

SOCIAL & WEBSITE

* NUMBERS IN GRAY REPRESENT STATS FROM FEBRUARY 2023



1,084,255
VISIT PCB
FACEBOOK LIKES
1,013,610



72,556
CHASIN' THE SUN
FACEBOOK LIKES
47,998



630,004
TOTAL WEBSITE
ACTIVE USERS



653,541,845
PAID MEDIA
IMPRESSIONS
88,594,737



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



95.3K
VISIT PCB
INSTAGRAM FOLLOWERS
82.2K



3.3K
CHASIN' THE SUN
INSTAGRAM FOLLOWERS
2.6K



27.0K
TIKTOK
FOLLOWERS



19,596
PANDORA
LISTENERS
23,575



17,330
HOURS
LISTENED
10,573

VISITOR SERVICES



1,262
VISITOR INFO
CENTER
2,885



1,115
NEW VISITOR GUIDE
SUBSCRIPTIONS
1,791



49,763
TOTAL VISITOR GUIDE
SUBSCRIPTIONS
43,727



546
E NEWSLETTER
SIGN UPS
678



87,921
ECP DEPLANEMENTS
IN DECEMBER
71,266



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

INQUIRY RANKINGS

TOP STATES

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

TOP CITIES

1. ATLANTA
2. NASHVILLE
3. DALLAS-FT. WORTH
4. ST. LOUIS
5. BIRMINGHAM