

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM JANUARY 2023



1,109,966
VISIT PCB
FACEBOOK LIKES
1,005,200



73,577
CHASIN' THE SUN
FACEBOOK LIKES
58,016



593,798
TOTAL WEBSITE
ACTIVE USERS



58,852,791
PAID MEDIA
IMPRESSIONS
56,320,912



287,134
TOP LANDING PAGE
(THINGS TO DO)
177,681 (MAKE IT YOURS)



93.5K
VISIT PCB
INSTAGRAM FOLLOWERS
86.6K



3.2K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.8K



25.2K
TIKTOK
FOLLOWERS



12,517
PANDORA
LISTENERS
20,944



6,437
HOURS
LISTENED
8,468

VISITOR SERVICES



3,178
VISITOR INFO
CENTER
2,885



1,133
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,791



49,986
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
43,727



442
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. GEORGIA
2. TENNESSEE
3. INDIANA
4. OHIO
5. ILLINOIS

TOP CITIES

1. ATLANTA
2. MINNEAPOLIS-ST. PAUL
3. LOUISVILLE
4. NASHVILLE
5. INDIANAPOLIS