

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM OCTOBER 2022



1,096,902
VISIT PCB
FACEBOOK LIKES
993,394



66,368
CHASIN' THE SUN
FACEBOOK LIKES
58,138



412,722
TOTAL WEBSITE
ACTIVE USERS



60,302,041
PAID MEDIA
IMPRESSIONS
40,044,121



114,351
TOP LANDING PAGE
(THINGS TO DO)
92,624



93.0K
VISIT PCB
INSTAGRAM FOLLOWERS
86.1K



3.2K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.7K



23.3K
TIKTOK
FOLLOWERS



25,751
PANDORA
LISTENERS
24,245



10,928
HOURS
LISTENED
9,628

VISITOR SERVICES



908
VISITOR INFO
CENTER
705



440
NEW VISITOR GUIDE
SUBSCRIPTIONS
1304



49,418
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
44,878



416
NEWSLETTER
SIGN UPS
982



69,817
ECP DEPLANEMENTS
IN OCTOBER
62,540

INQUIRY RANKINGS



722,841
YTD ECP
DEPLANEMENTS
(STATISTICS FROM OCTOBER)
661,487

TOP STATES

1. TENNESSEE
2. ALABAMA
3. GEORGIA
4. OHIO
5. KENTUCKY

TOP CITIES

1. ATLANTA
2. NASHVILLE
3. INDIANAPOLIS
4. BIRMINGHAM
5. LEXINGTON