

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM JUNE 2023



1,100,024
VISIT PCB
FACEBOOK LIKES
1,023,549



76,550
CHASIN' THE SUN
FACEBOOK LIKES
65,239



239,500
TOTAL WEBSITE
ACTIVE USERS



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



60,687
TOP LANDING PAGE
(PLAN YOUR TRIP)



99.3K
VISIT PCB
INSTAGRAM FOLLOWERS
90K



3.4K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
3.1K



33.3K
TIKTOK
FOLLOWERS



22,350
PANDORA
LISTENERS



23,960
HOURS
LISTENED

VISITOR SERVICES



1,007
VISITOR INFO
CENTER
953



1,641
NEW VISITOR GUIDE
SUBSCRIPTIONS
3,170



52,165
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
43,879



417
E NEWSLETTER
SIGN UPS
1000



97,680
ECP DEPLANEMENTS
IN MAY
82,002



358,641
YTD ECP
DEPLANEMENTS
(STATISTICS FROM MAY)
309,153

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. LEXINGTON
2. DALLAS-FT. WORTH
3. BIRMINGHAM
4. ATLANTA
5. LOUISVILLE