

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM JUNE 2023



1,104,322
VISIT PCB
FACEBOOK LIKES
1,035,614



76,138
CHASIN' THE SUN
FACEBOOK LIKES
65,289



239,500
TOTAL WEBSITE
ACTIVE USERS



42,716,823
PAID MEDIA
IMPRESSIONS
36,561,752



60,687
TOP LANDING PAGE
(STAY PCB CURRENT)



100K
VISIT PCB
INSTAGRAM FOLLOWERS
91K



3.4K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
3.1K



33.3K
TIKTOK
FOLLOWERS



22,259
PANDORA
LISTENERS



20,695
HOURS
LISTENED

VISITOR SERVICES



1,127
VISITOR INFO
CENTER
1,003



1,124
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,842



52,152
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
45,777



296
E NEWSLETTER
SIGN UPS
566



118,728
ECP DEPLANEMENTS
IN JUNE
92,122



477,369
YTD ECP
DEPLANEMENTS
(STATISTICS FROM JUNE)
401,275

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. ATLANTA
2. NASHVILLE
3. BIRMINGHAM
4. ST. LOUIS
5. CINNCINNATI