

Visitor Index - December

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 (November) | 35,866 | 32,707 | 9.7% | 494,434 | 442,299 | 11.5% |
| Website Traffic Sources | Total Website Traffic (Sessions) | 247,362 | 288,130 | | | | |
| | Organic | 40.2% | 25.8% | | | | |
| | Paid | 10.6% | 9.7% | | | | |
| | Direct | 12.5% | 9.9% | | | | |
| | Referral | 32.9% | 31.0% | | | | |
| | Social | 2.9% | 20.8% | | | | |
| | Other | 0.9% | 2.8% | | | | |
| Visitor Services | ECP airport desk | 880 | 847 | | | | |
| | Visitor info center | 1,989 | 1,631 | | | | |
| | Visitor guide subscriptions for month | 21 | 17 | | | | |
| | Visitor guide total subscriptions | 41,972 | 39,620 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Illinois | Florida | | | | |
| | 2) | Tennessee | Georgia | | | | |
| | 3) | Kentucky | Alabama | | | | |
| | 4) | Missouri | Tennessee | | | | |
| | 5) | Georgia | Texas | | | | |
| Website Visitors (Top 5 States) | 1) | Florida | Florida | | | | |
| | 2) | Georgia | Georgia | | | | |
| | 3) | Alabama | Missouri | | | | |
| | 4) | Tennessee | Alabama | | | | |
| | 5) | Texas | Texas | | | | |
| Top 5 Web Pages (in pageviews) | 1) | Webcam (23,151) | Make It Yours(42,682) | | | | |
| | 2) | Homepage (20,038) | NYE Ball Drop (34,018) | | | | |
| | 3) | NYE Beach Ball Drop (14,863) | Homepage (28,058) | | | | |
| | 4) | Events (9,269) | Things To Do (18,966) | | | | |
| | 5) | Things To Do (6,655) | Webcam (18,131) | | | | |

| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|-------------------------|---|-------------------|----------------------|------------------|------------|---------------|--------------|
| | | | | | | | |
| Media Data | Paid media | 161,868 | 5,938,744 | | | | |
| | | | | | | | |
| | Facebook likes - VisitPCB | 778,670 | 577,946 | | | | |
| | Facebook impressions - VisitPCB | 18,431,060 | 11,169,708 | | | | |
| | | | | | | | |
| | Facebook likes - Chasin the Sun TV | 10,324 | 4,934 | | | | |
| | Facebook impressions - Chasin the Sun TV | 36,628 | 40,451 | | | | |
| | | | | | | | |
| | Facebook & Instagram (Paid) | 16,566,320 | 5,786,120 | | | | |
| | Facebook & Instagram CTR% | 0.02% | 2.07% | | | | |
| | | | | | | | |
| | **Note, traditionally we only report on CTR for initiatives with the Traffic objective. However, for the current PCB Campaign, all initiatives are running on the Reach objective with not all ads even including a CTA link. For this reason you will find this number to be significantly lower than previous months. | | | | | | |
| Twitter Data | New followers - VisitPCB | 16 | 433 | | | | |
| | Impressions - VisitPCB | 51.3K | 56.5K | | | | |
| | Total followers - VisitPCB | 42.9K | 39.6K | | | | |
| | | | | | | | |
| | New Followers - Chasin The Sun TV | 4 | NA | | | | |
| | Impressions - Chasin The Sun TV | | 633 | | | | |
| | Total followers - Chasin The Sun TV | 210 | 186 | | | | |
| | | | | | | | |
| Instagram Data | New Followers-VisitPCB | 1K | 600 | | | | |
| | Total Followers -VisitPCB | 38.1K | 24.5K | | | | |
| | | | | | | | |
| | New Followers-Chasin The Sun TV | 18 | 82 | | | | |
| | Total Followers - Chasin The Sun TV | 1,018 | 638 | | | | |
| | | | | | | | |
| Pandora Data | Listeners | 14,331 | 9,405 | | | | |
| | CTR % | 0.09 | 0.26 | | | | |
| | Hours listened | 3,791 | 4,108 | | | | |
| | | | | | | | |
| Public Relations | Media Impressions | TBD | | | | | |
| | | | | | | | |
| Sales | Trade, Consumer and Appointment Shows | | | | | | |
| | Number of Show Contacts Made | | | | | | |
| | Leads Generated | 1 | | | | | |
| | Number of Lead Room Nights | 1750 | | | | | |

Visitor Index - November

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| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---|--|--|--------------------------------------|------------------|------------|---------------|--------------|
| ECP Activity | Total airport deplanements (October) | 31,728 | 39,671 | -20.2% | 458,568 | 409,592 | 12.0% |
| Website Traffic Sources | Total Website Traffic (Sessions) *No Media was running until the end of the month* | 133,093 | 162,020 | | | | |
| | Organic | 39.7% | 39.2% | | | | |
| | Paid | 1.9% | 14.7% | | | | |
| | Direct | 13.1% | 14.9% | | | | |
| | Referral | 40.6% | 2.7% | | | | |
| | Social | 4.0% | 22.0% | | | | |
| | Other | 0.8% | 6.5% | | | | |
| Visitor Services | ECP airport desk | 913 | 770 | | | | |
| | Visitor info center | 1,138 | 1,897 | | | | |
| | Visitor guide subscriptions for month | 52 | 31 | | | | |
| | Visitor guide total subscriptions | 41,942 | 39,534 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Texas | Texas | | | | |
| | 2) | Florida | Florida | | | | |
| | 3) | Tennessee | Georgia | | | | |
| | 4) | Ohio | Illinois | | | | |
| | 5) | Georgia | Wisconsin | | | | |
| Website Visitors (Top 5 States) | 1) | Florida | Florida | | | | |
| | 2) | Georgia | Georgia | | | | |
| | 3) | Alabama | Alabama | | | | |
| | 4) | Tennessee | Texas | | | | |
| | 5) | Texas | Tennessee | | | | |
| Top 5 Web Pages (in pageviews) | 1) | Webcam (28,040) | Homepage (21,915) | | | | |
| | 2) | Homepage (11,832) | Webcam (19,684) | | | | |
| | 3) | Beach Home for the Holidays (5,817) | Events (17,643) | | | | |
| | 4) | Events (3,467) | Things To Do (16,230) | | | | |
| | 5) | Things To Do (3,246) | Beach Home for the Holidays (15,982) | | | | |

| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|-------------------------|--|-------------------|----------------------|------------------|------------|---------------|--------------|
| Media Data | Paid media | | 6,994,249 | | | | |
| | Facebook likes - VisitPCB | 779,353 | 574,841 | | | | |
| | Facebook impressions - VisitPCB | 1,806,639 | 13,903,115 | | | | |
| | Facebook likes - Chasin the Sun TV | 10,380 | 3,647 | | | | |
| | Facebook impressions - Chasin the Sun TV | 77,938 | 61,066 | | | | |
| | Facebook & Instagram (Paid) | | 10,190,642 | | | | |
| | Facebook & Instagram CTR% | | 2.50% | | | | |
| Twitter Data | New followers - VisitPCB | -161 | 289 | | | | |
| | Impressions - VisitPCB | 49K | 70.6K | | | | |
| | Total followers - VisitPCB | 42.9K | 39.2K | | | | |
| | New Followers - Chasin The Sun TV | -2 | 1 | | | | |
| | Impressions - Chasin The Sun TV | | 401 | | | | |
| | Total followers - Chasin The Sun TV | 206 | 186 | | | | |
| Instagram Data | New Followers-VisitPCB | 740 | 600 | | | | |
| | Total Followers -VisitPCB | 37.2K | 23.9K | | | | |
| | New Followers-Chasin The Sun TV | | 16 | | | | |
| | Total Followers - Chasin The Sun TV | 1k | 556 | | | | |
| Pandora Data | New Listeners | 9,180 | 4,701 | | | | |
| | CTR % | | 0.15% | | | | |
| | Hours listened | 3,172 | 2,406 | | | | |
| Public Relations | Media Impressions | 57,267,735 | | | | | |
| Sales | Trade, Consumer and Appointment Shows | 4 | | | | | |
| | Number of Show Contacts Made | 95 | | | | | |
| | Leads Generated | 7 | | | | | |
| | Number of Lead Room Nights | 2300 | | | | | |

Visitor Index - January

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 (November) | 33,236 | 26,634 | 24.8% | 527,670 | 468,933 | 12.5% |
| Website Traffic Sources | Total Website Traffic (Sessions) | 347,371 | 330,432 | 5.13% | | | |
| | Organic | 38.0% | 34.0% | | | | |
| | Paid | 11.1% | 7.5% | | | | |
| | Direct | 9.8% | 11.2% | | | | |
| | Referral | 26.9% | 38.3% | | | | |
| | Social | 10.2% | 6.9% | | | | |
| | Other | 3.7% | 1.9% | | | | |
| Visitor Services | ECP airport desk | 917 | 736 | | | | |
| | Visitor info center | 2,760 | 3,375 | | | | |
| | Visitor guide subscriptions for month | 1,421 | 79 | | | | |
| | Visitor guide total subscriptions | 42,056 | 39,675 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Tennessee | Georgia | | | | |
| | 2) | Illinois | Tennessee | | | | |
| | 3) | Ontario | Florida | | | | |
| | 4) | Georgia | Illinois | | | | |
| | 5) | Kentucky | Ohio | | | | |
| 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) | Homepage (36,182) | Homepage (39,853) | | | | |
| | 2) | Webcam (26,823) | Webcam (23,271) | | | | |
| | 3) | MyPCB (17,966) | Events (19,688) | | | | |
| | 4) | Events (14,599) | Things To Do (18,219) | | | | |
| | 5) | Things To Do (13,944) | Attractions/Entertainment (14,631) | | | | |

| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|-------------------------|--|-------------------|----------------------|------------------|------------|---------------|--------------|
| | | | | | | | |
| Media Data | Paid media | 5,297,471 | 4,808,564 | | | | |
| | | | | | | | |
| | Facebook likes - VisitPCB | 779,287 | 590,190 | | | | |
| | Facebook impressions - VisitPCB | 2,545,774 | 8,026,934 | | | | |
| | | | | | | | |
| | Facebook likes - Chasin the Sun TV | 10,607 | 5,240 | | | | |
| | Facebook impressions - Chasin the Sun TV | 301,189 | 159,730 | | | | |
| | | | | | | | |
| | Facebook & Instagram (Paid) | 22,910,190 | 6,749,022 | | | | |
| | Facebook & Instagram CTR% | 0.60% | 3.02% | | | | |
| | | | | | | | |
| Twitter Data | New followers - VisitPCB | 89 | 484 | | | | |
| | Impressions - VisitPCB | 67.1K | 76.5K | | | | |
| | Total followers - VisitPCB | 43K | 40.2K | | | | |
| | | | | | | | |
| | New Followers - Chasin The Sun TV | 4 | 2 | | | | |
| | Impressions - Chasin The Sun TV | 398 | 1,423 | | | | |
| | Total followers - Chasin The Sun TV | 217 | 189 | | | | |
| | | | | | | | |
| Instagram Data | New Followers-VisitPCB | 2K | 600 | | | | |
| | Total Followers -VisitPCB | 40.1K | 25.1K | | | | |
| | | | | | | | |
| | New Followers-Chasin The Sun TV | 36 | 109 | | | | |
| | Total Followers - Chasin The Sun TV | 1,053 | 747 | | | | |
| | | | | | | | |
| Pandora Data | Listeners | 13,738 | 9,011 | | | | |
| | CTR % | 0.08% | 0.26% | | | | |
| | Hours listened | 4,159 | 4,626 | | | | |
| | | | | | | | |
| Public Relations | Media Impressions | 44,220,020 | | | | | |
| | | | | | | | |
| Sales | Trade, Consumer and Appointment Shows | | | | | | |
| | Number of Show Contacts Made | | | | | | |
| | Leads Generated | | | | | | |
| | Number of Lead Room Nights | | | | | | |

Visitor Index - April

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| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---|---------------------------------------|-------------------------------|-------------------------|------------------|------------|---------------|--------------|
| ECP Activity | Total airport deplanements (March) | 58,730 | 47,174 | 24.5% | 127,717 | 99,430 | 28.5% |
| Website Traffic Sources | Total Website Traffic (Sessions) | 541,401 | 555,483 | | | | |
| | Organic | 32.6% | 36.4% | | | | |
| | Paid | 8.6% | 8.1% | | | | |
| | Direct | 11.7% | 12.0% | | | | |
| | Referral | 20.1% | 17.3% | | | | |
| | Social | 17.1% | 5.6% | | | | |
| | Other | 3.8% | 20.5% | | | | |
| Visitor Services | ECP airport desk | 2,098 | 1,310 | | | | |
| | Visitor info center | 1,392 | 1,856 | | | | |
| | Visitor guide subscriptions for month | 99 | 1,444 | | | | |
| | Visitor guide total subscriptions | 37,870 | 40,114 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Georgia | Tennessee | | | | |
| | 2) | Tennessee | Georgia | | | | |
| | 3) | Alabama | Alabama | | | | |
| | 4) | Illinois | Florida | | | | |
| | 5) | Florida | Illinois | | | | |
| Website Visitors (Top 5 States) | 1) | Florida | Florida (81,886) | | | | |
| | 2) | Georgia | Georgia (58,604) | | | | |
| | 3) | Alabama | Texas (30,937) | | | | |
| | 4) | Tennessee | Alabama (25,191) | | | | |
| | 5) | Texas | Tennessee (24,512) | | | | |
| Top 5 Web Pages (in pageviews) | 1) | Make It Yours (54,268) | Make It Yours (113,555) | | | | |
| | 2) | Homepage (43,360) | Webcam (52,478) | | | | |
| | 3) | Webcam (43,015) | Homepage (46,694) | | | | |
| | 4) | My PCB (36,284) | Things To Do (27,104) | | | | |
| | 5) | Things To Do (20,987) | Attractions (25,384) | | | | |

Visitor Index - May

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 (April) | 56,723 | 44,761 | 26.7% | 184,440 | 144,191 | 27.9% |
| Website Traffic Sources | Total Website Traffic (Sessions) | 537,947 | 647,536 | | | | |
| | Organic | 37.4% | 43.3% | | | | |
| | Paid | 8.5% | 7.5% | | | | |
| | Direct | 14.3% | 13.4% | | | | |
| | Referral | 22.5% | 23.7% | | | | |
| | Social | 7.7% | 5.3% | | | | |
| | Other | 9.5% | 5.5% | | | | |
| Visitor Services | ECP airport desk | 2,454 | 940 | | | | |
| | Visitor info center | 1,386 | 1,712 | | | | |
| | Visitor guide subscriptions for month | 1,096 | 1,104 | | | | |
| | Visitor guide total subscriptions | 37,936 | 41,218 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Georgia | Georgia | | | | |
| | 2) | Florida | Alabama | | | | |
| | 3) | Tennessee | Florida | | | | |
| | 4) | Alabama | Tennessee | | | | |
| | 5) | Texas | Illinois | | | | |
| Website Visitors (Top 5 States) | 1) | Florida | Florida | | | | |
| | 2) | Georgia | Georgia | | | | |
| | 3) | Alabama | Alabama | | | | |
| | 4) | Tennessee | Tennessee | | | | |
| | 5) | Texas | Texas | | | | |
| Top 5 Web Pages (in pageviews) | 1) | Make It Yours (68,993) | WebCam (102,274) | | | | |
| | 2) | WebCam (47,335) | Homepage (54,179) | | | | |
| | 3) | Homepage (44,923) | Make It Yours (44,498) | | | | |
| | 4) | Things To Do (23,548) | Things To Do (32,147) | | | | |
| | 5) | Events (21,195) | Attractions (29,537) | | | | |

| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|-------------------------|--|--------------------|----------------------|------------------|------------|---------------|--------------|
| | | | | | | | |
| Media Data | Paid media | 16,124,730 | 9,237,755 | | | | |
| | Facebook likes - VisitPCB | 783,834 | 683,600 | | | | |
| | Facebook impressions - VisitPCB | 9,201,502 | 14,801,260 | | | | |
| | Facebook likes - Chasin the Sun TV | 21,581 | 7,147 | | | | |
| | Facebook impressions - Chasin the Sun TV | 63,411 | 60,577 | | | | |
| | Facebook & Instagram (Paid) | 6,968,255 | 12,166,308 | | | | |
| | Facebook & Instagram CTR% | 1.07% | 1.72% | | | | |
| Snapchat Data | Impressions | 740,485 | | | | | |
| | CTR % (Swipe Up Rate) | 1.87% | | | | | |
| | Swipe Ups | 13,821 | | | | | |
| Twitter Data | New followers - VisitPCB | 55 | 395 | | | | |
| | Impressions - VisitPCB | 54.4K | 50.3K | | | | |
| | Total followers - VisitPCB | 43.7K | 41.7K | | | | |
| | New Followers - Chasin The Sun TV | 11 | 1 | | | | |
| | Impressions - Chasin The Sun TV | 19.8K | 0 | | | | |
| | Total followers - Chasin The Sun TV | 253 | 199 | | | | |
| Instagram Data | New Followers-VisitPCB | 2,026 | 1,600 | | | | |
| | Total Followers -VisitPCB | 47.2K | 29.8K | | | | |
| | New Followers-Chasin The Sun TV | 105 | 72 | | | | |
| | Total Followers - Chasin The Sun TV | 1,228 | 935 | | | | |
| Pandora Data | Listeners | 34,021 | 10,254 | | | | |
| | CTR % | 0.23% | 41.00% | | | | |
| | Hours listened | 13,722 | 8,726 | | | | |
| Public Relations | Media Impressions | 270,937,881 | 117,569,456 | | | | |

Visitor Index - March

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| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---|---------------------------------------|-------------------------------|------------------------|------------------|------------|---------------|--------------|
| ECP Activity | Total airport deplanements (February) | 36,551 | 28,173 | 29.7% | 68,987 | 52,256 | 32.0% |
| Website Traffic Sources | Total Website Traffic (Sessions) | 555,171 | 344,922 | | | | |
| | Organic | 39.2% | 42.3% | | | | |
| | Paid | 7.4% | 6.9% | | | | |
| | Direct | 9.2% | 14.2% | | | | |
| | Referral | 19.5% | 16.4% | | | | |
| | Social | 18.1% | 7.6% | | | | |
| | Other | 6.5% | 4.1% | | | | |
| Visitor Services | ECP airport desk | 1,556 | 897 | | | | |
| | Visitor info center | 2,372 | 2,569 | | | | |
| | Visitor guide subscriptions for month | 1,410 | 115 | | | | |
| | Visitor guide total subscriptions | 42,117 | 39,872 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Tennessee | Georgia | | | | |
| | 2) | Georgia | Alabama | | | | |
| | 3) | Texas | Tennessee | | | | |
| | 4) | Florida | Florida | | | | |
| | 5) | Alabama | Illinois | | | | |
| Website Visitors (Top 5 States) | 1) | Florida | Florida | | | | |
| | 2) | Georgia | Georgia | | | | |
| | 3) | Tennessee | Texas | | | | |
| | 4) | Alabama | Alabama | | | | |
| | 5) | Texas | Tennessee | | | | |
| Top 5 Web Pages (in pageviews) | 1) | My PCB (60,917) | Homepage (46,241) | | | | |
| | 2) | Webcam (47,478) | Make It Yours (36,577) | | | | |
| | 3) | Homepage (40,282) | Webcam (26,445) | | | | |
| | 4) | Make It Yours (32,929) | Things To Do (21,315) | | | | |
| | 5) | Things To Do (21,531) | Events (21,019) | | | | |

| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|-------------------------|--|---------------|----------------------|------------------|------------|---------------|--------------|
| Media Data | Paid media | 10,588,791 | 19,097,896 | | | | |
| | Facebook likes - VisitPCB | 781,533 | 644,532 | | | | |
| | Facebook impressions - VisitPCB | 33,597,048 | 17,320,001 | | | | |
| | Facebook likes - Chasin the Sun TV | 17,980 | 7,066 | | | | |
| | Facebook impressions - Chasin the Sun TV | 348,021 | 106,449 | | | | |
| | Facebook & Instagram (Paid) Impressions | 11,175,568 | 13,170,655 | | | | |
| | Facebook & Instagram CTR% | 0.35% | 2.03% | | | | |
| Snapchat Data | Impressions | 7,776,616 | | | | | |
| | CTRS % (Swipe Up Rate) | 1.26% | | | | | |
| Twitter Data | New followers - VisitPCB | 251 | 482 | | | | |
| | Impressions - VisitPCB | 47.1K | 129K | | | | |
| | Total followers - VisitPCB | 43.3K | 41K | | | | |
| | New Followers - Chasin The Sun TV | 5 | 3 | | | | |
| | Impressions - Chasin The Sun TV | 1,699 | 48 | | | | |
| | Total followers - Chasin The Sun TV | 229 | 192 | | | | |
| Instagram Data | New Followers-VisitPCB | 2,003 | 1400 | | | | |
| | Total Followers -VisitPCB | 43.5K | 27.1K | | | | |
| | New Followers-Chasin The Sun TV | 14 | 52 | | | | |
| | Total Followers - Chasin The Sun TV | 1,107 | 818 | | | | |
| Pandora Data | Listeners | 29,143 | 9,048 | | | | |
| | CTR % | 0.16% | 0.35% | | | | |
| | Hours listened | 10,554 | 7,229 | | | | |
| Public Relations | Media Impressions | 51,638,234 | | | | | |

Visitor Index - February

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| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---|---------------------------------------|----------------------------|------------------------|------------------|------------|---------------|--------------|
| ECP Activity | Total airport deplanements (January) | 32,436 | 24,083 | 34.7% | 560,106 | 468,933 | 19.0% |
| Website Traffic Sources | Total Website Traffic (Sessions) | 517,612 | 396,721 | 120,891 | | | |
| | Organic | 25.7% | 40.9% | | | | |
| | Paid | 9.6% | 7.7% | | | | |
| | Direct | 7.0% | 10.9% | | | | |
| | Referral | 16.5% | 18.6% | | | | |
| | Social | 37.4% | 11.8% | | | | |
| | Other | 3.8% | 2.1% | | | | |
| Visitor Services | ECP airport desk | 1,105 | 724 | | | | |
| | Visitor info center | 2,582 | 3,340 | | | | |
| | Visitor guide subscriptions for month | 2,616 | 62 | | | | |
| | Visitor guide total subscriptions | 42,093 | 39,804 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Georgia | Georgia | | | | |
| | 2) | Florida | Tennessee | | | | |
| | 3) | Tennessee | Alabama | | | | |
| | 4) | Alabama | Florida | | | | |
| | 5) | Illinois | Indiana | | | | |
| Website Visitors (Top 5 States) | 1) | Florida | Florida | | | | |
| | 2) | Georgia | Georgia | | | | |
| | 3) | Tennessee | Alabama | | | | |
| | 4) | Alabama | Texas | | | | |
| | 5) | Texas | Tennessee | | | | |
| Top 5 Web Pages (in pageviews) | 1) | My PCB (141,834) | Homepage (46,241) | | | | |
| | 2) | Homepage (40,362) | Make It Yours (36,577) | | | | |
| | 3) | Webcam (27,112) | Webcam (26,445) | | | | |
| | 4) | Events (21,728) | Things To Do (21,315) | | | | |
| | 5) | Mardi Gras (20,643) | Events (21,019) | | | | |

| | Activity | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|-------------------------|---|---------------|----------------------|------------------|------------|---------------|--------------|
| Media Data | Paid media | 5,268,933 | 15,752,173 | | | | |
| | Facebook likes - VisitPCB | 779,958 | 612,588 | | | | |
| | Facebook impressions - VisitPCB | 49,462,733 | 13,844,818 | | | | |
| | Facebook likes - Chasin the Sun TV | 10,991 | 5,436 | | | | |
| | Facebook impressions - Chasin the Sun TV | 149,362 | 120,201 | | | | |
| | Facebook & Instagram (Paid) | 47,232,050 | 11,112,974 | | | | |
| | Facebook & Instagram CTR% (inclusive of all objectives with the majority being reach) | 0.19% | 2.78% | | | | |
| | Facebook & Instagram CTR% (inclusive of only campaigns with traffic objective) | 0.45% | | | | | |
| Twitter Data | New followers - VisitPCB | 112 | 337 | | | | |
| | Impressions - VisitPCB | 54.5K | 63.5K | | | | |
| | Total followers - VisitPCB | 43.2K | 40.4K | | | | |
| | New Followers - Chasin The Sun TV | 11 | 2 | | | | |
| | Impressions - Chasin The Sun TV | 4,520 | 409 | | | | |
| | Total followers - Chasin The Sun TV | 226 | 190 | | | | |
| Instagram Data | New Followers-VisitPCB | 2.2K | 600 | | | | |
| | Total Followers -VisitPCB | 42.1K | 25.7K | | | | |
| | New Followers-Chasin The Sun TV | 40 | 19 | | | | |
| | Total Followers - Chasin The Sun TV | 1,093 | 766 | | | | |
| Pandora Data | Listeners | 26,669 | 9,722 | | | | |
| | CTR % | 0.14% | 0.38% | | | | |
| | Hours listened | 7,993 | 6,279 | | | | |
| Public Relations | Media Impressions | 38,343,563 | | | | | |

Visitor Index - June

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 (May) | 64,200 | 52,858 | 21.5% | 248,640 | 197,049 | 26.2% |
| Website Traffic Sources | Total Website Traffic (Sessions) | 569,668 | 493,805 | | | | |
| | Organic | 29.9% | 56.4% | | | | |
| | Paid | 37.3% | 5.5% | | | | |
| | Direct | 15.2% | 18.9% | | | | |
| | Referral | 5.9% | 5.8% | | | | |
| | Social | 5.5% | 6.8% | | | | |
| | Other | 3.00% | 1.1% | | | | |
| Visitor Services | ECP airport desk | 2,075 | 1,472 | | | | |
| | Visitor info center | 1,643 | 2,571 | | | | |
| | Visitor guide subscriptions for month | 1,513 | 3,951 | | | | |
| | Visitor guide total subscriptions | 38,123 | 41,351 | | | | |
| Visitor Inquiries (Top 5 by state) | 1) | Georgia | Florida | | | | |
| | 2) | Florida | Georgia | | | | |
| | 3) | Texas | Tennessee | | | | |
| | 4) | Tennessee | Alabama | | | | |
| | 5) | Alabama | Texas | | | | |
| Website Visitors (Top 5 States) | 1) | Georgia | Florida | | | | |
| | 2) | Florida | Georgia | | | | |
| | 3) | Texas | Alabama | | | | |
| | 4) | Tennessee | Tennessee | | | | |
| | 5) | Alabama | Texas | | | | |
| Top 5 Web Pages (in pageviews) | 1) | Homepage (140,658) | Homepage (85,285) | | | | |
| | 2) | Make it Yours (66,789) | Webcam (80,206) | | | | |
| | 3) | Webcam (55,842) | Make it Yours (43,134) | | | | |
| | 4) | Beach Safety (29,646) | Things to Do (34,863) | | | | |
| | 5) | Things to Do (25,718) | Attractions & Entertainment (31,537) | | | | |

