audience Growth



Audience Metrics	Totals	% Change
Followers	2,325	↗ 17.7%
Net Follower Growth	350	↗ 548.1%

Top TikTok Posts

Review your top posts published during the selected time period, based on the post's lifetime performance. Descending by Lifetime Engagements

discoverdaytonabeach
Wed 1/3/2024 12:03 am UTC

The Daytona Beach area's festival and event lineup is world-class! Don't miss these events in 2024! Learn more: <https://bit.ly/4aKiqxe> #LoveDaytonaBeach 🇺🇸 #LoveFL 🌞 #floridafestivalfun



Total Engagements	1,974
Likes	1,928
Comments	25
Shares	21

discoverdaytonabeach
Fri 1/12/2024 11:00 am UTC

Heading to the Daytona Beach area for a winter getaway? Be sure to make time to visit the nearby DeLand/West Volusia area, which is home to springs that serve as the winter home of the beloved...



Total Engagements	44
Likes	38
Comments	1
Shares	5

discoverdaytonabeach
Tue 1/30/2024 7:46 am UTC

Discover the natural wonders of Tomoka State Park in Ormond Beach! #fyp #LoveDaytonaBeach 🇺🇸 #DaytonaBeach #thingstodoInDaytonaBeach



Total Engagements	35
Likes	33
Comments	0
Shares	2

TikTok Top Viewed Videos

discoverdaytonabeach
Tue 1/2/2024 7:03 pm EST

The Daytona Beach area's festival and event lineup is world-class! Don't miss these events in 2024! Learn mor...



Total Video Views	1,410,451
Follow Video Views	987
For You Video Views	1,404,386
Hashtag Video Views	0
Business Account Video Views	282
Sound Video Views	0
Unspecified Video Views	424

discoverdaytonabeach
Tue 1/30/2024 2:46 pm EST

Discover the natural wonders of Tomoka State Park in Ormond Beach! #fyp #LoveDaytonaBeach 🇺🇸...



Total Video Views	1,142
Follow Video Views	108
For You Video Views	960
Hashtag Video Views	0
Business Account Video Views	5
Sound Video Views	0
Unspecified Video Views	30

discoverdaytonabeach
Wed 1/24/2024 4:48 pm EST

This is ... 🇺🇸 🇺🇸 #LoveDaytonaBeach 🇺🇸 🇺🇸 by @jurgen_vanrumste: A nice relaxing ride on the beautiful Dayton...



Total Video Views	889
Follow Video Views	76
For You Video Views	749
Hashtag Video Views	0
Business Account Video Views	0
Sound Video Views	0
Unspecified Video Views	17

eNewsletter Performance Overview



eNewsletters Sent

Email	Type	Sent ↓	Recipients	Open rate	Click rate
DaytonaBeach-01-25-24-Festivals&Eve... 🍷 Don't Miss These Daytona Beach Fe...	Regular	2024-01-25 3:00 PM	214,262	27%	1.9%
2024 Chicago Travel & Adventure Sho... Thanks for Stopping by at the Chica...	Regular	2024-01-24 8:00 PM	83	51%	1.2%
2024 Pittsburgh AAA Travel Showcase... Thanks for Stopping by at the Pitts...	Regular	2024-01-24 6:00 PM	26	56%	4.0%
DaytonaBeach-01-19-24-What'sNewinDa... 🍷 Check Out What's New In Daytona ...	Regular	2024-01-20 2:00 PM	215,204	29%	1.8%
DaytonaBeach-23-01-Bike Week-60-Day... 🍷 It's about that time for Dayton...	Regular	2024-01-16 9:00 PM	40,760	30%	1.3%
Harley-Davidson Dream Giveaway Ebla... Your Next Adventure Begins With Thi...	Regular	2024-01-11 10:30 AM	38,894	23%	1.3%

Top 20 Blogs

Landing page	Sessions	Users	New users	Average engagement time per session	Conversions
/blog/post/take-a-swing-at-pickleball-during-next-visit-to-daytona-beach-area	6636	4849	4750	2.635322483	72
/blog/post/big-events-for-the-daytona-beach-area	1898	1726	1266	91.43782929	357
/blog/post/buc-ees-in-daytona-beach-more-than-a-gas-station-its-an-experience	1773	1641	1558	38.29667231	66
/blog/post/whats-new-in-the-daytona-beach-area-in-2024	1070	970	733	135.4271028	402
/blog/post/fun-free-things-to-do-in-daytona-beach	1048	922	749	101.2146947	224
/blog/post/where-to-see-manatees-and-dolphins-in-daytona-beach	913	816	637	90.8762322	350
/blog/post/ways-to-spend-a-winter-vacation-in-daytona-beach	379	347	294	108.7757256	179
/blog/post/on-the-hunt-in-daytona-beach-shells-seaweed-sea-glass-more	369	323	267	69.86720867	38
/blog/post/things-to-pack-for-a-day-at-the-track	296	266	248	77.03716216	24
/blog/post/beach-bars-with-live-music-in-daytona-beach	291	250	198	83.32646048	173
/blog/post/endless-fun-awaits-with-these-rainy-day-activities-in-the-daytona-beach-a	282	261	191	85.12411348	126
/blog/post/cant-beat-brunch-spots-in-daytona-beach	269	232	181	62.33828996	78
/blog/post/restaurants-youll-fall-in-love-with-this-valentines-day-in-daytona-beach	243	226	191	86.90946502	163
/blog/post/quirky-hidden-gems-in-daytona-beach	213	195	151	116.3521127	41
/blog/post/new-years-eve-parties-where-you-can-ring-in-new-year-with-style	210	151	118	15.52380952	9
/blog/post/ride-a-horse-on-the-beach-equestrian-adventures-of-florida	192	169	144	54.90104167	22
/blog/post/myth-or-fact-hear-the-haunted-story-of-the-fairchild-oak	190	173	151	52.02105263	22
/blog/post/14-daytona-beach-eateries-that-shine-for-breakfastbrunch	187	170	133	85.68449198	59
/blog/post/fishing-spots-in-daytona-beach-every-angler-should-know-about	185	161	130	89.90810811	31
/blog/post/things-to-do-at-the-daytona-beach-boardwalk	181	170	138	109.9558011	66

YouTube Channel Analytics



Top 10 Video Analytics

Content	Views	Impressions	Impressions click-through rate	Average view duration	Watch time (hours) ↓
Total	247,148	21,491	3.9%	0:18	1,239.4
 Daytona Beach Nightlife	204,607 82.8%	1,154	2.8%	0:15	857.3 69.2%
 First Surf Lesson - Daytona Beach	19,161 7.8%	1,535	1.8%	0:30	159.7 12.9%
 The Arrival - Daytona Beach	11,982 4.9%	547	2.9%	0:29	98.7 8.0%
 10,000 Steps - Daytona Beach	6,656 2.7%	1,011	0.4%	0:29	54.7 4.4%
 Rolex 24 At DAYTONA in Daytona Beach, Florida	1,063 0.4%	187	3.2%	0:43	12.9 1.0%
 Ormond Beach MainStreet	33 0.0%	321	2.5%	8:09	4.5 0.4%
 Virtual Drive on Daytona Beach	551 0.2%	152	4.0%	0:29	4.5 0.4%
 ONE DAYTONA - the Newest Entertainment Complex in...	164 0.1%	483	5.4%	1:28	4.1 0.3%
 Oceanfront and Riverfront Dining in Daytona Beach, Flo...	217 0.1%	1,347	6.0%	1:02	3.8 0.3%
 Unlimited Fun in Daytona Beach, Florida	179 0.1%	111	0.9%	0:59	2.9 0.2%