

Visitor Index - September

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 (August)	47,015	61,057	-23.0%	264,351	447,336	-40.9%
Website Traffic Sources	Total Website Traffic (Sessions)	483,272	278,553				
	Organic	47.4%	35.8%				
	Paid	5.1%	13.6%				
	Direct	20.4%	21.1%				
	Referral	2.1%	2.8%				
	Social	8.4%	13.0%				
	Other	12.7%	8.92%				
Visitor Services	ECP airport desk	2,354	1,486				
	Visitor info center	784	1,414				
	Visitor guide subscriptions for month	3,251	55				
	Visitor guide total subscriptions	47,192	38,402				
	Calls	900	N/A				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Georgia				
	2)	Tennessee	Tennessee				
	3)	Alabama	Alabama				
	4)	Kentucky	Florida				
	5)	Indiana	Texas				
Website Visitors (Top 5 States)	1)	Georgia	Florida				
	2)	Florida	Georgia				
	3)	Tennessee	Texas				
	4)	Alabama	Tennessee				
	5)	Kentucky	Alabama				
Top 5 Web Pages (in pageviews)	1)	Webcam (124,243)	Homepage (74,064)				
	2)	Make It Yours (91,827)	Make it Yours (36,959)				
	3)	Homepage (30,999)	Webcam (32,721)				
	4)	Visitors Guide (20,010)	Events (13,844)				
	5)	Plan Your Trip (10,401)	Things to Do (12,373)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	21,195,277	10,159,705				
	Facebook likes - VisitPCB	852,157	792,374				
	Facebook impressions - VisitPCB	9,772,064	15,375,508				
	Facebook likes - Chasin the Sun TV	20,386	21,936				
	Facebook impressions - Chasin the Sun TV	28,626	93,598				
	Facebook & Instagram (Paid)	8,549,253	11,359,261				
	Facebook & Instagram CTR%	0.54%	0.86%				
Snapchat Data	Impressions	N/A	N/A Reporting Down				
	CTR % (Swipe Up Rate)	N/A	N/A Reporting Down				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	N/A Reporting Down				
	CTR %	N/A (paused due to COVID-19)	N/A Reporting Down				
Twitter Data	New followers - VisitPCB	-27	127				
	Impressions - VisitPCB	56,863	79.8K				
	Total followers - VisitPCB	44,132	44.4K				
Instagram Data	New Followers-VisitPCB	869	1,929				
	Total Followers -VisitPCB	69,406	53,223				
	New Followers-Chasin The Sun TV	41	14				
	Total Followers - Chasin The Sun TV	2,029	1,323				
Pandora Data	Listeners	34,674	36,113				
	CTR %	0	0.23%				
	Hours listened	13,952	13,118				
Public Relations	Media Impressions	N/A (paused due to COVID-19)	89,794,718				

Visitor Index - August

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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 (July)	50,033	69,779	-28.3%	217,336	386,279	-43.7%
Website Traffic Sources	Total Website Traffic (Sessions)	298,172	421,134				
	Organic	55.0%	29.8%				
	Paid	7.6%	10.7%				
	Direct	25.1%	16.2%				
	Referral	2.6%	2.2%				
	Social	8.4%	29.7%				
	Other	0.7%	6.69%				
Visitor Services	ECP airport desk	2,440	1,486				
	Visitor info center	722	1,148				
	Visitor guide subscriptions for month	109	1,026				
	Visitor guide total subscriptions	39,887	38,330				
	1st Class Mail Outs	726	N/A				
	Calls	390	N/A				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Tennessee				
	2)	Tennessee	Georgia				
	3)	Florida	Alabama				
	4)	Alabama	Kentucky				
	5)	Texas	Texas				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Tennessee	Texas				
	4)	Alabama	Tennessee				
	5)	Texas	Alabama				
Top 5 Web Pages (in pageviews)	1)	Webcam (75,839)	Homepage (104,747)				
	2)	Homepage (28,971)	Make it Yours (80,938)				
	3)	Special Offers - Labor Day Weekend (22,722)	Webcam (40,883)				
	4)	Attractions & Entertainment (7,766)	Places to Stay - Special Offers (20,683)				
	5)	Beach Houses (7,233)	Things to Do (16,729)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	880,725	11,070,894				
	Facebook likes - VisitPCB	835,633	791,679				
	Facebook impressions - VisitPCB	5,454,534	26,357,939				
	Facebook likes - Chasin the Sun TV	30,328	21,915				
	Facebook impressions - Chasin the Sun TV	40,891	51,229				
	Facebook & Instagram (Paid)	4,063,298	21,163,153				
	Facebook & Instagram CTR%	0.63%	2.09%				
Snapchat Data	Impressions	N/A	2,502,117				
	CTR % (Swipe Up Rate)	N/A	1.39%				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	37,418				
	CTR %	N/A (paused due to COVID-19)	0.20%				
Twitter Data	New followers - VisitPCB	-67	152				
	Impressions - VisitPCB	45,147	98,126				
	Total followers - VisitPCB	44,159	44,230				
Instagram Data	New Followers-VisitPCB	1,011	1,922				
	Total Followers -VisitPCB	68,540	51,710				
	New Followers-Chasin The Sun TV	27	11				
	Total Followers - Chasin The Sun TV	1,988	1,309				
Pandora Data	Listeners	31,367	37,418				
	CTR %	0	0.20%				
	Hours listened	14,393	14,677				
Public Relations	Media Impressions	N/A (paused due to COVID-19)	67,493,696				

Visitor Index - July

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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 (June)	39,573	67,860	-41.7%	167,303	316,500	-47.1%
Website Traffic Sources	Total Website Traffic (Sessions)	418,593	593,304				
	Organic	55.40%	35.4%				
	Paid	6.30%	5.7%				
	Direct	20.30%	15.5%				
	Referral	2.60%	2.4%				
	Social	6.20%	29.4%				
	Other	7.20%	9.13%				
Visitor Services	ECP airport desk	1,803	1,721				
	Visitor info center	714	2,088				
	Visitor guide subscriptions for month	232	1,332				
	Visitor guide total subscriptions	39,726	38,257				
	1st Class Mail Outs	2,553	N/A				
Visitor Inquiries (Top 5 by state)	1)	Florida	Tennessee				
	2)	Georgia	Georgia				
	3)	Texas	Texas				
	4)	Tennessee	Alabama				
	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)	Webcam (92,618)	Homepage (125,970)				
	2)	Make it Yours (56,567)	Make it Yours (87,387)				
	3)	Homepage (41,855)	Webcam (66,297)				
	4)	StayPCBCurrent (24,622)	Things to Do (22,663)				
	5)	Real. Fun. Fourth. (11,703)	Beach Safety (18,569)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	6,385,879	7,958,673				
	Facebook likes - VisitPCB	828,108	791,080				
	Facebook impressions - VisitPCB	10,039,451	20,267,349				
	Facebook likes - Chasin the Sun TV	30,340	21,915				
	Facebook impressions - Chasin the Sun TV	42,144	66,423				
	Facebook & Instagram (Paid)	7,643,492	17,063,410				
	Facebook & Instagram CTR%	0.34%	1.88%				
Snapchat Data	Impressions	N/A	4,267,290				
	CTR % (Swipe Up Rate)	N/A	0.95%				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	4,142,513				
	CTR %	N/A (paused due to COVID-19)	1.15%				
Twitter Data	New followers - VisitPCB	15	273				
	Impressions - VisitPCB	76,958	50.9K				
	Total followers - VisitPCB	44,226	44K				
Instagram Data	New Followers-VisitPCB	1,516	1,343				
	Total Followers -VisitPCB	67,529	50.3K				
	New Followers-Chasin The Sun TV	51	31				
	Total Followers - Chasin The Sun TV	1,961	1,308				
Pandora Data	Listeners	33,241	42,237				
	CTR %	17,191	0.24%				
	Hours listened	0	17,701				
Public Relations	Media Impressions	N/A (paused due to COVID-19)	30,059,697				

Visitor Index - June

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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 (May)	18,050	64,200	-71.9%	127,730	248,640	-48.6%
Website Traffic Sources	Total Website Traffic (Sessions)	590,658	571,881				
	Organic	51.70%	37.10%				
	Paid	4.00%	6.00%				
	Direct	16.70%	15.20%				
	Referral	2.40%	2.40%				
	Social	8.30%	29.90%				
	Other	11.50%	5.60%				
Visitor Services	ECP airport desk	0 (Closed due to COVID-19)	2,075				
	Visitor info center	969	1,643				
	Visitor guide subscriptions for month	582	1,513				
	Visitor guide total subscriptions	39,399	38,123				
	Calls	843	N/A				
	1st Class Mail Outs	1,687	N/A				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Georgia				
	2)	Tennessee	Florida				
	3)	Alabama	Texas				
	4)	Kentucky	Tennessee				
	5)	Florida	Alabama				
Website Visitors (Top 5 States)	1)	Georgia	Georgia				
	2)	Florida	Florida				
	3)	Tennessee	Texas				
	4)	Alabama	Tennessee				
	5)	Texas	Alabama				
Top 5 Web Pages (in pageviews)	1)	Make it Yours (146,492)	Homepage (140,658)				
	2)	Webcam (99,889)	Make it Yours (66,789)				
	3)	Homepage (74,881)	Webcam (55,842)				
	4)	StayPCBCurrent (24,064)	Beach Safety (29,646)				
	5)	Beach Houses (19,983)	Things to Do (25,718)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	22,623,415	14,059,571				
	Facebook likes - VisitPCB	827,258	787,615				
	Facebook impressions - VisitPCB	12,599,755	15,072,100				
	Facebook likes - Chasin the Sun TV	30,361	21,941				
	Facebook impressions - Chasin the Sun TV	76,591	71,693				
	Facebook & Instagram (Paid)	9,975,249	11,020,051				
	Facebook & Instagram CTR%	0.39%	1.49%				
Snapchat Data	Impressions	N/A	2,263,634				
	CTR % (Swipe Up Rate)	N/A	1.73%				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	3,565,586				
	CTR %	N/A (paused due to COVID-19)	1.14%				
Twitter Data	New followers - VisitPCB	-247	201				
	Impressions - VisitPCB	83,000	46,606				
	Total followers - VisitPCB	44,211	43,805				
Instagram Data	New Followers-VisitPCB	2,646	1,431				
	Total Followers -VisitPCB	66,013	48,984				
	New Followers-Chasin The Sun TV	70	88				
	Total Followers - Chasin The Sun TV	1,910	1,277				
Pandora Data	Listeners	N/A (paused due to COVID-19)	35,104				
	CTR %	N/A (paused due to COVID-19)	25.00%				
	Hours listened	N/A (paused due to COVID-19)	14,252				
Public Relations	Media Impressions	N/A (paused due to COVID-19)	355,804,086				

Visitor Index - May

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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 (April)	2,994	56,723	-94.7%	109,680	184,440	-40.5%
Website Traffic	Total Website Traffic (Sessions)	375,884	372,758				
Sources	Organic	68.0%	47.1%				
	Paid	1.4%	9.3%				
	Direct	21.4%	20.2%				
	Referral	3.1%	3.3%				
	Social	3.4%	8.0%				
	Other	1.3%	5.4%				
Visitor Services	ECP airport desk	0 (Closed due to COVID-19)	2,454				
	Visitor info center	224	1,386				
	Visitor guide subscriptions for month	684	1,096				
	Visitor guide total subscriptions	42,093	37,936				
	LiveChat	882	N/A				
	Phone Calls	933	N/A				
	First Class Mail Outs	501	N/A				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Georgia				
	2)	Tennessee	Florida				
	3)	Florida	Tennessee				
	4)	Alabama	Alabama				
	5)	Texas	Texas				
Website Visitors (Top 5 States)	1)	Georgia	Georgia				
	2)	Florida	Florida				
	3)	Tennessee	Alabama				
	4)	Alabama	Tennessee				
	5)	Kentucky	Texas				
Top 5 Web Pages (in pageviews)	1)	Webcam (96,541)	Make it Yours (69,8748)				
	2)	Homepage (44,394)	Webcam (47,577)				
	3)	Beach Houses (18,850)	Homepage (44,995)				
	4)	StayPCBCurrent (17,664)	Things to Do (23,602)				
	5)	Places to Stay (14,090)	Events (21,267)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	1,752,246	16,124,730				
	Facebook likes - VisitPCB	824,793	783,834				
	Facebook impressions - VisitPCB	3,162,306	9,201,502				
	Facebook likes - Chasin the Sun TV	30,313	21,581				
	Facebook impressions - Chasin the Sun TV	75,319	63,411				
	Facebook & Instagram (Paid)	N/A (paused due to COVID-19)	6,968,255				
	Facebook & Instagram CTR%	N/A (paused due to COVID-19)	1.07%				
Snapchat Data	Impressions	N/A	740,485				
	CTR % (Swipe Up Rate)	N/A	1.87%				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	N/A				
	CTR %	N/A (paused due to COVID-19)	N/A				
Twitter Data	New followers - VisitPCB	-146	55				
	Impressions - VisitPCB	91,821	54.4K				
	Total followers - VisitPCB	44,458	43.7K				
Instagram Data	New Followers-VisitPCB	2,069	2,026				
	Total Followers -VisitPCB	63,367	47.2K				
	New Followers-Chasin The Sun TV	72	105				
	Total Followers - Chasin The Sun TV	1,840	1,228				
Pandora Data	Listeners	N/A (paused due to COVID-19)	34,021				
	CTR %	N/A (paused due to COVID-19)	0.23%				
	Hours listened	N/A (paused due to COVID-19)	13,722				
Public Relations	Media Impressions	N/A (Canceled due to COVID-19)	270,937,881				

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)	31,581	58,730	-46.2%	106,686	127,717	-16.5%
Website Traffic	Total Website Traffic (Sessions)	150,331	376,018				
Sources	Organic	60.60%	41.50%				
	Paid	0.20%	10.20%				
	Direct	27.70%	16.80%				
	Referral	5.20%	2.70%				
	Social	4.20%	17.00%				
	Other	1.10%	7.00%				
Visitor Services	ECP airport desk	0 (Closed due to COVID-19)	2,098				
	Visitor info center	0 (Closed due to COVID-19)	1,392				
	Visitor guide subscriptions for month	25	99				
	Visitor guide total subscriptions	39,197	37,870				
	LiveChat	1,059	N/A				
Visitor Inquiries (Top 5 by state)	1)	Florida	Georgia				
	2)	Texas	Tennessee				
	3)	Georgia	Alabama				
	4)	Alabama	Illinois				
	5)	Tennessee	Florida				
Website Visitors (Top 5 States)	1)	Georgia	Florida				
	2)	Florida	Georgia				
	3)	Tennessee	Tennessee				
	4)	Alabama	Alabama				
	5)	Kentucky	Texas				
Top 5 Web Pages (in pageviews)	1)	Webcam (58,397)	Make it Yours (54,228)				
	2)	Homepage (16,606)	Homepage (43,372)				
	3)	StayPCBCurrent (6,207)	Webcam (43,059)				
	4)	Beach Houses (4,366)	My PCB (36,755)				
	5)	Places to Stay (3,027)	Things to Do (20,974)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	N/A (paused due to COVID-19)	15,997,295				
	Facebook likes - VisitPCB	823,115	782,070				
	Facebook impressions - VisitPCB	2,600,523	18,858,378				
	Facebook likes - Chasin the Sun TV	30,272	21,552				
	Facebook impressions - Chasin the Sun TV	76,409	607,064				
	Facebook & Instagram (Paid)	N/A (paused due to COVID-19)	16,522,195				
	Facebook & Instagram CTR%	N/A (paused due to COVID-19)	0.18%				
Snapchat Data	Impressions	N/A	29,183,484				
	CTR % (Swipe Up Rate)	N/A	1.47%				
Pinterest Data	Impressions	N/A (paused due to COVID-19)	N/A				
	CTR %	N/A (paused due to COVID-19)	N/A				
Twitter Data	New followers - VisitPCB	-32	163				
	Impressions - VisitPCB	98,214	141K				
	Total followers - VisitPCB	44,604	43.6K				
Instagram Data	New Followers-VisitPCB	1,364	2.7K				
	Total Followers -VisitPCB	61,298	46.2K				
	New Followers-Chasin The Sun TV	103	86				
	Total Followers - Chasin The Sun TV	1,768	1,193				
Pandora Data	Listeners	N/A (paused due to COVID-19)	29,068				
	CTR %	N/A (paused due to COVID-19)	0.20%				
	Hours listened	N/A (paused due to COVID-19)	11,500				
Public Relations	Media Impressions	2,427,178	64,265,993				

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)	39,414	36,551	8.9%	75,105	68,987	8.9%
Website Traffic Sources	Total Website Traffic (Sessions)	294,987	392,524				
	Organic	43.5%	48.9%				
	Paid	5.1%	8.8%				
	Direct	21.9%	14.0%				
	Referral	2.8%	2.8%				
	Social	16.2%	17.9%				
	Other	7.4%	7.0%				
Visitor Services	ECP airport desk	1,103	1,556				
	Visitor info center	1,325	2,372				
	Visitor guide subscriptions for month	162	1,410				
	Visitor guide total subscriptions	39,197	42,117				
Visitor Inquiries (Top 5 by state)	1)	Florida	Tennessee				
	2)	Georgia	Georgia				
	3)	Tennessee	Texas				
	4)	Texas	Florida				
	5)	Alabama	Alabama				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Alabama	Tennessee				
	4)	Texas	Alabama				
	5)	Tennessee	Texas				
Top 5 Web Pages (in pageviews)	1)	Make It Yours (59,859)	My PCB (60,690)				
	2)	Webcam (56,788)	Webcam (47,320)				
	3)	Homepage (32,557)	Homepage (40,123)				
	4)	Unwined (8,064)	Make It Yours (33,091)				
	5)	Events (5,983)	Things To Do (21,477)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	6,936,701 (includes co-op)	10,588,791				
	Facebook likes - VisitPCB	822,172	781,533				
	Facebook impressions - VisitPCB	8,981,041	33,597,048				
	Facebook likes - Chasin the Sun TV	30,167	17,980				
	Facebook impressions - Chasin the Sun TV	60,883	3,348,021				
	Facebook & Instagram (Paid)	6,409,012	11,175,568				
	Facebook & Instagram CTR%	1.62%	0.35%				
Snapchat Data	Impressions						
	CTR % (Swipe Up Rate)						
Pinterest Data	Impressions	383,810	7,776,616				
	CTR %	0.89%	1.26%				
Twitter Data	New followers - VisitPCB	263	251				
	Impressions - VisitPCB	144,656	47.1K				
	Total followers - VisitPCB	44,636	43.3K				
Instagram Data	New Followers-VisitPCB	1,349	2,003				
	Total Followers -VisitPCB	59,934	43.5K				
	New Followers-Chasin The Sun TV	78	5				
	Total Followers - Chasin The Sun TV	1,665	229				
Pandora Data	Listeners	26,140	29,143				
	CTR %	0.2%	0.16%				
	Hours listened	10,469	10,554				
Public Relations	Media Impressions	54,485,468	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)	35,691	32,436	10.0%	35,691	32,436	10.0%
Website Traffic	Total Website Traffic (Sessions)	421,117	384,496				
Sources	Organic	29.6%	31.4%				
	Paid	6.9%	12.0%				
	Direct	13.1%	10.3%				
	Referral	2.1%	2.8%				
	Social	32.7%	39.2%				
	Other	10.8%	3.7%				
Visitor Services	ECP airport desk	2,114	1,105				
	Visitor info center	2,537	2,582				
	Visitor guide subscriptions for month	1,887	2,616				
	Visitor guide total subscriptions	39,048	42,093				
Visitor Inquiries (Top 5 by state)	1)	Georgia	Georgia				
	2)	Florida	Florida				
	3)	Tennessee	Tennessee				
	4)	Texas	Alabama				
	5)	Ohio	Illinois				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Alabama	Tennessee				
	4)	Texas	Alabama				
	5)	Tennessee	Texas				
Top 5 Web Pages (in pageviews)	1)	Make It Yours (86,606)	My PCB (141,944)				
	2)	Homepage (44,534)	Homepage (40,393)				
	3)	Mardi Gras (44,456)	Webcam (27,032)				
	4)	Webcam (21,601)	Events (21,765)				
	5)	Under the Radar Eateries blog post (20,565)	Mardi Gras (20,772)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	13,359,698	5,297,471				
	Facebook likes - VisitPCB	818,444	779,958				
	Facebook impressions - VisitPCB	10,777,238	49,462,733				
	Facebook likes - Chasin the Sun TV	30,116	10,991				
	Facebook impressions - Chasin the Sun TV	128,049	149,362				
	Facebook & Instagram (Paid)	13,505,714	22910190				
	Facebook & Instagram CTR%	1.14%	1%				
Snapchat Data	Impressions						
	CTR % (Swipe Up Rate)						
Pinterest Data	Impressions	10,691,372					
	CTR %	0.96%					
Twitter Data	New followers - VisitPCB	3	112				
	Impressions - VisitPCB	85,738	54.5k				
	Total followers - VisitPCB	44,373	43K				
Instagram Data	New Followers-VisitPCB	1,162	2.2k				
	Total Followers -VisitPCB	58,585	42.1k				
	New Followers-Chasin The Sun TV	72	40				
	Total Followers - Chasin The Sun TV	1,587	1,093				
Pandora Data	Listeners	31,138	26,669				
	CTR %	0.4%	0.14%				
	Hours listened	12,171	7,993				
Public Relations	Media Impressions	185,846,746	38,343,563				

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 (December)	41,948	33,236	26.2%	639,636	527,670	21.2%
Website Traffic Sources	Total Website Traffic (Sessions)	303,012	210,125				
	Organic	31.7%	49.8%				
	Paid	7.6%	14.4%				
	Direct	18.4%	16.6%				
	Referral	2.1%	3.6%				
	Social	22.0%	10.9%				
	Other	15.91%	4.2%				
Visitor Services	ECP airport desk	1,454	917				
	Visitor info center	2,680	2760				
	Visitor guide subscriptions for month	1,632	1,421				
	Visitor guide total subscriptions	38,937	42,056				
Visitor Inquiries (Top 5 by state)	1)	Tennessee	Tennessee				
	2)	Georgia	Illinois				
	3)	Indiana	Ontario				
	4)	Illinois	Georgia				
	5)	Alabama	Kentucky				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Texas	Tennessee				
	4)	Alabama	Alabama				
	5)	Illinois	Illinois				
Top 5 Web Pages (in pageviews)	1)	Make It Yours (78,915)	Homepage (36,182)				
	2)	Homepage (51,462)	Webcam (26,823)				
	3)	Mardi Gras (23,615)	My PCB (17,966)				
	4)	Webcam (18,979)	Events (14,599)				
	5)	Unwined (14,059)	Things to Do (13,944)				

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)	43,086	35,866	20.1%	597,688	494,434	20.9%
Website Traffic Sources	Total Website Traffic (Sessions)	188,023	136,680				
	Organic	38.0%	55.0%				
	Paid	10.3%	13.7%				
	Direct	20.2%	21.6%				
	Referral	2.6%	5.0%				
	Social	13.1%	3.5%				
	Other	11.60%	0.7%				
Visitor Services	ECP airport desk	1,675	880				
	Visitor info center	3,294	1989				
	Visitor guide subscriptions for month	52	21				
	Visitor guide total subscriptions	38,873	41,972				
Visitor Inquiries (Top 5 by state)	1)	Texas	Illinois				
	2)	Illinois	Tennessee				
	3)	Tennessee	Kentucky				
	4)	Georgia	Missouri				
	5)	Montana	Georgia				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Texas	Alabama				
	4)	Alabama	Tennessee				
	5)	Illinois	Illinois				
Top 5 Web Pages (in pageviews)	1)	Make It Yours (37,740)	Webcam (23,151)				
	2)	New Years Eve Beach Ball Drop (31,983)	Homepage (20,083)				
	3)	Homepage (29,184)	New Years Eve Beach Ball Drop (14,863)				
	4)	Webcam (15,187)	Events (9,269)				
	5)	Events (5,266)	Things to Do (6,655)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	6,939,113	5938744				
	Facebook likes - VisitPCB	808,779	577,946				
	Facebook impressions - VisitPCB	9,974,031	11,169,708				
	Facebook likes - Chasin the Sun TV	21,936	4,934				
	Facebook impressions - Chasin the Sun TV	110,426	40,451				
	Facebook & Instagram (Paid)	8,734,661	5786120				
	Facebook & Instagram CTR%	1.08%	0.0207				
Snapchat Data	Impressions						
	CTR % (Swipe Up Rate)						
Pinterest Data	Impressions	36,388					
	CTR %	0.85%					
Twitter Data	New followers - VisitPCB	NA	433				
	Impressions - VisitPCB	47.2k	56.5K				
	Total followers - VisitPCB	44.3k	39.6K				
Instagram Data	New Followers-VisitPCB	1,067	600				
	Total Followers -VisitPCB	55,816	24.5K				
	New Followers-Chasin The Sun TV	1,400	82				
	Total Followers - Chasin The Sun TV	44	638				
Pandora Data	Listeners	28,564	9405				
	CTR %	0.4%	0.26				
	Hours listened	9,524	4108				
Public Relations	Media Impressions	144,889,087					

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)	53,714	31,728	69.3%	554,602	458,568	20.9%
Website Traffic Sources	Total Website Traffic (Sessions)	191,164	113,234				
	Organic	30.6%	60.7%				
	Paid	12.1%	2.6%				
	Direct	15.1%	24.4%				
	Referral	2.5%	5.6%				
	Social	28.7%	5.5%				
	Other	6.40%	0.8%				
Visitor Services	ECP airport desk	1,349	913				
	Visitor info center	1,392	1,138				
	Visitor guide subscriptions for month	72	52				
	Visitor guide total subscriptions	38,831	41,942				
Visitor Inquiries (Top 5 by state)	1)	Texas	Texas				
	2)	Georgia	Florida				
	3)	Florida	Tennessee				
	4)	Indiana	Ohio				
	5)	Tennessee	Georgia				
Website Visitors (Top 5 States)	1)	Florida	Florida				
	2)	Georgia	Georgia				
	3)	Alabama	Tennessee				
	4)	Texas	Alabama				
	5)	Tennessee	Texas				
Top 5 Web Pages (in pageviews)	1)	Homepage (39,921)	Webcam (28,040)				
	2)	Make It Yours (30,098)	Homepage (11,832)				
	3)	Webcam (15,565)	Holidays (5,817)				
	4)	Beach Holiday (12,636)	Events (5,108)				
	5)	Events (5,498)	Attractions & Entertainment (3,467)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	7,190,597					
	Facebook likes - VisitPCB	804,383	779,353				
	Facebook impressions - VisitPCB	17,270,997	1,806,639				
	Facebook likes - Chasin the Sun TV	21,863	10,380				
	Facebook impressions - Chasin the Sun TV	42,571	77,938				
	Facebook & Instagram (Paid)	15,536,029					
	Facebook & Instagram CTR%	1.91%					
Snapchat Data	Impressions	3,787,334					
	CTR % (Swipe Up Rate)	1.46%					
Pinterest Data	Impressions	5,148,146					
	CTR %	0.71%					
Twitter Data	New followers - VisitPCB	12	-161				
	Impressions - VisitPCB	50.3k	49K				
	Total followers - VisitPCB	44.4k	42.9K				
Instagram Data	New Followers-VisitPCB	38	740				
	Total Followers -VisitPCB	54.8k	37.2K				
	New Followers-Chasin The Sun TV	21					
	Total Followers - Chasin The Sun TV	1.3K	1k				
Pandora Data	Listeners	33,629	9,180				
	CTR %	0.48%					
	Hours listened	12,532	3,172				
Public Relations	Media Impressions	10,007,900	57,267,735				

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)	53,552	48,036	11.5%	500,888	426,840	17.4%
Website Traffic Sources	Total Website Traffic (Sessions)	262,820	765,410				
	Organic	36.9%	75.8%				
	Paid	15.5%	3.6%				
	Direct	13.3%	11.9%				
	Referral	2.8%	4.2%				
	Social	23.1%	4.1%				
	Other	4.40%	0.3%				
Visitor Services	ECP airport desk	1,451					
	Visitor info center	1,419					
	Visitor guide subscriptions for month	211	68				
	Visitor guide total subscriptions	38,749	37,593				
Visitor Inquiries (Top 5 by state)	1)	Texas	Tennessee				
	2)	Georgia	Florida				
	3)	Florida	Georgia				
	4)	Tennessee	Texas				
	5)	Alabama	Illinois				
Website Visitors (Top 5 States)	1)	Florida	Georgia				
	2)	Georgia	Florida				
	3)	Tennessee	Tennessee				
	4)	Alabama	Alabama				
	5)	Texas	Texas				
Top 5 Web Pages (in pageviews)	1)	Homepage (45,514)	Webcam (536,197)				
	2)	Webcam (30,613)	Homepage (43,200)				
	3)	Make it Yours (22,918)	Pirates of the High Seas (19,269)				
	4)	Pirates of the High Seas (17,205)	Webcams Around PCB (17,908)				
	5)	Events (9,925)	Events (9,538)				

	Activity	Current Month	This Month Last Year	Variance Monthly	YTD Actual	YTD Last Year	Variance YTD
Media Data	Paid media	5,148,953					
	Facebook likes - VisitPCB	802,342	780,031				
	Facebook impressions - VisitPCB	11,418,891	5,841,440				
	Facebook likes - Chasin the Sun TV	21,881	1,451				
	Facebook impressions - Chasin the Sun TV	40,461	60,731				
	Facebook & Instagram (Paid)	9,186,270					
	Facebook & Instagram CTR%	No Campaigns in Oct ran with Traffic Objective					
Snapchat Data	Impressions	3,778,534					
	CTR % (Swipe Up Rate)	1.56%					
Pinterest Data	Impressions	6,171,026					
	CTR %	0.82%					
Twitter Data	New followers - VisitPCB	25	1144				
	Impressions - VisitPCB	41,076	106,087				
	Total followers - VisitPCB	44.4K	43K				
Instagram Data	New Followers-VisitPCB	414	1,629				
	Total Followers -VisitPCB	53,498	36,301				
	New Followers-Chasin The Sun TV	12	18				
	Total Followers - Chasin The Sun TV	1,335	912				
Pandora Data	Listeners	39,400					
	CTR %	0.5%					
	Hours listened	14,243					
Public Relations	Media Impressions	101,319,049					