



MARKETING DASHBOARD **APRIL 2026**

SOCIAL & WEBSITE

* Numbers in gray represent stats from April 2025



1,210,175
 Visit PCB
 Facebook Likes
 1,133,159



106,259
 Chasin' The Sun
 Facebook Likes
 91,946



895,932
 Total Website
 Active Users
 543,285



57,475,662
 Paid Media
 Impressions
 49,026,688



285,821
 Top Landing Page
 (PCB for UK)
 173,309 (Make It Yours)



105.2K
 Visit PCB
 Instagram Followers
 103.1K



3.9K
 Chasin' The Sun
 Instagram Followers
 3.6K



38.8K
 TikTok
 Followers
 34.3K



24,201
 Pandora
 Listeners
 23,897



23,542
 Hours
 Listened
 22,263

VISITOR SERVICES



1,376
 Visitor Info
 Center
 920



54,059
 Total Visitor Guide
 Subscriptions
 53,422



921
 Enewsletter
 Sign Ups
 1024



52,442
 ECP Deplanements
 in February
 48,383



93,982
 YTD ECP
 Deplanements
 (Statistics from February)
 86,490

INQUIRY RANKINGS

TOP STATES

1 Georgia, 2 Tennessee, 3 Alabama, 4 Ohio, 5 Indiana

TOP CITIES

1 Atlanta, 2 Nashville, 3 Birmingham, 4 Indianapolis, 5 Cincinnati