

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM AUGUST 2023



1,108,990
VISIT PCB
FACEBOOK LIKES
1,045,159



76,066
CHASIN' THE SUN
FACEBOOK LIKES
65,292



214,767
TOTAL WEBSITE
ACTIVE USERS



57,778,485
PAID MEDIA
IMPRESSIONS
43,562,736



48,068
TOP LANDING PAGE
(PLAN YOUR TRIP)



100K
VISIT PCB
INSTAGRAM FOLLOWERS
91K



3.5K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
3.1K



33.7K
TIKTOK
FOLLOWERS



21,917
PANDORA
LISTENERS



23,332
HOURS
LISTENED

VISITOR SERVICES



935
VISITOR INFO
CENTER
826



1,026
NEW VISITOR GUIDE
SUBSCRIPTIONS
4,003



52,197
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
48,761



280
ENEWSLETTER
SIGN UPS
388



112,835
ECP DEPLANEMENTS
IN JULY
103,441



590,204
YTD ECP
DEPLANEMENTS
(STATISTICS FROM JUNE)
504,716

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. ATLANTA
2. BIRMINGHAM
3. NASHVILLE
4. KNOXVILLE
5. CHATTANOOGA