

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

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

FEBRUARY 2021



SOCIAL & WEBSITE



874,663
VISIT PCB
FACEBOOK
LIKES



30,150
CHASIN' THE SUN
FACEBOOK
LIKES



307,830
TOTAL WEBSITE
TRAFFIC



18,261,557
PAID MEDIA



75,846
MAKE IT
YOURS VIEWS
(TOP WEB PAGE)



72.1K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.2K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



43.1K
TWITTER
FOLLOWERS



22,273
PANDORA
LISTENERS



8,678
HOURS
LISTENED

VISITOR SERVICES



1,780
ECP
AIRPORT DESK



1,487
VISITOR
INFO CENTER



3,345
VISITOR GUIDE
SUBSCRIPTIONS



53,985
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,278
1ST CLASS
MAILOUTS



26,330
AIRPORT
DEPLANEMENTS
(JAN)



26,330
YTD AIRPORT
DEPLANEMENTS
(JAN)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Ohio
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Georgia
- Florida
- Tennessee
- Texas
- Alabama

REAL FUN BEACH

MARCH 2021



SOCIAL & WEBSITE



881,230
VISIT PCB
FACEBOOK
LIKES



30,168
CHASIN' THE SUN
FACEBOOK
LIKES



531,710
TOTAL WEBSITE
TRAFFIC



20,704,787
PAID MEDIA



103,171
MAKE IT
YOURS VIEWS
(TOP WEB PAGE)



73.4K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.3K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



43.1K
TWITTER
FOLLOWERS



24,175
PANDORA
LISTENERS



9,435
HOURS
LISTENED

VISITOR SERVICES



3,734
ECP
AIRPORT DESK



1,332
VISITOR
INFO CENTER



4,708
VISITOR GUIDE
SUBSCRIPTIONS



57,103
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,563
1ST CLASS
MAILOUTS



27,868
AIRPORT
DEPLANEMENTS
(JAN)



54,198
YTD AIRPORT
DEPLANEMENTS
(JAN)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Tennessee
- Georgia
- Alabama
- Texas
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Georgia
- Florida
- Tennessee
- Alabama
- Texas

REAL FUN BEACH

APRIL 2021



SOCIAL & WEBSITE



888,111
VISIT PCB
FACEBOOK
LIKES



35,407
CHASIN' THE SUN
FACEBOOK
LIKES



519,652
TOTAL WEBSITE
TRAFFIC



23,911,461
PAID MEDIA



121,179
MAKE IT
YOURS VIEWS
(TOP WEB PAGE)



74.7K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.3K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.9K
TWITTER
FOLLOWERS



7,874
PANDORA
LISTENERS



1,341
HOURS
LISTENED

VISITOR SERVICES



4,027
ECP
AIRPORT DESK



1,113
VISITOR
INFO CENTER



3,292
VISITOR GUIDE
SUBSCRIPTIONS



59,912
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,092
1ST CLASS
MAILOUTS



68,754
AIRPORT
DEPLANEMENTS
(MARCH)



122,952
YTD AIRPORT
DEPLANEMENTS
(JAN)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Indiana
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Georgia
- Florida
- Texas
- Tennessee
- Alabama

REAL FUN BEACH

MAY 2021



SOCIAL & WEBSITE



893,910
VISIT PCB
FACEBOOK
LIKES



35,500
CHASIN' THE SUN
FACEBOOK
LIKES



571,145
TOTAL WEBSITE
TRAFFIC



17,294,268
PAID MEDIA



138,776
MAKE IT
YOUR VIEWS
(TOP WEB PAGE)



76K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.4K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.6K
TWITTER
FOLLOWERS



30,482
PANDORA
LISTENERS



10,392
HOURS
LISTENED

VISITOR SERVICES



4,480
ECP
AIRPORT DESK



1,157
VISITOR
INFO CENTER



2,954
VISITOR GUIDE
SUBSCRIPTIONS



61,424
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



3,582
1ST CLASS
MAILOUTS



70,871
AIRPORT
DEPLANEMENTS
(APRIL)



193,823
YTD AIRPORT
DEPLANEMENTS
(APRIL)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Florida
- Texas

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Alabama
- Tennessee

REAL FUN BEACH

JUNE 2021



SOCIAL & WEBSITE



899,972
VISIT PCB
FACEBOOK
LIKES



35,459
CHASIN' THE SUN
FACEBOOK
LIKES



644,370
TOTAL WEBSITE
TRAFFIC



31,806,593
PAID MEDIA



112,901
MAKE IT
YOUR VIEWS
(TOP WEB PAGE)



77K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.4K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



33,086
PANDORA
LISTENERS



10,992
HOURS
LISTENED

VISITOR SERVICES



3,766
ECP
AIRPORT DESK



1,161
VISITOR
INFO CENTER



1,491
VISITOR GUIDE
SUBSCRIPTIONS



62,761
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



2,400
1ST CLASS
MAILOUTS



90,494
AIRPORT
DEPLANEMENTS
(MAY)



284,317
AIRPORT
DEPLANEMENTS
(MAY)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Tennessee
- Georgia
- Alabama
- Florida
- Texas

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Tennessee
- Texas
- Alabama

REAL FUN BEACH

JULY 2021



SOCIAL & WEBSITE



905,127
VISIT PCB
FACEBOOK
LIKES



35,428
CHASIN' THE SUN
FACEBOOK
LIKES



644,909
TOTAL WEBSITE
TRAFFIC



35,245,677
PAID MEDIA



126,686
MAKE IT
YOURS VIEWS
(TOP WEB PAGE)



78K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



38,346
PANDORA
LISTENERS



16,544
HOURS
LISTENED

VISITOR SERVICES



4,557
ECP
AIRPORT DESK



940
VISITOR
INFO CENTER



2,104
VISITOR GUIDE
SUBSCRIPTIONS



63,789
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



3,517
1ST CLASS
MAILOUTS



67,860
AIRPORT
DEPLANEMENTS
(JUNE)



375,576
YTD AIRPORT
DEPLANEMENTS
(JUNE)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Tennessee
- Georgia
- Alabama
- Florida
- Ohio

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Tennessee
- Alabama

REAL FUN BEACH

AUGUST 2021



SOCIAL & WEBSITE



913,170
VISIT PCB
FACEBOOK
LIKES



35,390
CHASIN' THE SUN
FACEBOOK
LIKES



464,979
TOTAL WEBSITE
TRAFFIC



34,773,755
PAID MEDIA



135,552
MAKE IT
YOURS VIEWS
(TOP WEB PAGE)



78K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



39,736
PANDORA
LISTENERS



16,000
HOURS
LISTENED

VISITOR SERVICES



3,916
ECP
AIRPORT DESK



820
VISITOR
INFO CENTER



1,438
VISITOR GUIDE
SUBSCRIPTIONS



40,950
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,807
1ST CLASS
MAILOUTS



101,629
AIRPORT
DEPLANEMENTS
(JULY)



478,700
YTD AIRPORT
DEPLANEMENTS
(JULY)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Ohio
- Texas

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Tennessee
- Alabama

REAL FUN BEACH

SEPTEMBER 2021



SOCIAL & WEBSITE



942,705
VISIT PCB
FACEBOOK
LIKES



42,691
CHASIN' THE SUN
FACEBOOK
LIKES



332,666
TOTAL WEBSITE
TRAFFIC



27,859,105
PAID MEDIA



92,745
MAKE IT
YOURS VIEWS
(TOP WEB PAGE)



79K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



40,050
PANDORA
LISTENERS



16,933
HOURS
LISTENED

VISITOR SERVICES



3,217
ECP
AIRPORT DESK



784
VISITOR
INFO CENTER



733
VISITOR GUIDE
SUBSCRIPTIONS



41,082
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,471
1ST CLASS
MAILOUTS



84,262
AIRPORT
DEPLANEMENTS
(JULY)



562,962
YTD AIRPORT
DEPLANEMENTS
(JULY)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Texas
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Tennessee
- Texas
- Alabama

REAL FUN BEACH

OCTOBER 2021



SOCIAL & WEBSITE



922,411
VISIT PCB
FACEBOOK
LIKES



42,654
CHASIN' THE SUN
FACEBOOK
LIKES



262,953
TOTAL WEBSITE
TRAFFIC



23,318,201
PAID MEDIA



40,861
WEBCAM
(TOP WEB PAGE)



79.5K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



27,947
PANDORA
LISTENERS



11,129
HOURS
LISTENED

VISITOR SERVICES



2,977
ECP
AIRPORT DESK



1,441
VISITOR
INFO CENTER



733
VISITOR GUIDE
SUBSCRIPTIONS



41,082
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,545
1ST CLASS
MAILOUTS



69,416
AIRPORT
DEPLANEMENTS
(AUGUST)



632,378
YTD AIRPORT
DEPLANEMENTS
(AUGUST)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Texas
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Tennessee
- Alabama
- Texas

REAL FUN BEACH

NOVEMBER 2021



SOCIAL & WEBSITE



920,097
VISIT PCB
FACEBOOK
LIKES



42,694
CHASIN' THE SUN
FACEBOOK
LIKES



239,927
TOTAL WEBSITE
TRAFFIC



12,637,239
PAID MEDIA



46,655
MAKE IT YOURS
(TOP WEB PAGE)



79.3K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



19,572
PANDORA
LISTENERS



7,313
HOURS
LISTENED

VISITOR SERVICES



2,755
ECP
AIRPORT DESK



919
VISITOR
INFO CENTER



835
VISITOR GUIDE
SUBSCRIPTIONS



61,448
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,650
1ST CLASS
MAILOUTS



65,521
AIRPORT
DEPLANEMENTS
(OCTOBER)



697,899
YTD AIRPORT
DEPLANEMENTS
(OCTOBER)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Florida
- Alabama
- Tennessee

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Alabama
- Tennessee
- Texas

REAL FUN BEACH

DECEMBER 2021



SOCIAL & WEBSITE



928,774
VISIT PCB
FACEBOOK
LIKES



42,584
CHASIN' THE SUN
FACEBOOK
LIKES



260,222
TOTAL WEBSITE
TRAFFIC



11,154,336
PAID MEDIA



48,396
MAKE IT YOURS
(TOP WEB PAGE)



80.1K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



22,891
PANDORA
LISTENERS



7,481
HOURS
LISTENED

VISITOR SERVICES



2,309
ECP
AIRPORT DESK



1340
VISITOR
INFO CENTER



935
VISITOR GUIDE
SUBSCRIPTIONS



41,247
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,947
1ST CLASS
MAILOUTS



53,965
AIRPORT
DEPLANEMENTS
(NOVEMBER)



751,864
YTD AIRPORT
DEPLANEMENTS
(OCTOBER)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Ohio
- Alabama
- Indiana

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Alabama
- Texas
- Tennessee