

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM MAY 2023



1,094,715
VISIT PCB
FACEBOOK LIKES
1,026,905



76,778
CHASIN' THE SUN
FACEBOOK LIKES
66,149



144,004
TOTAL WEBSITE
ACTIVE USERS



44,544,563
PAID MEDIA
IMPRESSIONS
31,916,929



12,322
TOP LANDING PAGE
(THINGS TO DO)



97.8K
VISIT PCB
INSTAGRAM FOLLOWERS
89.1K



3.4K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
3K



32K
TIKTOK
FOLLOWERS



13,902
PANDORA
LISTENERS
26,070



23,270
HOURS
LISTENED
13,101

VISITOR SERVICES



996
VISITOR INFO
CENTER
667



2,087
NEW VISITOR GUIDE
SUBSCRIPTIONS
3,170



52,164
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
43,873



350
NEWSLETTER
SIGN UPS
912



87,921
ECP DEPLANEMENTS
IN MARCH
71,266



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

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. ATLANTA
2. NASHVILLE
3. KNOXVILLE
4. BIRMINGHAM
5. LOUISVILLE