

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM APRIL 2023



1,123,715
VISIT PCB
FACEBOOK LIKES
1,017,414



77,542
CHASIN' THE SUN
FACEBOOK LIKES
66,089



654,473
TOTAL WEBSITE
ACTIVE USERS



52,064,383
PAID MEDIA
IMPRESSIONS
37,765,111



16,084
TOP LANDING PAGE
(THINGS TO DO)



96.5K
VISIT PCB
INSTAGRAM FOLLOWERS
88.5K



3.3K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.9K



27K
TIKTOK
FOLLOWERS



11,863
PANDORA
LISTENERS
23,543



18,515
HOURS
LISTENED
10,907

VISITOR SERVICES



996
VISITOR INFO
CENTER
667



2,775
NEW VISITOR GUIDE
SUBSCRIPTIONS
3,709



52,158
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
43,818



333
ENEWSLETTER
SIGN UPS
1113



87,921
ECP DEPLANEMENTS
IN MARCH
71,266



181,656
YTD ECP
DEPLANEMENTS
(STATISTICS FROM MARCH)
151,787

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. ATLANTA
2. NASHVILLE
3. NEW YORK
4. TAMPA - ST. PETE
5. BIRMINGHAM