

## October 2017 Activity Dashboard

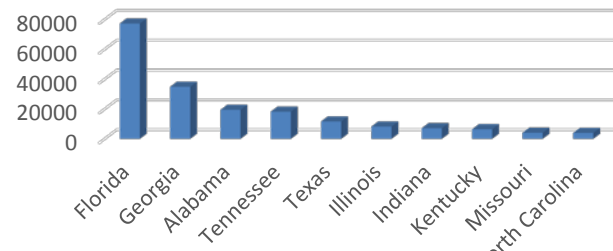
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

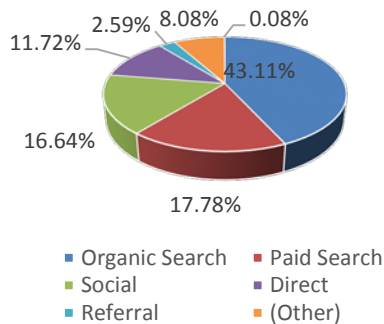
|                             | <b>2017</b>    | <b>2016</b> |
|-----------------------------|----------------|-------------|
| Number of Sessions          | <b>235,582</b> | 190,241     |
| Length of Session (minutes) | <b>1:36</b>    | 1:59        |
| Page Views Per Session      | <b>1.77</b>    | 1.96        |
| % of Unique Visits          | <b>70.34%</b>  | 62.86%      |

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

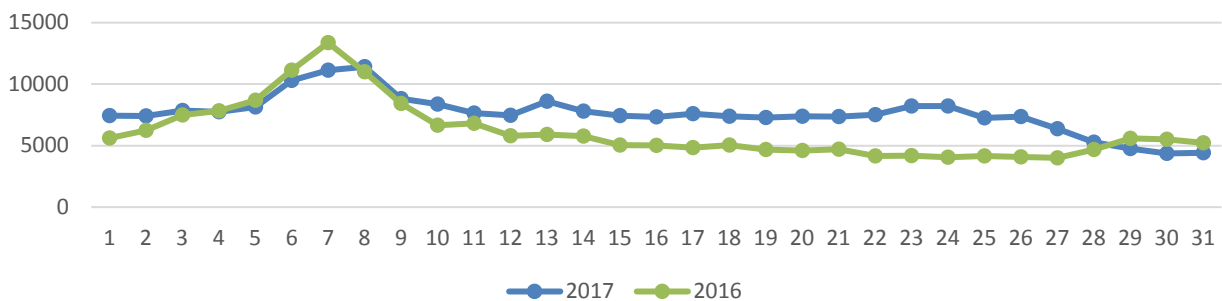


#### TOP WEB PAGES

|                  |        |                              |        |
|------------------|--------|------------------------------|--------|
| 1. webcam        | 43,725 | 6. events                    | 20,004 |
| 2. make it yours | 24,464 | 7. pirate's fest             | 12,116 |
| 3. homepage      | 24,223 | 8. attractions               | 10,568 |
| 4. thingstodo    | 22,772 | 9. attractions&entertainment | 9,902  |
| 5. thunder beach | 20,255 | 10. bloody mary music fest   | 9,340  |

#### WEBSITE TRAFFIC - October

##### 2016 vs. 2017



\*Last year during this month, Hurricane Hermine hit the panhandle and due to these events, Pepsi Gulf Coast Jam was cancelled, causing an influx of visitation to our website.

## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media 14,799,476  
 Earned Media 48,826,552  
*PR Coverage Includes:*



### TWITTER

@Visit\_PCB New Followers: 342  
 Impressions: 72K  
 Total Followers: 38.8K  
 @ChasinTheSunTV New Followers: -2  
 Impressions: 753  
 Total Followers: 185

### INSTAGRAM

@Visit\_PCB New Followers: 300  
 Total: 23.3K  
 @ChasinTheSunTV New Followers: 10  
 Total: 542

## FACEBOOK—ORGANIC

### Visit Panama City Beach

Likes: 546,815

Total Impressions: 11,607,903

| City                  | Your Fans |
|-----------------------|-----------|
| Marietta, GA          | 6,836     |
| Atlanta, GA           | 6,791     |
| Panama City, FL       | 6,000     |
| Houston, TX           | 5,676     |
| Nashville, TN         | 5,667     |
| Columbus, GA          | 5,612     |
| Tallahassee, FL       | 4,827     |
| Louisville, KY        | 4,662     |
| Panama City Beach, FL | 4,245     |
| Jacksonville, FL      | 4,171     |

### Chasin' the Sun TV

Likes: 3,467

Total Impressions: 86,201


| City                    | Your Fans |
|-------------------------|-----------|
| Panama City, FL         | 305       |
| Panama City Beach, FL   | 177       |
| Bay Country, MD         | 87        |
| Jacksonville, FL        | 50        |
| Upper Grand Lagoon, FL  | 49        |
| Lynn Haven, FL          | 46        |
| Panama City, Panamá ... | 44        |
| Houston, TX             | 33        |
| Dothan, AL              | 24        |
| Tallahassee, FL         | 24        |

**FACEBOOK & INSTAGRAM—PAID**


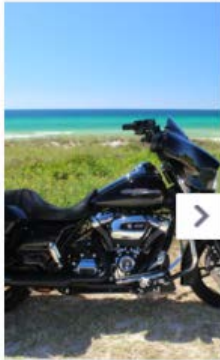
**Facebook Impressions:**

**6,891,444**

**CTR: 2.50%**


 Visit Panama City Beach  
Sponsored · 🌐

Fall is an eventful season at the #RealFunBeach - you won't want to miss the action!


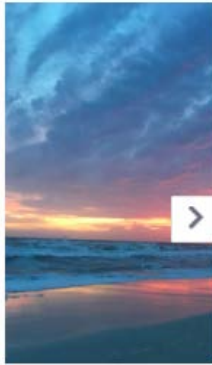



**Bloody Mary & Music Festival** [Learn More](#)

**Thunder Beach Motorcycle Rally**


 Visit Panama City Beach  
Sponsored · 🌐

Play and get pampered at the #RealFunBeach - the perfect romantic getaway.






**The perfect view** [Learn More](#)

**Watch serene sunsets**

 Sponsored · 🌐

New experiences, memories and adventures are waiting for you at the #RealFunBeach!

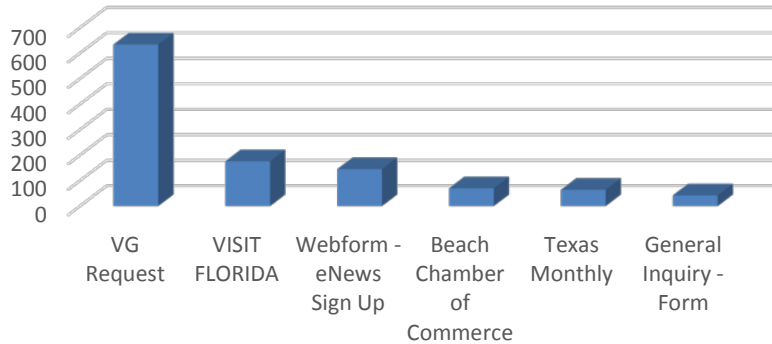



**Instagram-worthy beaches** [Learn More](#)

**Best. Selfie. Ever.**

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

|                              |               |
|------------------------------|---------------|
| October Subscriptions        | 51            |
| <b>Total Subscriptions</b>   | <b>39,497</b> |
| <b>Mailed to date (2017)</b> | <b>72,988</b> |

### AIRPORT ACTIVITY Deplanements

| <u>September 2017</u> | <u>September 2016</u> |
|-----------------------|-----------------------|
| <b>35,402</b>         | 37,084                |
| <u>YTD 2017</u>       | <u>YTD 2016</u>       |
| <b>369,921</b>        | 350,560               |

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

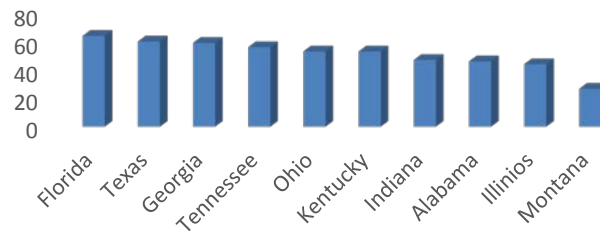
### VISITORS

| <u>Visitor Info Center</u> | <u>Airport Desk</u> |
|----------------------------|---------------------|
| 1,833                      | 934                 |

### PANDORA RADIO

|                                 |
|---------------------------------|
| October unique listeners: 3,233 |
| October hours listened: 1,624   |
| CTR: 0.16%                      |

### INQUIRIES - Top States



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more

## November 2017 Activity Dashboard

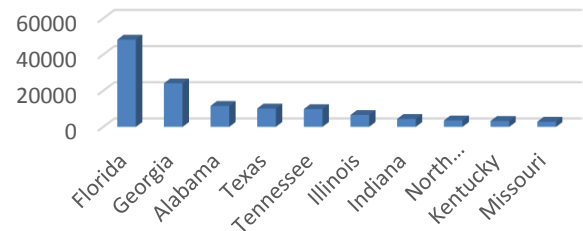
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

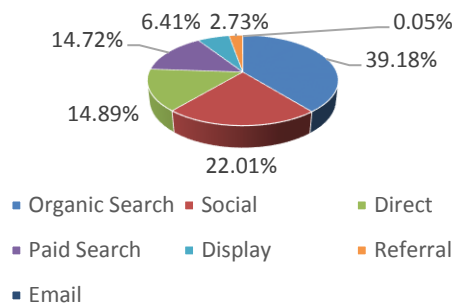
|                             | <b>2017</b>    | <b>2016</b> |
|-----------------------------|----------------|-------------|
| Number of Sessions          | <b>162,020</b> | 169,549     |
| Length of Session (minutes) | <b>1:32</b>    | 1:31        |
| Page Views Per Session      | <b>1.83</b>    | 1.78        |
| % of Unique Visits          | <b>68.76%</b>  | 66.28%      |

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

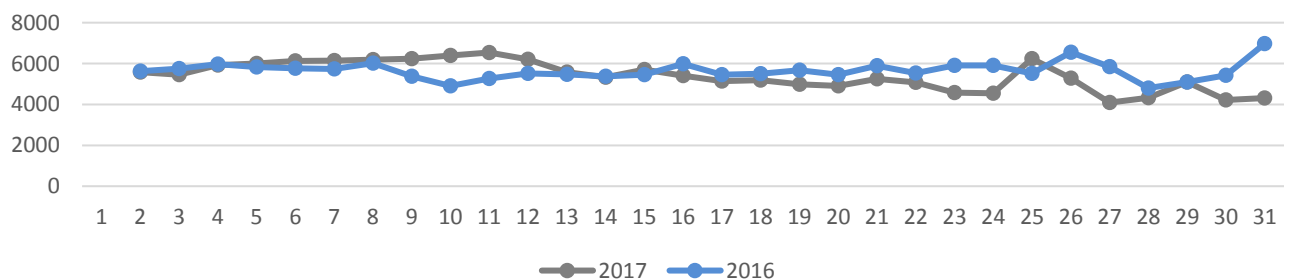


#### TOP WEB PAGES

|               |        |                               |        |
|---------------|--------|-------------------------------|--------|
| 1. homepage   | 21,915 | 6. make it yours              | 12,256 |
| 2. webcam     | 19,684 | 7. ecotourism                 | 9,021  |
| 3. events     | 17,643 | 8. emerald coast cruzin       | 8,508  |
| 4. thingstodo | 16,230 | 9. attractions                | 7,082  |
| 5. beachhome  | 15,982 | 10. attractions&entertainment | 6,999  |

#### WEBSITE TRAFFIC - November

##### 2016 vs. 2017



## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media 6,994,249  
 Earned Media 13,728,787  
 PR Coverage Includes:



### TWITTER

**@Visit\_PCB** New Followers: 289  
 Impressions: 70.6K  
 Total Followers: 39.2K

**@ChasinTheSunTV** New Followers: 1  
 Impressions: 401  
 Total Followers: 186

### INSTAGRAM

**@Visit\_PCB** New Followers: 600  
 Total: 23.9K

**@ChasinTheSunTV** New Followers: 16  
 Total: 556

### FACEBOOK—ORGANIC

#### Visit Panama City Beach

Likes: 574,841

Total Impressions: 13,903,115

| City                  | Your Fans |
|-----------------------|-----------|
| Atlanta, GA           | 13,527    |
| Panama City, FL       | 6,820     |
| Columbus, GA          | 6,209     |
| Nashville, TN         | 6,104     |
| Marietta, GA          | 5,578     |
| Tallahassee, FL       | 5,573     |
| Panama City Beach, FL | 5,193     |
| Louisville, KY        | 4,975     |
| Houston, TX           | 4,971     |
| Birmingham, AL        | 4,852     |

#### Chasin' the Sun TV

Likes: 3,647

Total Impressions: 61,066

| City                    | Your Fans |
|-------------------------|-----------|
| Panama City, FL         | 372       |
| Panama City Beach, FL   | 219       |
| Lynn Haven, FL          | 53        |
| Panama City, Panamá ... | 47        |
| Atlanta, GA             | 41        |
| Jacksonville, FL        | 36        |
| Houston, TX             | 33        |
| Dothan, AL              | 28        |
| Tallahassee, FL         | 25        |
| Upper Grand Lagoon, FL  | 24        |

**FACEBOOK & INSTAGRAM—PAID**

**Facebook Impressions:  
10,190,642**


**CTR: 2.50%**

 Visit Panama City Beach shared their event.  
Sponsored · 🌐


Start a FUN family tradition over Thanksgiving weekend at Beach Home for the Holidays!



**NOV 24** **Beach Home for the Holidays**  
Nov 24 - Nov 25 · Visit Panama City Beach · P...  
4,321 people interested · 419 people going [★ Interested](#)

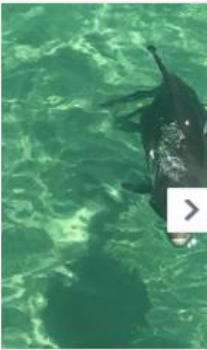
 Visit Panama City Beach  
Sponsored · 🌐

Nature is your playground at the #RealFunBeach. Surround yourself with new adventures!




Take the plunge


[Learn More](#)



Meet the locals


 Sponsored · 🌐

Let the fun times guide you and your family. Playtime never ends at the #RealFunBeach!



Fun for all

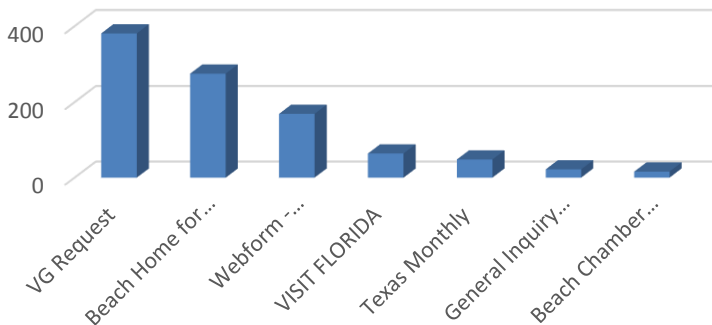
[Learn More](#)



The gang's all here!

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

|                              |               |
|------------------------------|---------------|
| November Subscriptions       | 31            |
| <b>Total Subscriptions</b>   | <b>39,534</b> |
| <b>Mailed to date (2017)</b> | <b>74,557</b> |

### AIRPORT ACTIVITY Deplanements

| <u>October 2017</u> | <u>October 2016</u> |
|---------------------|---------------------|
| <b>39,671</b>       | 40,279              |
| <u>YTD 2017</u>     | <u>YTD 2016</u>     |
| <b>409,592</b>      | 390,839             |

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

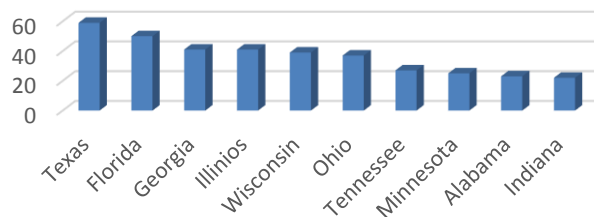
### VISITORS

| <u>Visitor Info Center</u> | <u>Airport Desk</u> |
|----------------------------|---------------------|
| 1,897                      | 770                 |

### PANDORA RADIO

|                            |       |
|----------------------------|-------|
| November unique listeners: | 4,701 |
| November hours listened:   | 2,406 |
| <b>CTR: 0.15%</b>          |       |

### INQUIRIES - Top States



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more



## December 2017 Activity Dashboard

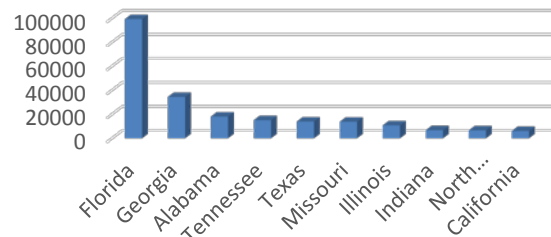
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

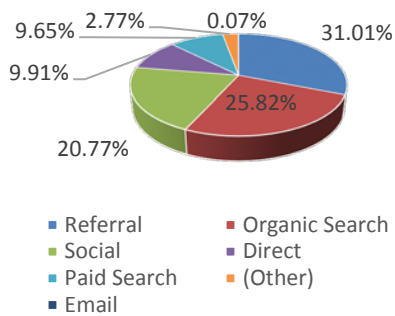
|                             | <b>2017</b>    | <b>2016</b> |
|-----------------------------|----------------|-------------|
| Number of Sessions          | <b>297,339</b> | 234,385     |
| Length of Session (minutes) | <b>1:18</b>    | 1:22        |
| Page Views Per Session      | <b>1.17</b>    | 1.72        |
| % of Unique Visits          | <b>60.88%</b>  | 68.68%      |

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

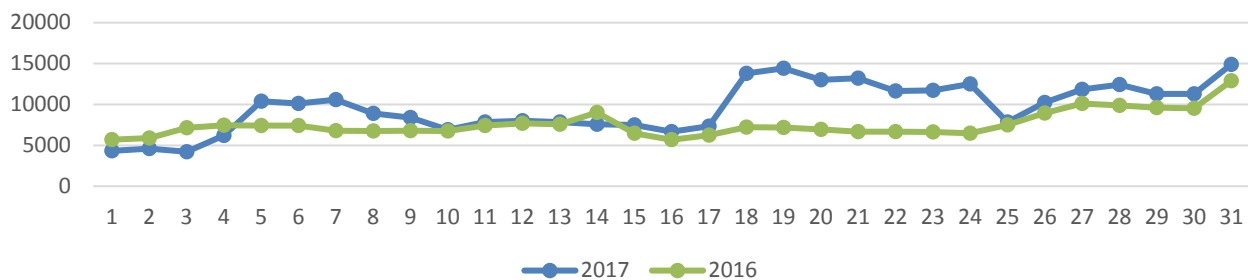


#### TOP WEB PAGES

|                  |        |                              |        |
|------------------|--------|------------------------------|--------|
| 1. make it yours | 42,682 | 6. events                    | 15,439 |
| 2. NYE ball drop | 34,018 | 7. attractions&entertainment | 8,837  |
| 3. homepage      | 28,058 | 8. attractions               | 8,370  |
| 4. thingstodo    | 18,966 | 9. places to stay            | 6,853  |
| 5. webcam        | 18,131 | 10. ecotourism               | 6,420  |

#### WEBSITE TRAFFIC - December

##### 2016 vs. 2017



**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media **5,938,744**  
 Earned Media **129,407,447**  
*PR Coverage Includes:*



**TWITTER**

@Visit\_PCB New Followers: 433  
 Impressions: 56.5K  
 Total Followers: 39.6K

@ChasinTheSunTV New Followers: -  
 Impressions: 633  
 Total Followers: 186

**INSTAGRAM**

@Visit\_PCB New Followers: 600  
 Total: 24.5K

@ChasinTheSunTV New Followers: 82  
 Total: 638

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

**Likes: 577,946**

**Total Impressions: 11,169,708**

| City                  | Your Fans |
|-----------------------|-----------|
| Atlanta, GA           | 13,488    |
| Panama City, FL       | 6,942     |
| Columbus, GA          | 6,237     |
| Nashville, TN         | 6,066     |
| Marietta, GA          | 5,774     |
| Tallahassee, FL       | 5,617     |
| Panama City Beach, FL | 5,277     |
| Louisville, KY        | 4,959     |
| Houston, TX           | 4,850     |
| Birmingham, AL        | 4,809     |

**Chasin' the Sun TV**

**Likes: 4,934**

**Total Impressions: 40,451**


| City                      | Your Fans |
|---------------------------|-----------|
| Panama City, FL           | 396       |
| Panama City Beach, FL     | 240       |
| Lynn Haven, FL            | 60        |
| Panama City, Panamá ...   | 49        |
| Atlanta, GA               | 40        |
| Dhaka, Dhaka Division,... | 34        |
| Jacksonville, FL          | 33        |
| Houston, TX               | 33        |
| Upper Grand Lagoon, FL    | 31        |
| Dothan, AL                | 30        |

**FACEBOOK & INSTAGRAM—PAID**


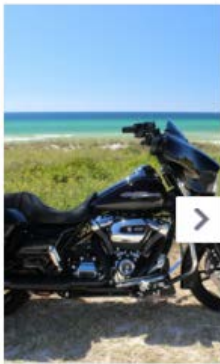
**Facebook Impressions:**

**5,786,120**

**CTR: 2.07%**

 Visit Panama City Beach  
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Fall is an eventful season at the #RealFunBeach - you won't want to miss the action!

**Bloody Mary & Music Festival** [Learn More](#)

**Thunder Beach Motorcycle Rally**


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Play and get pampered at the #RealFunBeach - the perfect romantic getaway.






**The perfect view** [Learn More](#)

**Watch serene sunsets**

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New experiences, memories and adventures are waiting for you at the #RealFunBeach!

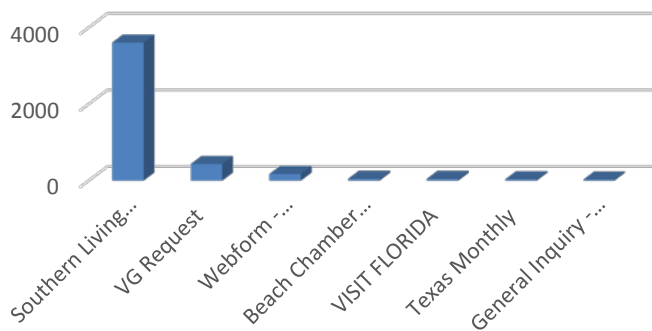



**Instagram-worthy beaches** [Learn More](#)

**Best. Selfie. Ever.**

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

|                              |               |
|------------------------------|---------------|
| December Subscriptions       | 17            |
| <b>Total Subscriptions</b>   | <b>39,620</b> |
| <b>Mailed to date (2017)</b> | <b>76,108</b> |

### AIRPORT ACTIVITY Deplanements

| <u>November</u> | <u>November</u> |
|-----------------|-----------------|
| <u>2017</u>     | <u>2016</u>     |
| <b>32,707</b>   | 32,009          |
| <u>YTD 2017</u> | <u>YTD 2016</u> |
| <b>442,299</b>  | 422,848         |

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

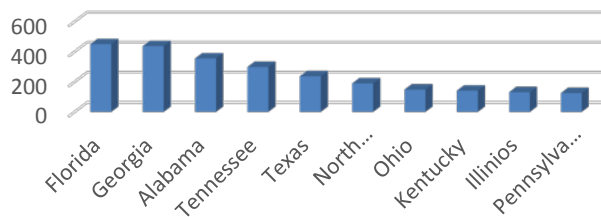
### VISITORS

| <u>Visitor Info Center</u> | <u>Airport Desk</u> |
|----------------------------|---------------------|
| 1,631                      | 847                 |

### PANDORA RADIO

|                            |       |
|----------------------------|-------|
| December unique listeners: | 9,405 |
| December hours listened:   | 4,108 |
| <b>CTR: 0.26%</b>          |       |

### INQUIRIES - Top States



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more

## January 2018 Activity Dashboard

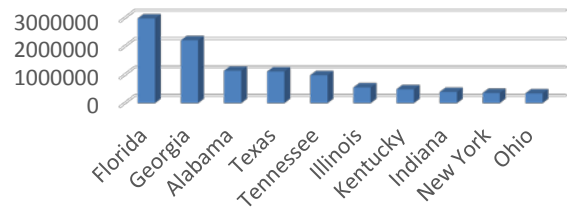
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

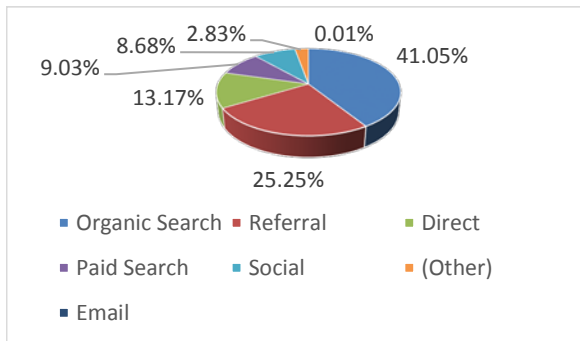
|                             | <b>2018</b>    | <b>2017</b> |
|-----------------------------|----------------|-------------|
| Number of Sessions          | <b>330,432</b> | 158,375     |
| Length of Session (minutes) | <b>1:47</b>    | 2:33        |
| Page Views Per Session      | <b>1.34</b>    | 2.45        |

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

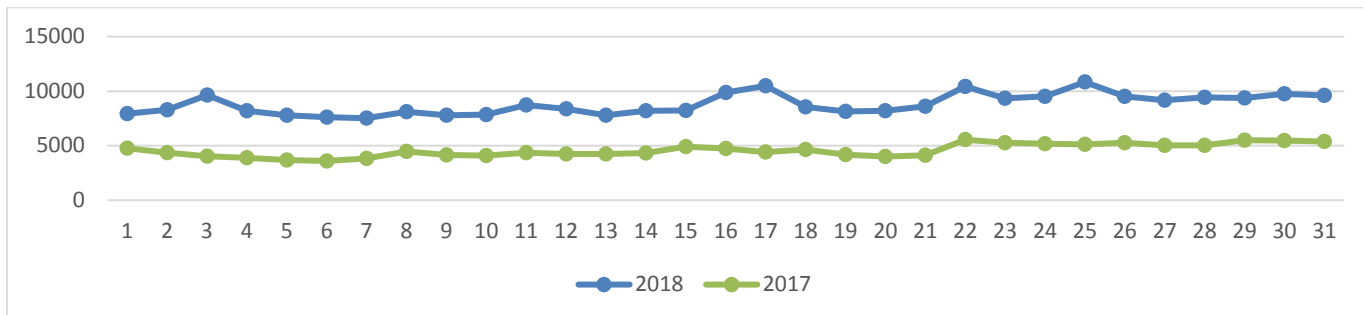


#### TOP WEB PAGES

|                              |        |                         |        |
|------------------------------|--------|-------------------------|--------|
| 1. homepage                  | 39,853 | 6. make it yours        | 14,269 |
| 2. webcam                    | 23,271 | 7. beach houses         | 13,825 |
| 3. events                    | 19,688 | 8. mardi gras           | 13,735 |
| 4. thingstodo                | 18,219 | 9. attractions          | 12,705 |
| 5. attractions&entertainment | 14,631 | 10. mardi gras schedule | 9,472  |

#### WEBSITE TRAFFIC - January

##### 2018 vs. 2017



## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media **4,808,564**

Earned Media **52,378,133**

*PR Coverage Includes:*



### TWITTER

@Visit\_PCB  
New Followers: 484  
Impressions: 76.5K  
Total Followers: 40.2K

@ChasinTheSunTV  
New Followers: 2  
Impressions: 1,423  
Total Followers: 189

### INSTAGRAM

@Visit\_PCB  
New Followers: 600  
Total: 25.1K

@ChasinTheSunTV  
New Followers: 109  
Total: 747

### FACEBOOK—ORGANIC

#### Visit Panama City Beach

Likes: 590,190

Total Impressions: 8,026,934

| City                  | Your Fans |
|-----------------------|-----------|
| Atlanta, GA           | 14,254    |
| Panama City, FL       | 7,768     |
| Panama City Beach, FL | 6,191     |
| Columbus, GA          | 6,158     |
| Tallahassee, FL       | 5,936     |
| Nashville, TN         | 5,643     |
| Birmingham, AL        | 5,079     |
| Louisville, KY        | 4,991     |
| Dothan, AL            | 4,652     |
| Houston, TX           | 4,541     |

#### Chasin' the Sun TV

Likes: 5,240

Total Impressions: 159,730

| City                      | Your Fans |
|---------------------------|-----------|
| Panama City, FL           | 440       |
| Panama City Beach, FL     | 269       |
| Lynn Haven, FL            | 59        |
| Panama City, Panamá ...   | 49        |
| Atlanta, GA               | 42        |
| Dothan, AL                | 36        |
| Houston, TX               | 33        |
| Dhaka, Dhaka Division,... | 33        |
| Tallahassee, FL           | 31        |
| Nashville, TN             | 24        |

**FACEBOOK & INSTAGRAM—PAID**

**Facebook Impressions:**

**6,749,022**

**CTR: 3.02%**

**Visit Panama City Beach** Sponsored · Like Page

Join us for a Southern garden party featuring craft beer, spirits, wine, local food & live music by St. Paul & the Broken Bones at UNwineD on March 23-24.



**Visit Panama City Beach** Sponsored · Like · More


Let the good times roll with parades, live music, fireworks & more at the **PCB Mardi Gras & Music Festival** on February 9 - 10.



**Parades** [Learn More](#) **Firework**

**Visit Panama City Beach** Sponsored · Like Page

Looking for the perfect romantic getaway? Like our page and start planning your #RealFunBeach vacation!

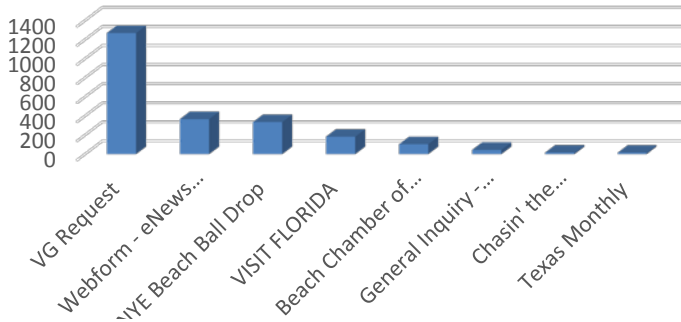


**Visit Panama City Beach**  
Tourist Information Center  
586844 people like this

[Like Page](#)

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

|                                   |               |
|-----------------------------------|---------------|
| January Subscriptions             | 79            |
| <b>Total Subscriptions</b>        | <b>39,675</b> |
| <b>Mailed to date (2017+2018)</b> | <b>76,998</b> |

### AIRPORT ACTIVITY Deplanements

| <u>December</u> | <u>December</u> |
|-----------------|-----------------|
| <u>2017</u>     | <u>2016</u>     |
| <b>26,634</b>   | 26,866          |
| <u>YTD 2017</u> | <u>YTD 2016</u> |
| <b>468,933</b>  | 449,714         |

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

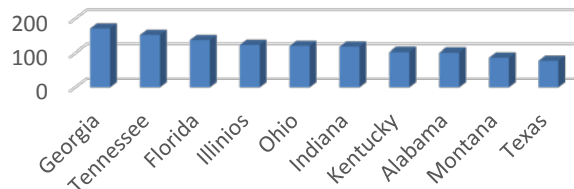
### VISITORS

| <u>Visitor Info Center</u> | <u>Airport Desk</u> |
|----------------------------|---------------------|
| 3,375                      | 736                 |

### PANDORA RADIO

|                           |              |
|---------------------------|--------------|
| January unique listeners: | <b>9,011</b> |
| January hours listened:   | <b>4,626</b> |
| CTR:                      | <b>0.26%</b> |

### INQUIRIES - Top States



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more



## Visitor Index - March

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

|   | Activity                              | Current Month              | This Month Last Year | Variance Monthly | YTD Actual     | YTD Last Year  | Variance YTD |
|---|---------------------------------------|----------------------------|----------------------|------------------|----------------|----------------|--------------|
| <b>Impact Overall</b>                     | Lodging Sales (January)               |                            |                      |                  |                |                |              |
|   | Hotel Occupancy (January)             | 35%                        | 33.1%                | 5.8%             | 38.7%          | 37.4%          | 3.5%         |
|   | Hotel average daily rate (January)    | \$51.00                    | \$50.00              | 3.1%             | \$104.00       | \$104.00       | 0.1%         |
|   | Hotel demand (January)                |                            |                      |                  |                |                |              |
|   | Hotel revenue (January)               | \$18.00                    | \$16.00              | 9.1%             | \$40.00        | \$39.00        | 3.6%         |
|   | Total airport deplanements (December) | 26,634 (2017)              | 26,866 (2016)        | -0.86%           | 468,933 (2017) | 449,714 (2016) | 4.3%         |
| <b>Website Activity</b>                   | Number of sessions                    | 396,721                    | 237,272              | 159,449          |                |                |              |
|   | Length of sessions(in minutes)        | 1:45                       | 2:07                 |                  |                |                |              |
|   | Page views per session                | 1.34                       | 2.22                 |                  |                |                |              |
|   | % of unique visits                    | 93.3%                      | 71.2%                | 22.2%            |                |                |              |
| <b>Website Traffic Sources</b>            | Organic                               | 40.9%                      | 55.2%                |                  |                |                |              |
|   | Paid                                  | 7.7%                       | 6.9%                 |                  |                |                |              |
|   | Direct                                | 10.9%                      | 13.0%                |                  |                |                |              |
|   | Referral                              | 18.6%                      | 4.2%                 |                  |                |                |              |
|   | Social                                | 11.8%                      | 15.9%                |                  |                |                |              |
| <b>Visitor Services</b>                   | ECP airport desk                      | 724                        | 680                  |                  |                |                |              |
|   | Visitor info center                   | 3,340                      | 3,158                |                  |                |                |              |
|   | Visitor guide subscriptions for month | 62                         | 1,628                |                  |                |                |              |
|   | Visitor guide total subscriptions     | 39,718                     | 28,910               |                  |                |                |              |
|   | Visitor guide mailouts to date        | 1,434 (add to other total) | 10,379               |                  |                |                |              |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1)                                    | Georgia (257)              | Illinois (390)       |                  |                |                |              |
|   | 2)                                    | Tennessee (227)            | Ohio (300)           |                  |                |                |              |
|   | 3)                                    | Alabama (166)              | Georgia (215)        |                  |                |                |              |
|   | 4)                                    | Florida (162)              | Tennessee (150)      |                  |                |                |              |
|   | 5)                                    | Indiana (151)              | Alabama (145)        |                  |                |                |              |
| <b>Website Visitors (Top 5 States)</b>    | 1)                                    | Florida (71,553)           | Florida (55,000)     |                  |                |                |              |
|   | 2)                                    | Georgia (35,235)           | Georgia (31,000)     |                  |                |                |              |
|   | 3)                                    | Alabama (18,211)           | Alabama (28,000)     |                  |                |                |              |
|   | 4)                                    | Texas (14,897)             | Tennessee (25,000)   |                  |                |                |              |
|   | 5)                                    | Tennessee (14,495)         | Texas (21,000)       |                  |                |                |              |



## Visitor Index - March

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|   | Activity                              | Current Month          | This Month Last Year     | Variance Monthly | YTD Actual  | YTD Last Year | Variance YTD |
|---|---------------------------------------|------------------------|--------------------------|------------------|-------------|---------------|--------------|
| <b>STR Report</b>                         | Lodging Sales (February)              | \$4,015,888            | \$3,200,737              | 17.6%            | \$6,021,066 | \$5,088,233   | 18.3%        |
|   | Hotel Occupancy (February)            | 61.6%                  | 60.4%                    | 1.9%             | 46.1%       | 48.6%         | -5.3%        |
|   | Hotel average daily rate (February)   | \$95.15                | \$89.14                  | 6.7%             | \$90.45     | \$83.51       | 8.3%         |
|   | Hotel demand (February)               | 42,208                 | 35,906                   | 17.6%            | 66,567      | 60,931        | 9.2%         |
|   | Hotel RevPAR (February)               | \$58.59                | \$53.87                  | 8.8%             | \$41.69     | \$40.62       | 2.6%         |
| <b>ECP Activity</b>                       | Total airport deplanements            | 28,173                 | 25,599                   | 10%              | 52,256      | 47,982        | 8.9%         |
| <b>DestiMetrics - Hotel</b>               | Occupancy (February)                  | 50.4%                  |                          |                  |             |               |              |
|   | Average Daily Rate (February)         | \$62.00                |                          |                  |             |               |              |
|   | RevPAR (February)                     | \$31.00                |                          |                  |             |               |              |
| <b>DestiMetrics - Condo</b>               | Occupancy (February)                  | 62.9%                  |                          |                  |             |               |              |
|   | Average Daily Rate (February)         | \$57.00                |                          |                  |             |               |              |
|   | RevPAR (February)                     | \$36.00                |                          |                  |             |               |              |
| <b>Website Traffic Sources</b>            | Organic                               | 42.3%                  | 48.7%                    |                  |             |               |              |
|   | Paid                                  | 6.9%                   | 4.8%                     |                  |             |               |              |
|   | Direct                                | 14.2%                  | 11.5%                    |                  |             |               |              |
|   | Referral                              | 16.4%                  | 2.7%                     |                  |             |               |              |
|   | Social                                | 7.6%                   | 21.1%                    |                  |             |               |              |
| <b>Visitor Services</b>                   | ECP airport desk                      | 897                    | 1,141                    |                  |             |               |              |
|   | Visitor info center                   | 2,569                  | 2,748                    |                  |             |               |              |
|   | Visitor guide subscriptions for month | 115                    | 1,938                    |                  |             |               |              |
|   | Visitor guide total subscriptions     | 39,872                 | 31,467                   |                  |             |               |              |
|   | Outreach                              |                        |                          |                  |             |               |              |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1)                                    | Georgia (1,134)        | Georgia (780)            |                  |             |               |              |
|   | 2)                                    | Alabama (1,042)        | Alabama (600)            |                  |             |               |              |
|   | 3)                                    | Tennessee (1,010)      | Tennessee (600)          |                  |             |               |              |
|   | 4)                                    | Florida (644)          | Ohio (500)               |                  |             |               |              |
|   | 5)                                    | Illinois (486)         | Florida (400)            |                  |             |               |              |
| <b>Website Visitors (Top 5 States)</b>    | 1)                                    | Florida (83,432)       | Florida (78,000)         |                  |             |               |              |
|   | 2)                                    | Georgia (57,517)       | Georgia (60,000)         |                  |             |               |              |
|   | 3)                                    | Texas (26,653)         | Alabama (28,000)         |                  |             |               |              |
|   | 4)                                    | Alabama (26,610)       | Tennessee (21,000)       |                  |             |               |              |
|   | 5)                                    | Tennessee (25,317)     | Texas (18,000)           |                  |             |               |              |
| <b>Top 5 Web Pages (in pageviews)</b>     | 1)                                    | Homepage (64,753)      | Spring Getaways (66,178) |                  |             |               |              |
|   | 2)                                    | Webcam (54,696)        | Homepage (60,462)        |                  |             |               |              |
|   | 3)                                    | Make It Yours (54,495) | Webcam (53,127)          |                  |             |               |              |
|   | 4)                                    | Things To Do (30,441)  | Things To Do (38,347)    |                  |             |               |              |
|   | 5)                                    | Attractions (28,984)   | Places To Stay (35,279)  |                  |             |               |              |

|                           | Activity                                 | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---------------------------|--|---------------|----------------------|------------------|------------|---------------|--------------|
| <b>Media Data</b>         | Paid media                               | 19,097,896    | 13,245,548           |                  |            |               |              |
|                           | Earned media                             | 222,623,886   | 159,788,402          |                  |            |               |              |
|                           | Facebook likes - VisitPCB                | 644,532       | 464,783              |                  |            |               |              |
|                           | Facebook impressions - VisitPCB          | 17,320,001    | 27,695,683           |                  |            |               |              |
|                           | Facebook likes - Chasin the Sun TV       | 7,066         | 1,912                |                  |            |               |              |
|                           | Facebook impressions - Chasin the Sun TV | 106,449       | 40,185               |                  |            |               |              |
|                           | Facebook & Instagram (Paid)              | 13,170,655    | 23,913,750           |                  |            |               |              |
|                           | Facebook & Instagram CTR%                | 2.03%         | 0.81%                |                  |            |               |              |
| <b>Twitter Data</b>       | New followers - VisitPCB                 | 482           | 614                  |                  |            |               |              |
|                           | Impressions - VisitPCB                   | 129K          | 64.6K                |                  |            |               |              |
|                           | Total followers - VisitPCB               | 41K           | 34.5K                |                  |            |               |              |
|                           | New Followers - Chasin The Sun TV        | 3             | 6                    |                  |            |               |              |
|                           | Impressions - Chasin The Sun TV          | 48            | 1,602                |                  |            |               |              |
|                           | Total followers - Chasin The Sun TV      | 192           | 168                  |                  |            |               |              |
| <b>Instagram Data</b>     | New Followers-VisitPCB                   | 1,400         | 400                  |                  |            |               |              |
|                           | Total Followers -VisitPCB                | 27.1K         | 18.4K                |                  |            |               |              |
|                           | New Followers-Chasin The Sun TV          | 52            | 35                   |                  |            |               |              |
|                           | Total Followers - Chasin The Sun TV      | 818           | 384                  |                  |            |               |              |
| <b>Pandora Data</b>       | New listeners                            | 9,048         | 4,356                |                  |            |               |              |
|                           | CTR %                                    | 0.35%         | 0.25%                |                  |            |               |              |
|                           | Hours listened                           | 7,229         | 2,921                |                  |            |               |              |
| <b>Public Relations</b>   | Media Impressions                        | 90,000,000    |                      |                  |            |               |              |
| <b>Partner Engagement</b> | Partner Meetings (February)              | 120           |                      |                  |            |               |              |
|                           | New Accounts (February)                  | 15            |                      |                  |            |               |              |
| <b>Sales</b>              | Trade, Consumer and Appointment Shows    | 3             |                      |                  |            |               |              |
|                           | Room Nights                              | 1905          |                      |                  |            |               |              |
|                           | Number of Contacts Made                  | 350           |                      |                  |            |               |              |
|                           | Leads Generated                          | 21            |                      |                  |            |               |              |

## Visitor Index - April

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|   | Activity                              | Current Month           | This Month Last Year  | Variance Monthly | YTD Actual   | YTD Last Year | Variance YTD |
|---|---------------------------------------|-------------------------|-----------------------|------------------|--------------|---------------|--------------|
| <b>STR Report</b>                         | Lodging Sales (March)                 | \$8,429,741             | \$6,433,779           | 31.0%            | \$14,450,807 | \$11,522,012  | 25.4%        |
|   | Hotel Occupancy (March)               | 72.3%                   | 70.5%                 | 2.6%             | 55.1%        | 56.2%         | -1.9%        |
|   | Hotel average daily rate (March)      | \$153.65                | \$138.77              | 10.7%            | \$120.32     | \$118.78      | 10.8%        |
|   | Hotel demand (March)                  | 54,863                  | 46,362                | 18.3%            | 121,430      | 107,293       | 13.2%        |
|   | Hotel RevPAR (March)                  | \$111.08                | \$97.80               | 13.6%            | \$65.59      | \$60.31       | 880.0%       |
| <b>ECP Activity</b>                       | Total airport deplanements (March)    | 47,174                  | 41,967                | 12.4%            | 99,430       | 89,949        | 10.5%        |
| <b>DestiMetrics - Hotel</b>               | Occupancy (March)                     | 70.2%                   |                       |                  |              |               |              |
|   | Average Daily Rate (March)            | \$123.00                |                       |                  |              |               |              |
|   | RevPAR (March)                        | \$86.00                 |                       |                  |              |               |              |
| <b>DestiMetrics - Condo</b>               | Occupancy (March)                     | 54.3%                   |                       |                  |              |               |              |
|   | Average Daily Rate (March)            | \$121.00                |                       |                  |              |               |              |
|   | RevPAR (March)                        | \$66.00                 |                       |                  |              |               |              |
| <b>Website Traffic Sources</b>            | Organic                               | 36.4%                   | 54.4%                 |                  |              |               |              |
|   | Paid                                  | 8.1%                    | 15.5%                 |                  |              |               |              |
|   | Direct                                | 12.0%                   | 11.5%                 |                  |              |               |              |
|   | Referral                              | 17.3%                   | 2.0%                  |                  |              |               |              |
|   | Social                                | 5.6%                    | 9.6%                  |                  |              |               |              |
|   | Other                                 | 20.5%                   | 2.6%                  |                  |              |               |              |
| <b>Visitor Services</b>                   | ECP airport desk                      | 1,310                   | 1,181                 |                  |              |               |              |
|   | Visitor info center                   | 1,856                   | 1,836                 |                  |              |               |              |
|   | Visitor guide subscriptions for month | 1,444                   | 1,332                 |                  |              |               |              |
|   | Visitor guide total subscriptions     | 40,114                  | 32,487                |                  |              |               |              |
|   | Outreach                              | 3,424                   |                       |                  |              |               |              |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1)                                    | Tennessee               | Tennessee             |                  |              |               |              |
|   | 2)                                    | Georgia                 | Texas                 |                  |              |               |              |
|   | 3)                                    | Alabama                 | Georgia               |                  |              |               |              |
|   | 4)                                    | Florida                 | Florida               |                  |              |               |              |
|   | 5)                                    | Illinois                | Alabama               |                  |              |               |              |
| <b>Website Visitors (Top 5 States)</b>    | 1)                                    | Florida (81,886)        | Florida (63,000)      |                  |              |               |              |
|   | 2)                                    | Georgia (58,604)        | Georgia (52,000)      |                  |              |               |              |
|   | 3)                                    | Texas (30,937)          | Alabama (23,000)      |                  |              |               |              |
|   | 4)                                    | Alabama (25,191)        | Texas (21,000)        |                  |              |               |              |
|   | 5)                                    | Tennessee (24,512)      | Tennessee (20,000)    |                  |              |               |              |
| <b>Top 5 Web Pages (in pageviews)</b>     | 1)                                    | Make It Yours (113,555) | Homepage (60,162)     |                  |              |               |              |
|   | 2)                                    | Webcam (52,478)         | Webcam (50,776)       |                  |              |               |              |
|   | 3)                                    | Homepage (46,694)       | Things To Do (36,203) |                  |              |               |              |
|   | 4)                                    | Things To Do (27,104)   | Events (28,288)       |                  |              |               |              |
|   | 5)                                    | Attractions (25,384)    | Attractions (17,923)  |                  |              |               |              |

|                           | Activity                                 | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---------------------------|--|---------------|----------------------|------------------|------------|---------------|--------------|
| <b>Media Data</b>         | Paid media                               | 12,479,561    | 5,757,017            |                  |            |               |              |
|                           | Earned media                             | 114,219,239   | 10,185,655           |                  |            |               |              |
|                           | Facebook likes - VisitPCB                | 661,429       | 470,641              |                  |            |               |              |
|                           | Facebook impressions - VisitPCB          | 9,598,712     | 15,768,179           |                  |            |               |              |
|                           | Facebook likes - Chasin the Sun TV       | 7,136         | 1,941                |                  |            |               |              |
|                           | Facebook impressions - Chasin the Sun TV | 121,096       | 64,900               |                  |            |               |              |
|                           | Facebook & Instagram (Paid)              | 7,158,384     | 11,813,452           |                  |            |               |              |
|                           | Facebook & Instagram CTR%                | 2.58%         | 0.57%                |                  |            |               |              |
| <b>Twitter Data</b>       | New followers - VisitPCB                 | 393           | 588                  |                  |            |               |              |
|                           | Impressions - VisitPCB                   | 62.7k         | 143k                 |                  |            |               |              |
|                           | Total followers - VisitPCB               | 41.3k         | 35.4k                |                  |            |               |              |
|                           | New Followers - Chasin The Sun TV        | 0             | 0                    |                  |            |               |              |
|                           | Impressions - Chasin The Sun TV          | 34            | 1,077                |                  |            |               |              |
|                           | Total followers - Chasin The Sun TV      | 192           | 168                  |                  |            |               |              |
| <b>Instagram Data</b>     | New Followers-VisitPCB                   | 1,100         | 500                  |                  |            |               |              |
|                           | Total Followers -VisitPCB                | 28.2k         | 18.9k                |                  |            |               |              |
|                           | New Followers-Chasin The Sun TV          | 45            | 8                    |                  |            |               |              |
|                           | Total Followers - Chasin The Sun TV      | 863           | 392                  |                  |            |               |              |
| <b>Pandora Data</b>       | Listeners                                | 9,080         | 2,354                |                  |            |               |              |
|                           | CTR %                                    | 0.32%         | 0.12%                |                  |            |               |              |
|                           | Hours listened                           | 7,874         | 4,169                |                  |            |               |              |
| <b>Public Relations</b>   | Media Impressions                        | 63,867,398    |                      |                  |            |               |              |
| <b>Partner Engagement</b> | Partner Meetings (March)                 | 110           |                      |                  |            |               |              |
|                           | New Accounts (March)                     | 22            |                      |                  |            |               |              |
| <b>Sales</b>              | Trade, Consumer and Appointment Shows    | 2             |                      |                  |            |               |              |
|                           | Number of Show Contacts Made             | 960           |                      |                  |            |               |              |
|                           | Leads Generated                          | 5             |                      |                  |            |               |              |
|                           | Number of Lead Room Nights               | 1277          |                      |                  |            |               |              |

## Visitor Index - May

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|   | Activity                              | Current Month | This Month Last Year               | Variance Monthly | YTD Actual   | YTD Last Year | Variance YTD |
|---|---------------------------------------|---------------|------------------------------------|------------------|--------------|---------------|--------------|
| <b>STR Report</b>                         | Lodging Sales (May)                   | \$8,950,097   | \$7,979,391                        | 12.2%            | \$31,828,884 | \$25,991,069  | 22.5%        |
|   | Hotel Occupancy (May)                 | 72.0%         | 73.1%                              | -2.2%            | 61.8%        | 62.1%         | -0.5%        |
|   | Hotel average daily rate (May)        | \$164.99      | \$155.45                           | 6.1%             | \$139.26     | \$128.72      | 8.2%         |
|   | Hotel demand (May)                    | 54,247        | 51,330                             | 5.7%             | 228,565      | 201,922       | 13.2%        |
|   | Hotel RevPAR (May)                    | \$117.94      | \$113.59                           | 3.8%             | \$86.11      | \$79.99       | 7.7%         |
| <b>ECP Activity</b>                       | Total airport deplanements (April)    | 44,761        | 44,014                             | 1.7%             | 144,191      | 133,963       | 7.6%         |
| <b>DestiMetrics - Hotel</b>               | Occupancy (April)                     | 61.6%         |                                    |                  |              |               |              |
|   | Average Daily Rate (April)            | \$137.00      |                                    |                  |              |               |              |
|   | RevPAR (April)                        | \$67.00       |                                    |                  |              |               |              |
| <b>DestiMetrics - Condo</b>               | Occupancy (April)                     | 41.8%         |                                    |                  |              |               |              |
|   | Average Daily Rate (April)            | \$159.00      |                                    |                  |              |               |              |
|   | RevPAR (April)                        | \$67.00       |                                    |                  |              |               |              |
| <b>Website Traffic Sources</b>            | Organic                               | 43.3%         | 54.3%                              |                  |              |               |              |
|   | Paid                                  | 7.5%          | 13.8%                              |                  |              |               |              |
|   | Direct                                | 13.4%         | 11.5%                              |                  |              |               |              |
|   | Referral                              | 23.7%         | 2.5%                               |                  |              |               |              |
|   | Social                                | 5.3%          | 11.2%                              |                  |              |               |              |
|   | Other                                 | 5.5%          | 6.7%                               |                  |              |               |              |
| <b>Visitor Services</b>                   | ECP airport desk                      | 940           | 1,427                              |                  |              |               |              |
|   | Visitor info center                   | 1,712         | 1,972                              |                  |              |               |              |
|   | Visitor guide subscriptions for month | 1,104         | 1,320                              |                  |              |               |              |
|   | Visitor guide total subscriptions     | 41,218        | 34,724                             |                  |              |               |              |
|   | Outreach                              | 739           |                                    |                  |              |               |              |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1) Georgia (617)                      |               | Tennessee (800)                    |                  |              |               |              |
|   | 2) Alabama (563)                      |               | Georgia (750)                      |                  |              |               |              |
|   | 3) Florida (501)                      |               | Florida (620)                      |                  |              |               |              |
|   | 4) Tennessee (449)                    |               | Alabama (600)                      |                  |              |               |              |
|   | 5) Illinois (245)                     |               | Texas (580)                        |                  |              |               |              |
| <b>Website Visitors (Top 5 States)</b>    | 1) Florida (86,293)                   |               | Florida (78,000)                   |                  |              |               |              |
|   | 2) Georgia (74,758)                   |               | Georgia (60,000)                   |                  |              |               |              |
|   | 3) Alabama (35,218)                   |               | Alabama (35,000)                   |                  |              |               |              |
|   | 4) Tennessee (32,150)                 |               | Tennessee (23,000)                 |                  |              |               |              |
|   | 5) Texas (20,342)                     |               | Texas (21,000)                     |                  |              |               |              |
| <b>Top 5 Web Pages (in pageviews)</b>     | 1) Webcam (102,274)                   |               | Homepage (79,078)                  |                  |              |               |              |
|   | 2) Homepage (54,179)                  |               | Webcam (62,628)                    |                  |              |               |              |
|   | 3) Make It Yours (44,498)             |               | Things To Do (44,005)              |                  |              |               |              |
|   | 4) Things To Do (32,147)              |               | Events (35,154)                    |                  |              |               |              |
|   | 5) Attractions/Entertainment (29,537) |               | Attractions/Entertainment (27,514) |                  |              |               |              |

|                           | Activity                                 | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---------------------------|--|---------------|----------------------|------------------|------------|---------------|--------------|
| <b>Media Data</b>         | Paid media                               | 9,237,755     | 21,146,577           |                  |            |               |              |
|                           | Earned media                             | 42,319,148    | 65,016,996           |                  |            |               |              |
|                           | Facebook likes - VisitPCB                | 683,600       | 477,858              |                  |            |               |              |
|                           | Facebook impressions - VisitPCB          | 14,801,260    | 21,358,779           |                  |            |               |              |
|                           | Facebook likes - Chasin the Sun TV       | 7,147         | 2,017                |                  |            |               |              |
|                           | Facebook impressions - Chasin the Sun TV | 60,577        | 69,536               |                  |            |               |              |
|                           | Facebook & Instagram (Paid)              | 12,166,308    | 16,916,922           |                  |            |               |              |
|                           | Facebook & Instagram CTR%                | 1.72%         | 0.52%                |                  |            |               |              |
| <b>Twitter Data</b>       | New followers - VisitPCB                 | 395           | 346                  |                  |            |               |              |
|                           | Impressions - VisitPCB                   | 50.3K         | 79.5K                |                  |            |               |              |
|                           | Total followers - VisitPCB               | 41.7K         | 35.8K                |                  |            |               |              |
|                           | New Followers - Chasin The Sun TV        | 1             | 3                    |                  |            |               |              |
|                           | Impressions - Chasin The Sun TV          | 0             | 713                  |                  |            |               |              |
|                           | Total followers - Chasin The Sun TV      | 199           | 168                  |                  |            |               |              |
| <b>Instagram Data</b>     | New Followers-VisitPCB                   | 1,600         | 700                  |                  |            |               |              |
|                           | Total Followers -VisitPCB                | 29.8K         | 19.6K                |                  |            |               |              |
|                           | New Followers-Chasin The Sun TV          | 72            | 35                   |                  |            |               |              |
|                           | Total Followers - Chasin The Sun TV      | 935           | 427                  |                  |            |               |              |
| <b>Pandora Data</b>       | New Listeners                            | 10,254        | 4,564                |                  |            |               |              |
|                           | CTR %                                    | 0.41%         | 0.11%                |                  |            |               |              |
|                           | Hours listened                           | 8,726         | 2,658                |                  |            |               |              |
| <b>Public Relations</b>   | Media Impressions                        | 117,569,456   |                      |                  |            |               |              |
| <b>Partner Engagement</b> | Partner Meetings                         | 110           |                      |                  |            |               |              |
|                           | New Accounts                             | 9             |                      |                  |            |               |              |
| <b>Sales</b>              | Trade, Consumer and Appointment Shows    | 1             |                      |                  |            |               |              |
|                           | Number of Show Contacts Made             | 35            |                      |                  |            |               |              |
|                           | Leads Generated                          | 7             |                      |                  |            |               |              |
|                           | Number of Lead Room Nights               | 3,608         |                      |                  |            |               |              |



## Visitor Index - June

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

| Activity                                  | Current Month   | This Month Last Year                 | Variance Monthly                     | YTD Actual | YTD Last Year | Variance YTD |      |
|---|---|--------------------------------------|--------------------------------------|------------|---------------|--------------|------|
| <b>ECP Activity</b>                       | Total airport deplanements (May)                              | 52,858                               | 50,130                               | 5.4%       | 197,049       | 184,093      | 7.0% |
| <b>DestiMetrics - Hotel</b>               | Occupancy (May)   | 65.1%                                |                                      |            |               |              |      |
|   | Average Daily Rate (May)                                      | \$135.00                             |                                      |            |               |              |      |
|   | RevPAR (May)  | \$88.00                              |                                      |            |               |              |      |
| <b>DestiMetrics - Condo</b>               | Occupancy (May)   | 51.3%                                |                                      |            |               |              |      |
|   | Average Daily Rate (May)                                      | \$178.00                             |                                      |            |               |              |      |
|   | RevPAR (May)  | \$91.00                              |                                      |            |               |              |      |
| <b>Website Traffic Sources</b>            | Organic   | 46.0%                                | 53.7%                                |            |               |              |      |
|   | Paid  | 5.0%                                 | 9.1%                                 |            |               |              |      |
|   | Direct  | 14.6%                                | 18.3%                                |            |               |              |      |
|   | Referral  | 21.0%                                | 4.1%                                 |            |               |              |      |
|   | Social  | 5.9%                                 | 9.4%                                 |            |               |              |      |
|   | Other   | 6.3%                                 | 1.7%                                 |            |               |              |      |
| <b>Visitor Services</b>                   | ECP airport desk  | 1,472                                | 974                                  |            |               |              |      |
|   | Visitor info center   | 2,571                                | 2,656                                |            |               |              |      |
|   | Visitor guide subscriptions for month (quarterly & just once) | 3,951                                | 2,173                                |            |               |              |      |
|   | Visitor guide total subscriptions                             | 41,351                               | 38,216                               |            |               |              |      |
|   | Outreach  | 227                                  |                                      |            |               |              |      |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1)  | Florida (2,214)                      | Georgia (2,156)                      |            |               |              |      |
|   | 2)  | Texas (1,966)                        | Alabama (1,729)                      |            |               |              |      |
|   | 3)  | Georgia (1,729)                      | Florida (1,629)                      |            |               |              |      |
|   | 4)  | Atlanta (1,338)                      | Tennessee (1,520)                    |            |               |              |      |
|   | 5)  | Tennessee (1,162)                    | Texas (1,048)                        |            |               |              |      |
| <b>Website Visitors (Top 5 States)</b>    | 1)  | Florida (102,999)                    | Florida (70,509)                     |            |               |              |      |
|   | 2)  | Georgia (72,448)                     | Georgia (58,848)                     |            |               |              |      |
|   | 3)  | Alabama (34,354)                     | Alabama (34,390)                     |            |               |              |      |
|   | 4)  | Tennessee (31,704)                   | Texas (33,409)                       |            |               |              |      |
|   | 5)  | Texas (24,663)                       | Tennessee (32,134)                   |            |               |              |      |
| <b>Top 5 Web Pages (in pageviews)</b>     | 1)  | Homepage (85,285)                    | Webcam (109,199)                     |            |               |              |      |
|   | 2)  | Webcam (80,206)                      | Homepage (73,047)                    |            |               |              |      |
|   | 3)  | Make It Yours (43,134)               | Things To Do (44,296)                |            |               |              |      |
|   | 4)  | Things To Do (34,863)                | Events (34,139)                      |            |               |              |      |
|   | 5)  | Attractions & Entertainment (31,537) | Attractions & Entertainment (24,341) |            |               |              |      |
| <b>Media Data</b>                         | Paid Media Impressions  | 8,486,094                            | 5,030,083                            |            |               |              |      |
|   | Earned Media Impressions                                      | 74,446,714                           | 66,913,590                           |            |               |              |      |
|   | Facebook Likes - VisitPCB                                     | 716,258                              | 491,848                              |            |               |              |      |
|   | Facebook Impressions - VisitPCB                               | 20,672,658                           | 11,448,169                           |            |               |              |      |
|   | Facebook Likes - Chasin the Sun TV                            | 7,778                                | 3,283                                |            |               |              |      |
|   | Facebook Impressions - Chasin the Sun TV                      | 50,801                               | 55,830                               |            |               |              |      |
|   | Facebook & Instagram Impressions (Paid)                       | 18,398,876                           | 14,267,561                           |            |               |              |      |
|   | Facebook & Instagram CTR%                                     | 1.61%                                | 1.24%                                |            |               |              |      |

|                           | Activity                              | Current Month | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---------------------------|---------------------------------------|---------------|----------------------|------------------|------------|---------------|--------------|
| <b>Twitter Data</b>       | New followers - VisitPCB              | 236           | 928                  |                  |            |               |              |
|                           | Impressions - VisitPCB                | 58.7k         | 149k                 |                  |            |               |              |
|                           | Total followers - VisitPCB            | 42k           | 36.8k                |                  |            |               |              |
|                           | New Followers - Chasin The Sun TV     | 10            | 9                    |                  |            |               |              |
|                           | Impressions - Chasin The Sun TV       | N/A           | 1,401                |                  |            |               |              |
|                           | Total followers - Chasin The Sun TV   | 203           | 180                  |                  |            |               |              |
| <b>Instagram Data</b>     | New Followers-VisitPCB                | 800           | 900                  |                  |            |               |              |
|                           | Total Followers -VisitPCB             | 30.6k         | 20.5k                |                  |            |               |              |
|                           | New Followers-Chasin The Sun TV       | 33            | 24                   |                  |            |               |              |
|                           | Total Followers - Chasin The Sun TV   | 968           | 451                  |                  |            |               |              |
| <b>Pandora Data</b>       | New Listeners                         | N/A           | 4,305                |                  |            |               |              |
|                           | CTR %                                 | 0.44%         | 0.11%                |                  |            |               |              |
|                           | Hours listened                        | N/A           | 2,995                |                  |            |               |              |
| <b>Public Relations</b>   | Media Impressions                     | 170,934,680   |                      |                  |            |               |              |
| <b>Partner Engagement</b> | Partner Meetings                      | 145           |                      |                  |            |               |              |
|                           | New Accounts                          | 19            |                      |                  |            |               |              |
| <b>Sales</b>              | Trade, Consumer and Appointment Shows | 2             |                      |                  |            |               |              |
|                           | Number of Show Contacts Made          | 35            |                      |                  |            |               |              |
|                           | Leads Generated                       | 7             |                      |                  |            |               |              |
|                           | Number of Lead Room Nights            | 763           |                      |                  |            |               |              |

## Visitor Index - July

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|   | Activity                              | Current Month                      | This Month Last Year   | Variance Monthly | YTD Actual   | YTD Last Year | Variance YTD |
|---|---------------------------------------|------------------------------------|------------------------|------------------|--------------|---------------|--------------|
| <b>STR Report</b>                         | Lodging Sales (June)                  | \$14,521,000                       | \$12,395,560           | 17.1%            | \$46,349,884 | \$38,386,629  | 20.7%        |
|   | Hotel Occupancy (June)                | 89.0%                              | 83.3%                  | 6.8%             | 66.3%        | 66.0%         | 0.4%         |
|   | Hotel average daily rate (June)       | \$222.23                           | \$202.63               | 9.6%             | \$157.70     | \$145.91      | 8.1%         |
|   | Hotel demand (June)                   | 65,343                             | 61,155                 | 6.8%             | 293,908      | 263,077       | 11.7%        |
|   | Hotel RevPAR (June)                   | \$197.73                           | \$168.78               | 17.1%            | \$104.61     | \$96.35       | 8.6%         |
| <b>ECP Activity</b>                       | Total airport deplanements (June)     | 62,151                             | 51,376                 | 21.0%            | 259,200      | 235,469       | 10.1%        |
| <b>DestiMetrics - Hotel</b>               | Occupancy (June)                      | 88.9%                              |                        |                  |              |               |              |
|   | Average Daily Rate (June)             | \$180.00                           |                        |                  |              |               |              |
|   | RevPAR (June)                         | \$160.00                           |                        |                  |              |               |              |
| <b>DestiMetrics - Condo</b>               | Occupancy (June)                      | 82.5%                              |                        |                  |              |               |              |
|   | Average Daily Rate (June)             | \$230.00                           |                        |                  |              |               |              |
|   | RevPAR (June)                         | \$189.00                           |                        |                  |              |               |              |
| <b>Website Traffic Sources</b>            | Organic                               | 52.5%                              | 59.7%                  |                  |              |               |              |
|   | Paid                                  | 5.6%                               | 12.0%                  |                  |              |               |              |
|   | Direct                                | 13.2%                              | 13.9%                  |                  |              |               |              |
|   | Referral                              | 22.5%                              | 2.7%                   |                  |              |               |              |
|   | Social                                | 2.5%                               | 6.8%                   |                  |              |               |              |
|   | Other                                 | 2.4%                               | 4.9%                   |                  |              |               |              |
| <b>Visitor Services</b>                   | ECP airport desk                      | 1,153                              | 1,325                  |                  |              |               |              |
|   | Visitor info center                   | 2,280                              | 2,457                  |                  |              |               |              |
|   | Visitor guide subscriptions for month | 85                                 | 869                    |                  |              |               |              |
|   | Visitor guide total subscriptions     | 41,459                             | 39,177                 |                  |              |               |              |
|   | Outreach                              | 300+                               |                        |                  |              |               |              |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1)                                    | Florida                            | Georgia                |                  |              |               |              |
|   | 2)                                    | Georgia                            | Alabama                |                  |              |               |              |
|   | 3)                                    | Alabama                            | Tennessee              |                  |              |               |              |
|   | 4)                                    | Tennessee                          | Florida                |                  |              |               |              |
|   | 5)                                    | Texas                              | Texas                  |                  |              |               |              |
| <b>Website Visitors (Top 5 States)</b>    | 1)                                    | Florida                            | Florida                |                  |              |               |              |
|   | 2)                                    | Georgia                            | Georgia                |                  |              |               |              |
|   | 3)                                    | Alabama                            | Texas                  |                  |              |               |              |
|   | 4)                                    | Tennessee                          | Alabama                |                  |              |               |              |
|   | 5)                                    | Texas                              | Tennessee              |                  |              |               |              |
| <b>Top 5 Web Pages (in pageviews)</b>     | 1)                                    | Webcam (66,151)                    | Webcam(73,853)         |                  |              |               |              |
|   | 2)                                    | Homepage (58,407)                  | Homepage(53,669)       |                  |              |               |              |
|   | 3)                                    | Things To Do (34,242)              | Things To Do (41,257)  |                  |              |               |              |
|   | 4)                                    | Attractions&Entertainment (33,347) | Events (30,320)        |                  |              |               |              |
|   | 5)                                    | Attractions (27,710)               | Make It Yours (25,998) |                  |              |               |              |

|                           | Activity                                 | Current Month      | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---------------------------|--|--------------------|----------------------|------------------|------------|---------------|--------------|
|                           |  |                    |                      |                  |            |               |              |
| <b>Media Data</b>         | Paid media                               | <b>7,053,324</b>   | 5,030,083            |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
|                           | Facebook likes - VisitPCB                | <b>741,292</b>     | 512,552              |                  |            |               |              |
|                           | Facebook impressions - VisitPCB          | <b>12,783,295</b>  | 29,480,061           |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
|                           | Facebook likes - Chasin the Sun TV       | <b>7,777</b>       | 3,337                |                  |            |               |              |
|                           | Facebook impressions - Chasin the Sun TV | <b>65,760</b>      | 96,982               |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
|                           | Facebook & Instagram (Paid)              | <b>10,049,190</b>  | 14,267,561           |                  |            |               |              |
|                           | Facebook & Instagram CTR%                | <b>1.55%</b>       | 1.24%                |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
| <b>Twitter Data</b>       | New followers - VisitPCB                 | <b>42</b>          | 432                  |                  |            |               |              |
|                           | Impressions - VisitPCB                   | <b>125K</b>        | 85.5K                |                  |            |               |              |
|                           | Total followers - VisitPCB               | <b>41.5K</b>       | 37.2K                |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
|                           | New Followers - Chasin The Sun TV        | <b>3</b>           | 2                    |                  |            |               |              |
|                           | Impressions - Chasin The Sun TV          |                    | 925                  |                  |            |               |              |
|                           | Total followers - Chasin The Sun TV      | <b>206</b>         | 184                  |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
| <b>Instagram Data</b>     | New Followers-VisitPCB                   | <b>900</b>         | 600                  |                  |            |               |              |
|                           | Total Followers -VisitPCB                | <b>31.5K</b>       | 21.1K                |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
|                           | New Followers-Chasin The Sun TV          | <b>9</b>           | 38                   |                  |            |               |              |
|                           | Total Followers - Chasin The Sun TV      | <b>977</b>         | 489                  |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
| <b>Pandora Data</b>       | Listeners                                | <b>9,086</b>       | 4,305                |                  |            |               |              |
|                           | CTR %                                    | <b>0.37%</b>       | 0.11%                |                  |            |               |              |
|                           | Hours listened                           | <b>9,851</b>       | 2,995                |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
| <b>Public Relations</b>   | Media Impressions                        | <b>217,337,783</b> |                      |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
| <b>Partner Engagement</b> | Partner Meetings (July)                  | <b>65</b>          |                      |                  |            |               |              |
|                           | New Accounts (July)                      | <b>9</b>           |                      |                  |            |               |              |
|                           |  |                    |                      |                  |            |               |              |
| <b>Sales</b>              | Trade, Consumer and Appointment Shows    | <b>1</b>           |                      |                  |            |               |              |
|                           | Number of Show Contacts Made             | <b>175</b>         |                      |                  |            |               |              |
|                           | Leads Generated                          | <b>6</b>           |                      |                  |            |               |              |
|                           | Number of Lead Room Nights               | <b>995</b>         |                      |                  |            |               |              |

## Visitor Index - August

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|   | Activity                              | Current Month                      | This Month Last Year     | Variance Monthly | YTD Actual   | YTD Last Year | Variance YTD |
|---|---------------------------------------|------------------------------------|--------------------------|------------------|--------------|---------------|--------------|
| <b>STR Report</b>                         | Lodging Sales (July)                  | \$17,500,171                       | \$16,546,859             | 5.8%             | \$63,850,055 | \$54,933,488  | 16.2%        |
|   | Hotel Occupancy (July)                | 91.6%                              | 91.7%                    | -0.1%            | 70.0%        | 70.1%         | -0.2%        |
|   | Hotel average daily rate (July)       | \$251.66                           | \$237.66                 | 5.9%             | \$175.68     | \$165.11      | 6.4%         |
|   | Hotel demand (July)                   | 69,539                             | 69,625                   | -0.1%            | 363,447      | 332,702       | 9.2%         |
|   | Hotel RevPAR (July)                   | \$230.61                           | \$218.04                 | 5.8%             | \$123.03     | \$115.83      | 6.2%         |
| <b>ECP Activity</b>                       | Total airport deplanements (July)     | 64,361                             | 55,002                   | 17.0%            | 323,561      | 290,471       | 11.4%        |
| <b>DestiMetrics - Hotel</b>               | Occupancy (July)                      | 90.8%                              |                          |                  |              |               |              |
|   | Average Daily Rate (July)             | \$200.00                           |                          |                  |              |               |              |
|   | RevPAR (July)                         | \$182.00                           |                          |                  |              |               |              |
| <b>DestiMetrics - Condo</b>               | Occupancy (July)                      | 82.0%                              |                          |                  |              |               |              |
|   | Average Daily Rate (July)             | \$256.00                           |                          |                  |              |               |              |
|   | RevPAR (July)                         | \$210.00                           |                          |                  |              |               |              |
| <b>Website Traffic Sources</b>            | Total Website Traffic (Sessions)      | 268,072                            | 195,053                  | 37.44%           |              |               |              |
|   | Organic                               | 44.0%                              | 52.9%                    |                  |              |               |              |
|   | Paid                                  | 8.1%                               | 13.2%                    |                  |              |               |              |
|   | Direct                                | 12.5%                              | 18.4%                    |                  |              |               |              |
|   | Referral                              | 24.1%                              | 2.7%                     |                  |              |               |              |
|   | Social                                | 7.0%                               | 7.4%                     |                  |              |               |              |
|   | Other                                 | 3.0%                               | NA                       |                  |              |               |              |
| <b>Visitor Services</b>                   | ECP airport desk                      | 1,190                              | 998                      |                  |              |               |              |
|   | Visitor info center                   | 2,146                              | 1,688                    |                  |              |               |              |
|   | Visitor guide subscriptions for month | 158                                | 105                      |                  |              |               |              |
|   | Visitor guide total subscriptions     | 41,639                             | 39,324                   |                  |              |               |              |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1)                                    | Florida                            | Georgia                  |                  |              |               |              |
|   | 2)                                    | Georgia                            | Alabama                  |                  |              |               |              |
|   | 3)                                    | Tennessee                          | Tennessee                |                  |              |               |              |
|   | 4)                                    | Illinois                           | Florida                  |                  |              |               |              |
|   | 5)                                    | Texas                              | Texas                    |                  |              |               |              |
| <b>Website Visitors (Top 5 States)</b>    | 1)                                    | Florida                            | Florida                  |                  |              |               |              |
|   | 2)                                    | Georgia                            | Georgia                  |                  |              |               |              |
|   | 3)                                    | Alabama                            | Alabama                  |                  |              |               |              |
|   | 4)                                    | Tennessee                          | Texas                    |                  |              |               |              |
|   | 5)                                    | Texas                              | Tennessee                |                  |              |               |              |
| <b>Top 5 Web Pages (in pageviews)</b>     | 1)                                    | Webcam (62,166)                    | Webcam (56,919)          |                  |              |               |              |
|   | 2)                                    | Homepage (40,549)                  | Homepage (33,981)        |                  |              |               |              |
|   | 3)                                    | Attractions/Entertainment (25,050) | Things To Do (26,031)    |                  |              |               |              |
|   | 4)                                    | Things To Do (24,592)              | Events (16,833)          |                  |              |               |              |
|   | 5)                                    | Events (18,236)                    | Register To Win (15,053) |                  |              |               |              |

|                           | Activity                                 | Current Month     | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---------------------------|--|-------------------|----------------------|------------------|------------|---------------|--------------|
|                           |  |                   |                      |                  |            |               |              |
| <b>Media Data</b>         | Paid media                               | <b>7,845,300</b>  | 10,113,572           |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
|                           | Facebook likes - VisitPCB                | <b>760,849</b>    | 522,186              |                  |            |               |              |
|                           | Facebook impressions - VisitPCB          | <b>16,672,141</b> | 314,389,969          |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
|                           | Facebook likes - Chasin the Sun TV       | <b>7,829</b>      | 3,357                |                  |            |               |              |
|                           | Facebook impressions - Chasin the Sun TV | <b>111,365</b>    | 54,038               |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
|                           | Facebook & Instagram (Paid)              | <b>14,245,011</b> | 27,197,843           |                  |            |               |              |
|                           | Facebook & Instagram CTR%                | <b>1.62%</b>      | 1.57%                |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
| <b>Twitter Data</b>       | New followers - VisitPCB                 | <b>260</b>        | 513                  |                  |            |               |              |
|                           | Impressions - VisitPCB                   | <b>97.5K</b>      | 235K                 |                  |            |               |              |
|                           | Total followers - VisitPCB               | <b>41.7K</b>      | 38K                  |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
|                           | New Followers - Chasin The Sun TV        |                   | 3                    |                  |            |               |              |
|                           | Impressions - Chasin The Sun TV          |                   | 1,222                |                  |            |               |              |
|                           | Total followers - Chasin The Sun TV      | <b>206</b>        | 187                  |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
| <b>Instagram Data</b>     | New Followers-VisitPCB                   | <b>1.9K</b>       | 700                  |                  |            |               |              |
|                           | Total Followers -VisitPCB                | <b>33.4K</b>      | 21.8K                |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
|                           | New Followers-Chasin The Sun TV          | <b>6</b>          | 26                   |                  |            |               |              |
|                           | Total Followers - Chasin The Sun TV      | <b>983</b>        | 515                  |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
| <b>Pandora Data</b>       | Listeners                                | <b>9,393</b>      | 3,925                |                  |            |               |              |
|                           | CTR %                                    | <b>0.39%</b>      | 0.13%                |                  |            |               |              |
|                           | Hours listened                           | <b>9,191</b>      | 2,469                |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
| <b>Public Relations</b>   | Media Impressions                        | <b>13,989,685</b> |                      |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
| <b>Partner Engagement</b> | Partner Meetings (August)                | <b>140</b>        |                      |                  |            |               |              |
|                           | New Accounts (August)                    | <b>6</b>          |                      |                  |            |               |              |
|                           |  |                   |                      |                  |            |               |              |
| <b>Sales</b>              | Trade, Consumer and Appointment Shows    | <b>1</b>          |                      |                  |            |               |              |
|                           | Number of Show Contacts Made             | <b>46</b>         |                      |                  |            |               |              |
|                           | Leads Generated                          | <b>5</b>          |                      |                  |            |               |              |
|                           | Number of Lead Room Nights               | <b>1000</b>       |                      |                  |            |               |              |

## Visitor Index - September

The Visitor Index is a tool that provides a snapshot of the local tourism economy. It is compiled monthly by the Convention & Visitors Bureau. Unless otherwise noted, the figures reflect activity and sales for the current month. Numbers reported reflect the most current information available to staff when compiled.

|   | Activity                                 | Current Month                             | This Month Last Year   | Variance Monthly | YTD Actual   | YTD Last Year | Variance YTD |
|---|--|---|------------------------|------------------|--------------|---------------|--------------|
| <b>STR Report</b>                         | Lodging Sales <b>(August)</b>            | <b>\$9,175,440</b>                        | \$8,010,250            | 14.5%            | \$73,025,495 | \$62,943,738  | 16.0%        |
|   | Hotel Occupancy <b>(August)</b>          | <b>73.0%</b>                              | 70.0%                  | 3.5%             | 70.4%        | 70.2%         | 0.3%         |
|   | Hotel average daily rate <b>(August)</b> | <b>\$165.60</b>                           | \$149.65               | 10.7%            | \$174.35     | \$162.97      | 7.0%         |
|   | Hotel demand <b>(August)</b>             | <b>55,408</b>                             | 53,527                 | 3.5%             | 418,855      | 386,229       | 8.4%         |
|   | Hotel RevPAR <b>(August)</b>             | <b>\$120.91</b>                           | \$105.55               | 14.5%            | \$122.76     | \$114.41      | 7.3%         |
| <b>ECP Activity</b>                       | Total airport deplanements (August)      | <b>55,243</b>                             | 44,048                 | 25.4%            | 378,804      | 334,519       | 13.2%        |
| <b>DestiMetrics - Hotel</b>               | Occupancy (August)                       | <b>62.6%</b>                              |                        |                  |              |               |              |
|   | Average Daily Rate (August)              | <b>\$134.00</b>                           |                        |                  |              |               |              |
|   | RevPAR (August)                          | <b>\$84.00</b>                            |                        |                  |              |               |              |
| <b>DestiMetrics - Condo</b>               | Occupancy (August)                       | <b>47.2%</b>                              |                        |                  |              |               |              |
|   | Average Daily Rate (August)              | <b>\$169.00</b>                           |                        |                  |              |               |              |
|   | RevPAR (August)                          | <b>\$80.00</b>                            |                        |                  |              |               |              |
| <b>Website Traffic Sources</b>            | Total Website Traffic (Sessions)         | <b>485,974</b>                            | 249,335                | <b>51.31%</b>    |              |               |              |
|   | Organic                                  | <b>37.5%</b>                              | 52.5%                  |                  |              |               |              |
|   | Paid                                     | <b>10.4%</b>                              | 12.5%                  |                  |              |               |              |
|   | Direct                                   | <b>10.7%</b>                              | 11.0%                  |                  |              |               |              |
|   | Referral                                 | <b>20.0%</b>                              | 2.8%                   |                  |              |               |              |
|   | Social                                   | <b>16.8%</b>                              | 10.3%                  |                  |              |               |              |
|   | Other                                    | <b>2.9%</b>                               | 0.9%                   |                  |              |               |              |
|   |  |   |                        |                  |              |               |              |
| <b>Visitor Services</b>                   | ECP airport desk                         | <b>760</b>                                | 832                    |                  |              |               |              |
|   | Visitor info center                      | <b>1,362</b>                              | 1,825                  |                  |              |               |              |
|   | Visitor guide subscriptions for month    | <b>145</b>                                | 95                     |                  |              |               |              |
|   | Visitor guide total subscriptions        | <b>41,864</b>                             | 39,454                 |                  |              |               |              |
| <b>Visitor Inquiries (Top 5 by state)</b> | 1)                                       | <b>Florida</b>                            | Florida                |                  |              |               |              |
|   | 2)                                       | <b>Georgia</b>                            | Georgia                |                  |              |               |              |
|   | 3)                                       | <b>Tennessee</b>                          | Texas                  |                  |              |               |              |
|   | 4)                                       | <b>Alabama</b>                            | Tennessee              |                  |              |               |              |
|   | 5)                                       | <b>Texas</b>                              | Ohio                   |                  |              |               |              |
| <b>Website Visitors (Top 5 States)</b>    | 1)                                       | <b>Florida</b>                            | Florida                |                  |              |               |              |
|   | 2)                                       | <b>Georgia</b>                            | Georgia                |                  |              |               |              |
|   | 3)                                       | <b>Alabama</b>                            | Tennessee              |                  |              |               |              |
|   | 4)                                       | <b>Tennessee</b>                          | Alabama                |                  |              |               |              |
|   | 5)                                       | <b>Texas</b>                              | Texas                  |                  |              |               |              |
| <b>Top 5 Web Pages (in pageviews)</b>     | 1)                                       | <b>Webcam (61,909)</b>                    | Webcam (86,215)        |                  |              |               |              |
|   | 2)                                       | <b>Homepage (41,741)</b>                  | Make It Yours (30,955) |                  |              |               |              |
|   | 3)                                       | <b>Pirates Fest (27,337)</b>              | Homepage (26,657)      |                  |              |               |              |
|   | 4)                                       | <b>Things To Do (20,483)</b>              | Things To Do (18,990)  |                  |              |               |              |
|   | 5)                                       | <b>Attractions/Entertainment (18,645)</b> | Events (16,939)        |                  |              |               |              |

|                           | Activity                                 | Current Month     | This Month Last Year | Variance Monthly | YTD Actual | YTD Last Year | Variance YTD |
|---------------------------|--|-------------------|----------------------|------------------|------------|---------------|--------------|
| <b>Media Data</b>         | Paid media                               | <b>13,219,633</b> | 16,001,225           |                  |            |               |              |
|                           | Facebook likes - VisitPCB                | <b>775,495</b>    | 529,254              |                  |            |               |              |
|                           | Facebook impressions - VisitPCB          | <b>21,817,502</b> | 25,954,366           |                  |            |               |              |
|                           | Facebook likes - Chasin the Sun TV       | <b>8,586</b>      | 3,376                |                  |            |               |              |
|                           | Facebook impressions - Chasin the Sun TV | <b>168,343</b>    | 48,171               |                  |            |               |              |
|                           | Facebook & Instagram (Paid)              | <b>19,871,350</b> | 22,098,956           |                  |            |               |              |
|                           | Facebook & Instagram CTR%                | <b>1.85%</b>      | 3.47%                |                  |            |               |              |
| <b>Twitter Data</b>       | New followers - VisitPCB                 | <b>187</b>        | 500                  |                  |            |               |              |
|                           | Impressions - VisitPCB                   | <b>78.5K</b>      | 119K                 |                  |            |               |              |
|                           | Total followers - VisitPCB               | <b>41.9K</b>      | 38.5K                |                  |            |               |              |
|                           | New Followers - Chasin The Sun TV        |                   | 4                    |                  |            |               |              |
|                           | Impressions - Chasin The Sun TV          |                   | 929                  |                  |            |               |              |
|                           | Total followers - Chasin The Sun TV      | <b>204</b>        | 187                  |                  |            |               |              |
| <b>Instagram Data</b>     | New Followers-VisitPCB                   | <b>1.4K</b>       | 1.2K                 |                  |            |               |              |
|                           | Total Followers -VisitPCB                | <b>34.8K</b>      | 23K                  |                  |            |               |              |
|                           | New Followers-Chasin The Sun TV          | <b>19</b>         | 17                   |                  |            |               |              |
|                           | Total Followers - Chasin The Sun TV      | <b>1K</b>         | 532                  |                  |            |               |              |
| <b>Pandora Data</b>       | Listeners                                | <b>9,039</b>      | 3,062                |                  |            |               |              |
|                           | CTR %                                    | <b>0.45%</b>      | 0.14%                |                  |            |               |              |
|                           | Hours listened                           | <b>9,159</b>      | 1,795                |                  |            |               |              |
| <b>Public Relations</b>   | Media Impressions                        | <b>38,920,463</b> |                      |                  |            |               |              |
| <b>Partner Engagement</b> | Partner Meetings (August)                |                   |                      |                  |            |               |              |
|                           | New Accounts (August)                    |                   |                      |                  |            |               |              |
| <b>Sales</b>              | Trade, Consumer and Appointment Shows    |                   |                      |                  |            |               |              |
|                           | Number of Show Contacts Made             |                   |                      |                  |            |               |              |
|                           | Leads Generated                          | <b>12</b>         |                      |                  |            |               |              |
|                           | Number of Lead Room Nights               | <b>2741</b>       |                      |                  |            |               |              |