

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM FEBRUARY 2023



1,077,733
VISIT PCB
FACEBOOK LIKES
1,008,931



72,580
CHASIN' THE SUN
FACEBOOK LIKES
58,6001



630,004
TOTAL WEBSITE
ACTIVE USERS



55,517,369
PAID MEDIA
IMPRESSIONS
69,828,4334



156,414
TOP LANDING PAGE
(MAKE IT YOURS)
164,215 (MAKE IT YOURS)



94.1K
VISIT PCB
INSTAGRAM FOLLOWERS
87.1K



3.3K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.8K



25.8K
TIKTOK
FOLLOWERS



18,900
PANDORA
LISTENERS
18,894



15,246
HOURS
LISTENED
7,667

VISITOR SERVICES



2,420
VISITOR INFO
CENTER
2,294



923
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,947



49,733
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
43,727



351
NEWSLETTER
SIGN UPS
678



51,838
ECP DEPLANEMENTS
IN DECEMBER
42,446



93,735
YTD ECP
DEPLANEMENTS
(STATISTICS FROM DECEMBER)
80,521

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

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