

MARKETING DASHBOARD JUNE 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from June 2025



1,221,882

Visit PCB
Facebook Likes

1,147,421



105,696

Chasin' The Sun
Facebook Likes

92,105



930,167

Total Website
Active Users

444,593



41,103,181

Paid Media
Impressions

52,069,770



433,937

Top Landing Page
(PCB for UK)

139,000 (Make It Yours)



105.3K

Visit PCB
Instagram Followers

103.7K



4K

Chasin' The Sun
Instagram Followers

3.7K



39.7K

TikTok
Followers

35.2K



26,484

Pandora
Listeners

25,217



26,616

Hours
Listened

24,768

VISITOR SERVICES



1,029

Visitor Info
Center

1,076



54,173

Total Visitor Guide
Subscriptions

53,732



857

Enewsletter
Sign Ups

1094



111,092

ECP Deplanements
in May

107,524



394,999

YTD ECP
Deplanements

(Statistics from May)
372,604

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

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