

MARKETING DASHBOARD JULY 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from July 2025



1,238,236

Visit PCB
Facebook Likes
1,154,070



105,435

Chasin' The Sun
Facebook Likes
92,101



572,292

Total Website
Active Users
494,091



43,639,664

Paid Media
Impressions
41,103,181



138,583

Top Landing Page
(Make It Yours)
98,693 (Stay PCB Current)



105.5K

Visit PCB
Instagram Followers
103.9K



4K

Chasin' The Sun
Instagram Followers
3.7K



40K

TikTok
Followers
35.2K



28,060

Pandora
Listeners
26,484



28,694

Hours
Listened
26,616

VISITOR SERVICES



922

Visitor Info
Center
1,029



54,204

Total Visitor Guide
Subscriptions
53,755



1088

Enewsletter
Sign Ups
968



119,587

ECP Deplanements
in June
13,485



514,596

YTD ECP
Deplanements
(Statistics from June)
486,449

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1 Atlanta, 2 Birmingham, 3 Chattanooga, 4 Nashville, 5 Knoxville