

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM DECEMBER 2022



1,103,909
VISIT PCB
FACEBOOK LIKES
1,000,443



66,300
CHASIN' THE SUN
FACEBOOK LIKES
58,027



416,620
TOTAL WEBSITE
ACTIVE USERS



39,439,177
PAID MEDIA
IMPRESSIONS
26,421,638



269,009
TOP LANDING PAGE
(MAKE IT YOURS)
136,882 (MAKE IT YOURS)



93.0K
VISIT PCB
INSTAGRAM FOLLOWERS
86.3K



3.2K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.7K



24.5K
TIKTOK
FOLLOWERS



13,559
PANDORA
LISTENERS
24,431



5,468
HOURS
LISTENED
8,400

VISITOR SERVICES



1,098
VISITOR INFO
CENTER
1,340



540
NEW VISITOR GUIDE
SUBSCRIPTIONS
935



49,434
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
45,373



282
ENEWSLETTER
SIGN UPS
678



51,124
ECP DEPLANEMENTS
IN DECEMBER
45,002



829,987
YTD ECP
DEPLANEMENTS
(STATISTICS FROM DECEMBER)
758,256

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. ATLANTA
2. MINNEAPOLIS-ST. PAUL
3. NASHVILLE
4. DETROIT
5. NEW YORK