



# MARKETING DASHBOARD **JANUARY 2026**

## SOCIAL & WEBSITE

\* Numbers in gray represent stats from January 2025



**1,193,123**  
 Visit PCB  
 Facebook Likes  
 1,121,018



**100,847**  
 Chasin' The Sun  
 Facebook Likes  
 84,647



**582,354**  
 Total Website  
 Active Users



**58,612,767**  
 Paid Media  
 Impressions  
 25,579,434



**4,830**  
 Top Landing Page  
 (Things to do)  
 2,238 (Mardi Gras/Events)



**104.1K**  
 Visit PCB  
 Instagram Followers  
 100.9K



**3.8K**  
 Chasin' The Sun  
 Instagram Followers  
 3.5K



**38.4K**  
 TikTok  
 Followers  
 34.2K



**21,873**  
 Pandora  
 Listeners  
 25,579,434



**17,950**  
 Hours  
 Listened  
 20,632

## VISITOR SERVICES



**2,556**  
 Visitor Info  
 Center  
 2,941



**53,916**  
 Total Visitor Guide  
 Subscriptions  
 53,345



**4091**  
 Enewsletter  
 Sign Ups  
 2619



**57,382**  
 ECP Deplanements  
 in December  
 54,914



**968,562**  
 YTD ECP  
 Deplanements  
 (Statistics from December)  
 936,822

## INQUIRY RANKINGS

### TOP STATES

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

### TOP CITIES

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