



MARKETING DASHBOARD MARCH 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from March 2025



1,203,044
 Visit PCB
 Facebook Likes
 1,127,708



100,707
 Chasin' The Sun
 Facebook Likes
 84,664



543,285
 Total Website
 Active Users
 504,341



49,026,688
 Paid Media
 Impressions
 40,606,841



147,902
 Top Landing Page
 (Make It Yours)
 113,893 (UNwined)



104.7K
 Visit PCB
 Instagram Followers
 102.1K



3.8K
 Chasin' The Sun
 Instagram Followers
 3.6K



38.5K
 TikTok
 Followers
 34.3K



23,897
 Pandora
 Listeners
 21,363



22,263
 Hours
 Listened
 17,488

VISITOR SERVICES



1,245
 Visitor Info
 Center
 1,300



53,990
 Total Visitor Guide
 Subscriptions
 53,422



1156
 Enewsletter
 Sign Ups
 1026



52,442
 ECP Deplanements
 in February
 48,383



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

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1 Atlanta, 2 Nashville, 3 Birmingham, 4 Indianapolis, 5 Panama City