

REAL FUN BEACH

OCTOBER 2022



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM OCTOBER 2021



993,394

VISIT PCB FACEBOOK LIKES

922,411



58,138

CHASIN' THE SUN FACEBOOK LIKES

42,654



636,440

TOTAL WEBSITE TRAFFIC

262,953



40,044,121

PAID MEDIA IMPRESSIONS

23,318,201



222,015

MAKE IT YOURS (TOP WEB PAGE)

40,861



86.1K

VISIT PCB INSTAGRAM FOLLOWERS

79.5K



2.7K

CHASIN' THE SUN INSTAGRAM FOLLOWERS

2.5K



42.6K

TWITTER FOLLOWERS

42.5K



24,245

PANDORA LISTENERS

27,947



9,628

HOURS LISTENED

11,129

VISITOR SERVICES



705

VISITOR INFO CENTER

1,441



1304

NEW VISITOR GUIDE SUBSCRIPTIONS

733



44,878

TOTAL VISITOR GUIDE SUBSCRIPTIONS

41,082



946

1ST CLASS MAILOUTS

1,545



86,858

ECP DEPLANEMENTS IN AUGUST

69,416



466,650 ↓

YTD ECP DEPLANEMENTS (STATISTICS FROM AUGUST)

632,378

STATE RANKINGS

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. ALABAMA
4. INDIANA
5. FLORIDA

WEBSITE VISITORS

1. FLORIDA
2. GEORGIA
3. TENNESSEE
4. TEXAS
5. ALABAMA

REAL FUN BEACH

NOVEMBER 2022



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM NOVEMBER 2021



996,892

VISIT PCB
FACEBOOK LIKES

920,097



58,053

CHASIN' THE SUN
FACEBOOK LIKES

42,694



395,533

TOTAL WEBSITE
TRAFFIC

239,927



29,690,660

PAID MEDIA
IMPRESSIONS

12,637,239



147,125

HOMEPAGE
(TOP WEB PAGE)

46,655 (MAKE IT YOURS)



86.2K

VISIT PCB
INSTAGRAM FOLLOWERS

79.3K



2.7K

CHASIN' THE SUN
INSTAGRAM FOLLOWERS

2.5K



42.5K

TWITTER
FOLLOWERS

42.5K



21,806

PANDORA
LISTENERS

19,572



7,935

HOURS
LISTENED

7,313

VISITOR SERVICES



1,408

VISITOR INFO
CENTER

919



1304

NEW VISITOR GUIDE
SUBSCRIPTIONS

835



44,878

TOTAL VISITOR GUIDE
SUBSCRIPTIONS

61,448



946

1ST CLASS
MAILOUTS

1,650



62,540 ↓
ECP DEPLANEMENTS
IN OCTOBER

65,521

STATE RANKINGS



661,487 ↓
YTD ECP
DEPLANEMENTS
(STATISTICS FROM OCTOBER)

697,899

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. ALABAMA
4. INDIANA
5. FLORIDA

WEBSITE VISITORS

1. FLORIDA
2. GEORGIA
3. ILLINOIS
4. TEXAS
5. TENNESSEE

REAL FUN BEACH

DECEMBER 2022



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM DECEMBER 2021



1,000,443
VISIT PCB
FACEBOOK LIKES
928,774



58,027
CHASIN' THE SUN
FACEBOOK LIKES
42,584



344,716
TOTAL WEBSITE
TRAFFIC
260,222



26,421,638
PAID MEDIA
IMPRESSIONS
11,154,336



136,882
HOMEPAGE
(TOP WEB PAGE)
48,396 (MAKE IT YOURS)



86.3K
VISIT PCB
INSTAGRAM FOLLOWERS
80.1K



2.7K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.5K



42.4K
TWITTER
FOLLOWERS
42.5K



24,431
PANDORA
LISTENERS
22,891



8,400
HOURS
LISTENED
7,481

VISITOR SERVICES



1,408
VISITOR INFO
CENTER
1,340



1656
NEW VISITOR GUIDE
SUBSCRIPTIONS
935



45,373
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
41,247



324 ↓
1ST CLASS
MAILOUTS
1,947



62,540
ECP DEPLANEMENTS
IN NOVEMBER
53,965



661,487 ↓
YTD ECP
DEPLANEMENTS
(STATISTICS FROM NOVEMBER)
751,864

STATE RANKINGS

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. INDIANA
4. ALABAMA
5. ILLINOIS

WEBSITE VISITORS

1. FLORIDA
2. GEORGIA
3. ILLINOIS
4. TEXAS
5. ALABAMA

REAL FUN BEACH

JANUARY 2023



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM JANUARY 2022



1,005,200
VISIT PCB
FACEBOOK LIKES
935,942



58,016
CHASIN' THE SUN
FACEBOOK LIKES
42,584



591,459
TOTAL WEBSITE
TRAFFIC
357,526



56,320,912
PAID MEDIA
IMPRESSIONS
16,395,836



177,681
HOMEPAGE
(TOP WEB PAGE)
116,640 (MAKE IT YOURS)



86.6K
VISIT PCB
INSTAGRAM FOLLOWERS
80.7K



2.8K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.6K



42.3K
TWITTER
FOLLOWERS
42.5K



20,944
PANDORA
LISTENERS
23,992



8,468
HOURS
LISTENED
8,751

VISITOR SERVICES



2,885
VISITOR INFO
CENTER
2,581



1,791
NEW VISITOR GUIDE
SUBSCRIPTIONS
830



43,727
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
41,313



737
1ST CLASS
MAILOUTS
2,828



45,002 ↓
ECP DEPLANEMENTS
IN DECEMBER
46,493



758,256 ↓
YTD ECP
DEPLANEMENTS
(STATISTICS FROM DECEMBER)
798,357

STATE RANKINGS

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. OHIO
4. ALABAMA
5. ILLINOIS

WEBSITE VISITORS

1. GEORGIA
2. TEXAS
3. FLORIDA
4. ILLINOIS
5. ALABAMA

REAL FUN BEACH

FEBRUARY 2023



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM FEBRUARY 2022



1,008,931
VISIT PCB
FACEBOOK LIKES
941,808



58,001
CHASIN' THE SUN
FACEBOOK LIKES
48,060



629,995
TOTAL WEBSITE
TRAFFIC
473,497



69,828,433
PAID MEDIA
IMPRESSIONS
24,262,283



164,215
HOMEPAGE
(TOP WEB PAGE)
212,629 (MAKE IT YOURS)



87.1K
VISIT PCB
INSTAGRAM FOLLOWERS
81.2K



2.8K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.6K



42.3K
TWITTER
FOLLOWERS
42.5K



18,894
PANDORA
LISTENERS
20,789



7,667
HOURS
LISTENED
9,925

VISITOR SERVICES



2,294
VISITOR INFO
CENTER
2,179



1,947
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,384



43,727
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
42,532



525
1ST CLASS
MAILOUTS
3,161



38,075
ECP DEPLANEMENTS
IN JANUARY
36,042



38,075
YTD ECP
DEPLANEMENTS
(STATISTICS FROM JANUARY)
36,042

STATE RANKINGS

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. FLORIDA
4. OHIO
5. INDIANA

WEBSITE VISITORS

1. FLORIDA
2. GEORGIA
3. ALABAMA
4. TENNESSEE
5. TEXAS

REAL FUN BEACH

MARCH 2023



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM MARCH 2022



1,013,610

VISIT PCB
FACEBOOK LIKES

950,160



47,998

CHASIN' THE SUN
FACEBOOK LIKES

50,944



763,377

TOTAL WEBSITE
TRAFFIC

540,857



88,594,737

PAID MEDIA
IMPRESSIONS

26,223,460



171,787

HOMEPAGE
(TOP WEB PAGE)

197,113 (MAKE IT YOURS)



82.2K

VISIT PCB
INSTAGRAM FOLLOWERS

82.2K



2.6K

CHASIN' THE SUN
INSTAGRAM FOLLOWERS

2.6K



42.6K

TWITTER
FOLLOWERS

42.6K



23,575

PANDORA
LISTENERS

24,704



10,573

HOURS
LISTENED

10,067

VISITOR SERVICES



2,885

VISITOR INFO
CENTER

1,392



1,791

NEW VISITOR GUIDE
SUBSCRIPTIONS

2,883



43,727

TOTAL VISITOR GUIDE
SUBSCRIPTIONS

44,205



737

1ST CLASS
MAILOUTS

3,656



45,002

ECP DEPLANEMENTS
IN FEBRUARY

42,226



758,256

YTD ECP
DEPLANEMENTS
(STATISTICS FROM FEBRUARY)

78,308

STATE RANKINGS

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. OHIO
4. ALABAMA
5. ILLINOIS

WEBSITE VISITORS

1. GEORGIA
2. TEXAS
3. FLORIDA
4. ILLINOIS
5. TENNESSEE

REAL FUN BEACH

APRIL 2023



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM APRIL 2022



1,023,425
VISIT PCB
FACEBOOK LIKES
951,894



64,123
CHASIN' THE SUN
FACEBOOK LIKES
52,976



723,401
TOTAL WEBSITE
TRAFFIC
468,446



15,692,980
PAID MEDIA
IMPRESSIONS
28,253,416



202,775
MAKE IT YOURS
(TOP WEB PAGE)
126,785 (MAKE IT YOURS)



88.5K
VISIT PCB
INSTAGRAM FOLLOWERS
82.9K



2.9K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.6K



41.9K
TWITTER
FOLLOWERS
42.6K



23,543
PANDORA
LISTENERS
25,693



10,907
HOURS
LISTENED
11,306

VISITOR SERVICES



2,885
VISITOR INFO
CENTER
1,392



1,791
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,285



43,727
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
44,015



737
1ST CLASS
MAILOUTS
2,934



42,446
ECP DEPLANEMENTS
IN FEBRUARY
42,266



80,521
YTD ECP
DEPLANEMENTS
(STATISTICS FROM FEBRUARY)
78,308

STATE RANKINGS

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. OHIO
4. ALABAMA
5. ILLINOIS

WEBSITE VISITORS

1. GEORGIA
2. FLORIDA
3. TEXAS
4. ILLINOIS
5. NEW YORK

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM MAY 2022



1,026,905
VISIT PCB
FACEBOOK LIKES
957,734



66,149
CHASIN' THE SUN
FACEBOOK LIKES
53,041



691,032
TOTAL WEBSITE
TRAFFIC
483,007



31,916,929
PAID MEDIA
IMPRESSIONS
27,000,000



190,970
MAKE IT YOURS
(TOP WEB PAGE)
115,996 (MAKE IT YOURS)



89.1K
VISIT PCB
INSTAGRAM FOLLOWERS
83.7K



3.0K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.7K



41.7K
TWITTER
FOLLOWERS
42.6K



26,070
PANDORA
LISTENERS
34,577



13,101
HOURS
LISTENED
16,391

VISITOR SERVICES



1,103
VISITOR INFO
CENTER
1,157



2,261
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,254



44,017
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
42,053



916
E NEWSLETTER
SIGN UPS
1,101



71,266
ECP DEPLANEMENTS
IN MARCH
69,032



151,787
YTD ECP
DEPLANEMENTS
(STATISTICS FROM MARCH)
147,340

STATE RANKINGS

VISITOR INQUIRIES

1. GEORGIA
2. TENNESSEE
3. ALABAMA
4. FLORIDA
5. KENTUCKY

WEBSITE VISITORS

1. TEXAS
2. GEORGIA
3. FLORIDA
4. ILLINOIS
5. NEW YORK

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM JUNE 2022



1,038,213

VISIT PCB
FACEBOOK LIKES

966,050



66,432

CHASIN' THE SUN
FACEBOOK LIKES

53,131



740,718

TOTAL WEBSITE
TRAFFIC

556,676



36,561,752

PAID MEDIA
IMPRESSIONS

28,053,657



169,133

MAKE IT YOURS
(TOP WEB PAGE)

144,666 (MAKE IT YOURS)



90.0K

VISIT PCB
INSTAGRAM FOLLOWERS

84.6K



3.1K

CHASIN' THE SUN
INSTAGRAM FOLLOWERS

2.7K



20.5K

TIKTOK
FOLLOWERS



26,070

PANDORA
LISTENERS

30,483



13,101

HOURS
LISTENED

14,706

VISITOR SERVICES



1,103

VISITOR INFO
CENTER

939



2,212

NEW VISITOR GUIDE
SUBSCRIPTIONS

1,463



44,017

TOTAL VISITOR GUIDE
SUBSCRIPTIONS

43,574



1,004

ENEWSLETTER
SIGN UPS

1,137



82,002

ECP DEPLANEMENTS
IN MAY

77,655



309,153

YTD ECP
DEPLANEMENTS
(STATISTICS FROM MAY)

298,353

STATE RANKINGS

VISITOR INQUIRIES

1. GEORGIA
2. TENNESSEE
3. ALABAMA
4. FLORIDA
5. KENTUCKY

WEBSITE VISITORS

1. FLORIDA
2. TEXAS
3. GEORGIA
4. ILLINOIS
5. TENNESSEE

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM JULY 2022



1,049,863
VISIT PCB
FACEBOOK LIKES
975,069



66,429
CHASIN' THE SUN
FACEBOOK LIKES
53,068



726,473
TOTAL WEBSITE
TRAFFIC
644,370



51,603,637
PAID MEDIA
IMPRESSIONS
24,974,299



169,133
MAKE IT YOURS
(TOP WEB PAGE)
247,723 (MAKE IT YOURS)



91.0K
VISIT PCB
INSTAGRAM FOLLOWERS
85.2K



3.1K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.7K



21.9K
TIKTOK
FOLLOWERS



26,616
PANDORA
LISTENERS
27,367



13,101
HOURS
LISTENED
12,770

VISITOR SERVICES



902
VISITOR INFO
CENTER
939



1,266
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,502



46,011
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
45,076



569
ENEWSLETTER
SIGN UPS
1,137



92,122
ECP DEPLANEMENTS
IN JUNE
81,439



401,275
YTD ECP
DEPLANEMENTS
(STATISTICS FROM JUNE)
379,792

STATE RANKINGS

VISITOR INQUIRIES

1. GEORGIA
2. TENNESSEE
3. ALABAMA
4. OHIO
5. KENTUCKY

WEBSITE VISITORS

1. FLORIDA
2. TEXAS
3. GEORGIA
4. ILLINOIS
5. TENNESSEE

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM JULY 2022



1,066,997
VISIT PCB
FACEBOOK LIKES
989,358



66,387
CHASIN' THE SUN
FACEBOOK LIKES
58,251



830,772
TOTAL WEBSITE
ACTIVE USERS



94,429,139
PAID MEDIA
IMPRESSIONS
89,698,120



20,403
TOP LANDING PAGE
USERS (WEBCAM)



92.2K
VISIT PCB
INSTAGRAM FOLLOWERS
85.6K



3.2K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.7K



23.1K
TIKTOK
FOLLOWERS



22,965
PANDORA
LISTENERS
24,794



12,146
HOURS
LISTENED
9,016

VISITOR SERVICES



826
VISITOR INFO
CENTER
705



561
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,304



49,434
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
44,878



523
ENEWSLETTER
SIGN UPS
1,137



103,441
ECP DEPLANEMENTS
IN JULY
86,858



504,716
YTD ECP
DEPLANEMENTS
(STATISTICS FROM JULY)
466,650

INQUIRY RANKINGS

TOP STATES

1. TENNESSEE
2. GEORGIA
3. ALABAMA
4. FLORIDA
5. OHIO

TOP CITIES

1. ATLANTA
2. NASHVILLE
3. BIRMINGHAM
4. INDIANAPOLIS
5. CINCINNATI