

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM NOVEMBER 2022



1,100,203
VISIT PCB
FACEBOOK LIKES
996,892



66,324
CHASIN' THE SUN
FACEBOOK LIKES
58,053



354,219
TOTAL WEBSITE
ACTIVE USERS



46,111,246
PAID MEDIA
IMPRESSIONS
29,690,660



269,009
TOP LANDING PAGE
(MAKE IT YOURS)
147,125 (MAKE IT YOURS)



93.0K
VISIT PCB
INSTAGRAM FOLLOWERS
86.2K



3.2K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.7K



23.6K
TIKTOK
FOLLOWERS



20,320
PANDORA
LISTENERS
21,806



7,366
HOURS
LISTENED
7,935

VISITOR SERVICES



1,340
VISITOR INFO
CENTER
1,408



334
NEW VISITOR GUIDE
SUBSCRIPTIONS
1304



49,418
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
44,878



456
NEWSLETTER
SIGN UPS
904



56,022
ECP DEPLANEMENTS
IN NOVEMBER
51,767



778,863
YTD ECP
DEPLANEMENTS
(STATISTICS FROM NOVEMBER)
713,254

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. ATLANTA
2. NASHVILLE
3. BIRMINGHAM
4. CHICAGO
5. MINNEAPOLIS-ST. PAUL