

REAL FUN BEACH

JANUARY 2021



SOCIAL & WEBSITE



871,768
VISIT PCB
FACEBOOK
LIKES



30,188
CHASIN' THE SUN
FACEBOOK
LIKES



180,497
TOTAL WEBSITE
TRAFFIC
(DOWN)



19,386,039
PAID MEDIA



71,196
MAKE IT
YOURS VIEWS
(TOP WEB PAGE)



71.3K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.2K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



43.1K
TWITTER
FOLLOWERS



21,944
PANDORA
LISTENERS



8,620
HOURS
LISTENED

VISITOR SERVICES



1,414
ECP
AIRPORT DESK



1,362
VISITOR
INFO CENTER
(DOWN)



1,511
VISITOR GUIDE
SUBSCRIPTIONS



49,527
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,278
1ST CLASS
MAILOUTS



32,283
AIRPORT
DEPLANEMENTS
(DEC)



412,964
YTD AIRPORT
DEPLANEMENTS
(DEC)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Tennessee
- Alabama

WEBSITE VISITORS (TOP 5 BY STATE)

- Tennessee
- Georgia
- Florida
- Ohio
- Indiana

REAL FUN BEACH

DECEMBER 2020



SOCIAL & WEBSITE



867,686
VISIT PCB
FACEBOOK
LIKES



30,159
CHASIN' THE SUN
FACEBOOK
LIKES



180,497
TOTAL WEBSITE
TRAFFIC



6,476,362
PAID MEDIA



21,990
WEBCAM VIEWS
(TOP WEB PAGE)



70.7K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.8K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



43.8K
TWITTER
FOLLOWERS



25,364
PANDORA
LISTENERS



8,613
HOURS
LISTENED

VISITOR SERVICES



1,854
ECP
AIRPORT DESK



846
VISITOR
INFO CENTER



54
VISITOR GUIDE
SUBSCRIPTIONS



49,527
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



489
1ST CLASS
MAILOUTS



34,539
AIRPORT
DEPLANEMENTS



380,681
YTD AIRPORT
DEPLANEMENTS

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Florida
- Tennessee
- Alabama
- Ohio

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Alabama
- Tennessee

Visitor Index - November

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
ECP Activity	Total airport deplanements (October)	43,324	53,714	-19.3%	346,142	554,602	-37.6%
Website Traffic Sources	Total Website Traffic (Sessions)	175,330	191,642				
	Organic	43.8%	30.5%				
	Paid	14.7%	12.1%				
	Direct	17.6%	15.2%				
	Referral	2.3%	2.5%				
	Social	7.9%	28.7%				
	Other	10.4%	6.4%				
Visitor Services	ECP airport desk	1,783	1,349				
	Visitor info center	803	1,392				
	Visitor guide subscriptions for month	136	72				
	Visitor guide total subscriptions	48,459	38,831				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Texas				
	2)	Tennessee	Georgia				
	3)	Alabama	Florida				
	4)	Florida	Indiana				
	5)	Indiana	Tennessee				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Tennessee	Alabama				
	4)	Alabama	Texas				
	5)	Illinois	Tennessee				
Top 5 Web Pages (in pageviews)	1)	Webcam (28,231)	Homepage (39,921)				
	2)	Make It Yours (24,394)	Make it Yours (30,098)				
	3)	Homepage (18,042)	Webcam (15,565)				
	4)	Things To Do (9,637)	Beach Holidays (12,636)				
	5)	Events (9,073)	Events (5,498)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	4,563,100	7,190,597				
	Facebook likes - VisitPCB	863,293	804,383				
	Facebook impressions - VisitPCB	6,128,948	17,270,997				
	Facebook likes - Chasin the Sun TV	30,203	21,863				
	Facebook impressions - Chasin the Sun TV	39,075	42,571				
	Facebook & Instagram (Paid)	5,444,881	15,536,029				
	Facebook & Instagram CTR%	0.28%	1.91%				
Snapchat Data	Impressions	N/A	3,787,334				
	CTR % (Swipe Up Rate)	N/A	1.46%				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	5,148,146				
	CTR %	N/A (paused due to COVID-19)	0.71%				
Twitter Data	New followers - VisitPCB	-173	12				
	Impressions - VisitPCB	68,920	50.3k				
	Total followers - VisitPCB	43,948	44.4k				
Instagram Data	New Followers-VisitPCB	337	38				
	Total Followers -VisitPCB	70,397	54.8k				
	New Followers-Chasin The Sun TV	20	21				
	Total Followers - Chasin The Sun TV	2,060	1.3K				
Pandora Data	Listeners	26,301	33,629				
	CTR %	0	0.48%				
	Hours listened	9,607	12,532				
Public Relations	Media Impressions	N/A (paused due to COVID-19)	10,007,900				

Visitor Index - October

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
ECP Activity	Total airport deplanements (September)	38,467	53,552	-28.2%	302,818	500,888	-39.5%
Website Traffic Sources	Total Website Traffic (Sessions)	253,570	266,200				
	Organic	48.0%	36.4%				
	Paid	15.1%	15.5%				
	Direct	18.1%	13.5%				
	Referral	2.4%	2.9%				
	Social	6.3%	23.4%				
	Other	7.7%	4.4%				
Visitor Services	ECP airport desk	2,696	1,451				
	Visitor info center	948	1,419				
	Visitor guide subscriptions for month	1,313	211				
	Visitor guide total subscriptions	48,323	38,749				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Texas				
	2)	Tennessee	Georgia				
	3)	Alabama	Florida				
	4)	Indiana	Tennessee				
	5)	Florida	Alabama				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Tennessee	Tennessee				
	4)	Alabama	Alabama				
	5)	Illinois	Texas				
Top 5 Web Pages (in pageviews)	1)	Webcam (51,374)	Homepage (45,514)				
	2)	Make It Yours (26,847)	Webcam (30,613)				
	3)	Homepage (21,061)	Make it Yours (22,918)				
	4)	Events (10,336)	Pirates of the High Seas (17,205)				
	5)	Things To Do (9,513)	Events (9,925)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	7,245,192	5,148,953				
	Facebook likes - VisitPCB	858,214	802,342				
	Facebook impressions - VisitPCB	5,359,185	11,418,891				
	Facebook likes - Chasin the Sun TV	30,244	21,881				
	Facebook impressions - Chasin the Sun TV	24,511	40,461				
	Facebook & Instagram (Paid)	8,549,253	9,186,270				
	Facebook & Instagram CTR%	0.54%	No Campaigns in Oct ran with Traffic Objective				
Snapchat Data	Impressions	N/A	3,778,534				
	CTR % (Swipe Up Rate)	N/A	1.56%				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	6,171,026				
	CTR %	N/A (paused due to COVID-19)	0.82%				
Twitter Data	New followers - VisitPCB	-11	25				
	Impressions - VisitPCB	59,950	41,076				
	Total followers - VisitPCB	44,121	44.4K				
Instagram Data	New Followers-VisitPCB	654	414				
	Total Followers -VisitPCB	70,060	53,498				
	New Followers-Chasin The Sun TV	11	12				
	Total Followers - Chasin The Sun TV	2,040	1,335				
Pandora Data	Listeners	27,812	39,400				
	CTR %	0	0.5%				
	Hours listened	10,717	14,243				
Public Relations	Media Impressions	N/A (paused due to COVID-19)	101,319,049				