

MARKETING DASHBOARD MAY 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from May 2026



1,216,064

Visit PCB
Facebook Likes
1,140,548



106,048

Chasin' The Sun
Facebook Likes
92,072



888,413

Total Website
Active Users
550,319



52,069,770

Paid Media
Impressions
57,475,662



249,763

Top Landing Page
(PCB for UK)
134,332 (Make It Yours)



105.2K

Visit PCB
Instagram Followers
103.4K



3.9K

Chasin' The Sun
Instagram Followers
3.6K



39.2K

TikTok
Followers
34.3K



25,217

Pandora
Listeners
24,201



24,768

Hours
Listened
23,542

VISITOR SERVICES



1,021

Visitor Info
Center
976



54,135

Total Visitor Guide
Subscriptions
53,692



935

Enewsletter
Sign Ups
1270



93,666

ECP Deplanements
in April
90,803



283,907

YTD ECP
Deplanements
(Statistics from April)
265,080

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1 Atlanta, 2 Nashville, 3 Birmingham, 4 St. Louis, 5 Indianapolis