



MARKETING DASHBOARD FEBRUARY 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from January 2026



1,197,932
 Visit PCB
 Facebook Likes
 1,125,254



100,707
 Chasin' The Sun
 Facebook Likes
 84,629



422,698
 Total Website
 Active Users



40,606,841
 Paid Media
 Impressions
 58,612,767



122,968
 Top Landing Page
 (Make It Yours)
 122,154 (UNwined)



104.1K
 Visit PCB
 Instagram Followers
 101.1K



3.8K
 Chasin' The Sun
 Instagram Followers
 3.6K



38.4K
 TikTok
 Followers
 34.3K



21,363
 Pandora
 Listeners
 21,873



17,498
 Hours
 Listened
 17,950

VISITOR SERVICES



2,446
 Visitor Info
 Center
 2,255



53,950
 Total Visitor Guide
 Subscriptions
 53,924



2835
 Enewsletter
 Sign Ups
 2228



41,540
 ECP Deplanements
 in January
 38,107



41,540
 YTD ECP
 Deplanements
 (Statistics from January)
 38,107

INQUIRY RANKINGS

TOP STATES

1 Michigan, 2 Minnesota, 3 Wisconsin, 4 Ontario, 5 Illinois

TOP CITIES

1 Minneapolis - St.Paul, 2 Atlanta, 3 Panama City, 4 Chicago, 5 Grand Rapids