

REAL FUN BEACH

OCTOBER 2021



SOCIAL & WEBSITE



922,411
VISIT PCB
FACEBOOK
LIKES



42,654
CHASIN' THE SUN
FACEBOOK
LIKES



262,953
TOTAL WEBSITE
TRAFFIC



23,318,201
PAID MEDIA



40,861
WEBCAM
(TOP WEB PAGE)



79.5K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



27,947
PANDORA
LISTENERS



11,129
HOURS
LISTENED

VISITOR SERVICES



2,977
ECP
AIRPORT DESK



1,441
VISITOR
INFO CENTER



733
VISITOR GUIDE
SUBSCRIPTIONS



41,082
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,545
1ST CLASS
MAILOUTS



69,416
AIRPORT
DEPLANEMENTS
(AUGUST)



632,378
YTD AIRPORT
DEPLANEMENTS
(AUGUST)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Texas
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Tennessee
- Alabama
- Texas

REAL FUN BEACH

NOVEMBER 2021



SOCIAL & WEBSITE



920,097
VISIT PCB
FACEBOOK
LIKES



42,694
CHASIN' THE SUN
FACEBOOK
LIKES



239,927
TOTAL WEBSITE
TRAFFIC



12,637,239
PAID MEDIA



46,655
MAKE IT YOURS
(TOP WEB PAGE)



79.3K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



19,572
PANDORA
LISTENERS



7,313
HOURS
LISTENED

VISITOR SERVICES



2,755
ECP
AIRPORT DESK



919
VISITOR
INFO CENTER



835
VISITOR GUIDE
SUBSCRIPTIONS



61,448
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,650
1ST CLASS
MAILOUTS



65,521
AIRPORT
DEPLANEMENTS
(OCTOBER)



697,899
YTD AIRPORT
DEPLANEMENTS
(OCTOBER)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Florida
- Alabama
- Tennessee

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Alabama
- Tennessee
- Texas

REAL FUN BEACH

DECEMBER 2021



SOCIAL & WEBSITE



928,774
VISIT PCB
FACEBOOK
LIKES



42,584
CHASIN' THE SUN
FACEBOOK
LIKES



260,222
TOTAL WEBSITE
TRAFFIC



11,154,336
PAID MEDIA



48,396
MAKE IT YOURS
(TOP WEB PAGE)



80.1K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.5K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



22,891
PANDORA
LISTENERS



7,481
HOURS
LISTENED

VISITOR SERVICES



2,309
ECP
AIRPORT DESK



1340
VISITOR
INFO CENTER



935
VISITOR GUIDE
SUBSCRIPTIONS



41,247
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,947
1ST CLASS
MAILOUTS



53,965
AIRPORT
DEPLANEMENTS
(NOVEMBER)



751,864
YTD AIRPORT
DEPLANEMENTS
(OCTOBER)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Ohio
- Alabama
- Indiana

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Alabama
- Texas
- Tennessee

REAL FUN BEACH

JANUARY 2022



SOCIAL & WEBSITE



935,942
VISIT PCB
FACEBOOK
LIKES



78,555
CHASIN' THE SUN
FACEBOOK
LIKES



357,526
TOTAL WEBSITE
TRAFFIC



16,395,836
PAID MEDIA



116,640
MAKE IT YOURS
(TOP WEB PAGE)



80.7K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.6K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



23,992
PANDORA
LISTENERS



8,751
HOURS
LISTENED

VISITOR SERVICES



2,206
ECP
AIRPORT DESK



2,581
VISITOR
INFO CENTER



830
VISITOR GUIDE
SUBSCRIPTIONS



41,313
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



2,828
1ST CLASS
MAILOUTS



53,965
AIRPORT
DEPLANEMENTS
(NOVEMBER)



751,864
YTD AIRPORT
DEPLANEMENTS
(NOVEMBER)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Tennessee
- Georgia
- Alabama
- Ohio
- Indiana

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Tennessee
- Alabama

REAL FUN BEACH

FEBRUARY 2022



SOCIAL & WEBSITE



941,808
VISIT PCB
FACEBOOK
LIKES



48,060
CHASIN' THE SUN
FACEBOOK
LIKES



473,497
TOTAL WEBSITE
TRAFFIC



24,262,283
PAID MEDIA



212,629
MAKE IT YOURS
(TOP WEB PAGE)



81.2K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.6K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.5K
TWITTER
FOLLOWERS



20,789
PANDORA
LISTENERS



9,925
HOURS
LISTENED

VISITOR SERVICES



2,169
ECP
AIRPORT DESK



2,179
VISITOR
INFO CENTER



1,384
VISITOR GUIDE
SUBSCRIPTIONS



42,532
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



3,161
1ST CLASS
MAILOUTS



38,516
AIRPORT
DEPLANEMENTS
(JANUARY)



38,516
YTD AIRPORT
DEPLANEMENTS
(JANUARY)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Ohio
- Indiana
- Alabama

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Tennessee
- Alabama

REAL FUN BEACH

MARCH 2022



SOCIAL & WEBSITE



950,160
VISIT PCB
FACEBOOK
LIKES



50,944
CHASIN' THE SUN
FACEBOOK
LIKES



540,857
TOTAL WEBSITE
TRAFFIC



26,223,460
PAID MEDIA



197,113
MAKE IT YOURS
(TOP WEB PAGE)



82.2K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.6K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.6K
TWITTER
FOLLOWERS



24,704
PANDORA
LISTENERS



10,067
HOURS
LISTENED

VISITOR SERVICES



3,296
ECP
AIRPORT DESK



1,392
VISITOR
INFO CENTER



2,883
VISITOR GUIDE
SUBSCRIPTIONS



44,205
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



3,656
1ST CLASS
MAILOUTS



42,226
AIRPORT
DEPLANEMENTS
(FEBRUARY)



78,308
YTD AIRPORT
DEPLANEMENTS
(FEBRUARY)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Tennessee
- Georgia
- Alabama
- Ohio
- Indiana

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Alabama
- Tennessee

REAL FUN BEACH

APRIL 2022



SOCIAL & WEBSITE



951,894
VISIT PCB
FACEBOOK
LIKES



52,976
CHASIN' THE SUN
FACEBOOK
LIKES



468,466
TOTAL WEBSITE
TRAFFIC



28,253,416
PAID MEDIA



126,785
MAKE IT YOURS
(TOP WEB PAGE)



82.9K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.6K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.6K
TWITTER
FOLLOWERS



25,693
PANDORA
LISTENERS



11,306
HOURS
LISTENED

VISITOR SERVICES



3,296
ECP
AIRPORT DESK



1,392
VISITOR
INFO CENTER



1,285
VISITOR GUIDE
SUBSCRIPTIONS



44,015
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



2,934
1ST CLASS
MAILOUTS



69,032
AIRPORT
DEPLANEMENTS
(MARCH)



147,340
YTD AIRPORT
DEPLANEMENTS
(MARCH)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Indiana
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Alabama
- Tennessee

REAL FUN BEACH

MAY 2022



SOCIAL & WEBSITE



957,734
VISIT PCB
FACEBOOK
LIKES



53,041
CHASIN' THE SUN
FACEBOOK
LIKES



483,007
TOTAL WEBSITE
TRAFFIC



27 MILLION
PAID MEDIA
IMPRESSIONS



115,996
MAKE IT YOURS
(TOP WEB PAGE)



83.7K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.7K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.6K
TWITTER
FOLLOWERS



34,577
PANDORA
LISTENERS



16,391
HOURS
LISTENED

VISITOR SERVICES



3,430
ECP
AIRPORT DESK



1,157
VISITOR
INFO CENTER



1,254
VISITOR GUIDE
SUBSCRIPTIONS



42,053
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,314
1ST CLASS
MAILOUTS



73,358
AIRPORT
DEPLANEMENTS
(APRIL)



220,698
YTD AIRPORT
DEPLANEMENTS
(APRIL)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Texas
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Florida
- Georgia
- Texas
- Alabama
- Tennessee

REAL FUN BEACH

JUNE 2022



SOCIAL & WEBSITE



966,050
VISIT PCB
FACEBOOK
LIKES



53,131
CHASIN' THE SUN
FACEBOOK
LIKES



556,676
TOTAL WEBSITE
TRAFFIC



28,053,657
PAID MEDIA
IMPRESSIONS



142,666
MAKE IT YOURS
(TOP WEB PAGE)



84.6K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.7K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.6K
TWITTER
FOLLOWERS



30,483
PANDORA
LISTENERS



14,706
HOURS
LISTENED

VISITOR SERVICES



3,038
ECP
AIRPORT DESK



939
VISITOR
INFO CENTER



1,463
VISITOR GUIDE
SUBSCRIPTIONS



43,574
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,278
1ST CLASS
MAILOUTS



77,655 ↓
AIRPORT
DEPLANEMENTS
(MAY)



298,353
YTD AIRPORT
DEPLANEMENTS
(MAY)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Texas
- Alabama
- Florida

WEBSITE VISITORS (TOP 5 BY STATE)

- Georgia
- Illinois
- Florida
- New York
- Texas

REAL FUN BEACH

JULY 2022



SOCIAL & WEBSITE



975,069
VISIT PCB
FACEBOOK
LIKES



53,068
CHASIN' THE SUN
FACEBOOK
LIKES



931,721
TOTAL WEBSITE
TRAFFIC



24,974,299
PAID MEDIA
IMPRESSIONS



247,723
MAKE IT YOURS
(TOP WEB PAGE)



85.2K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.7K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.6K
TWITTER
FOLLOWERS



27,367
PANDORA
LISTENERS



12,770
HOURS
LISTENED

VISITOR SERVICES



3,038
ECP
AIRPORT DESK



939
VISITOR
INFO CENTER



1,502
VISITOR GUIDE
SUBSCRIPTIONS



45,076
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



1,164
1ST CLASS
MAILOUTS



81,439 ↓
AIRPORT
DEPLANEMENTS
(JUNE)



380,904
YTD AIRPORT
DEPLANEMENTS
(JUNE)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Georgia
- Tennessee
- Alabama
- Ohio
- Indiana

WEBSITE VISITORS (TOP 5 BY STATE)

- Illinois
- New York
- Georgia
- Florida
- Texas

REAL FUN BEACH

AUGUST 2022



SOCIAL & WEBSITE



983,342
VISIT PCB
FACEBOOK
LIKES



52,940
CHASIN' THE SUN
FACEBOOK
LIKES



694,213
TOTAL WEBSITE
TRAFFIC



81,932,582
PAID MEDIA
IMPRESSIONS



302,435
MAKE IT YOURS
(TOP WEB PAGE)



85.6K
VISIT PCB
INSTAGRAM
FOLLOWERS



2.7K
CHASIN' THE SUN
INSTAGRAM
FOLLOWERS



42.7K
TWITTER
FOLLOWERS



28,454
PANDORA
LISTENERS



11,478
HOURS
LISTENED

VISITOR SERVICES



2,969
ECP
AIRPORT DESK



785
VISITOR
INFO CENTER



946
VISITOR GUIDE
SUBSCRIPTIONS



42,692
VISITOR GUIDE
TOTAL
SUBSCRIPTIONS



446
1ST CLASS
MAILOUTS



86,858 ↓
AIRPORT
DEPLANEMENTS
(JULY)



466,610 ↓
YTD AIRPORT
DEPLANEMENTS
(JULY)

STATE STATS

VISITOR INQUIRIES (TOP 5 BY STATE)

- Tennessee
- Georgia
- Alabama
- Indiana
- Ohio

WEBSITE VISITORS (TOP 5 BY STATE)

- Georgia
- Texas
- Florida
- Illinois
- Tennessee

REAL FUN BEACH

SEPTEMBER 2022



SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM SEPTEMBER 2021



989,358

VISIT PCB
FACEBOOK LIKES

942,705



58,251

CHASIN' THE SUN
FACEBOOK LIKES

42,691



636,440

TOTAL WEBSITE
TRAFFIC

332,666



89,698,120

PAID MEDIA
IMPRESSIONS

27,859,105



222,015

MAKE IT YOURS
(TOP WEB PAGE)

92,745



85.6K

VISIT PCB
INSTAGRAM FOLLOWERS

79K



2.7K

CHASIN' THE SUN
INSTAGRAM FOLLOWERS

2.5K



42.6K

TWITTER
FOLLOWERS

42.5K



24,794

PANDORA
LISTENERS

40,050



9,016

HOURS
LISTENED

16,933

VISITOR SERVICES



705

VISITOR INFO
CENTER

784



1304

NEW VISITOR GUIDE
SUBSCRIPTIONS

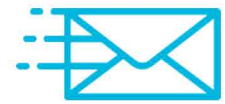
733



44,878

TOTAL VISITOR GUIDE
SUBSCRIPTIONS

41,082



946

1ST CLASS
MAILOUTS

1,471



86,858

ECP DEPLANEMENTS
IN JULY

84,262

STATE RANKINGS



466,650 ↓

YTD ECP
DEPLANEMENTS
(STATISTICS FROM JULY)

562,962

VISITOR INQUIRIES

1. TENNESSEE
2. GEORGIA
3. ALABAMA
4. INDIANA
5. FLORIDA

WEBSITE VISITORS

1. FLORIDA
2. GEORGIA
3. TENNESSEE
4. TEXAS
5. ALABAMA