

MARKETING DASHBOARD AUGUST 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from August 2025

1,264,173
Visit PCB Facebook Likes
1,159,902

105,131
Chasin' The Sun Facebook Likes
92,091

625876
Total Website Active Users
560,420

48,367,699
Paid Media Impressions
43,639,664

161,764
Top Landing Page (Make It Yours)
157,236 (Winter Resident Events)

105.6K
Visit PCB Instagram Followers
104.1K

4K
Chasin' The Sun Instagram Followers
3.7K

40.1K
TikTok Followers
36.2K

27,086
Pandora Listeners
28,060

26,471
Hours Listened
28,694

VISITOR SERVICES

809
Visitor Info Center
1,489

54,227
Total Visitor Guide Subscriptions
53,791

878
Enewsletter Sign Ups
864

119,866
ECP Deplanements in July
115,499

634,462
YTD ECP Deplanements
(Statistics from July)
601,948

INQUIRY RANKINGS

TOP STATES 1 Tennessee, 2 Georgia, 3 Alabama, 4 Ohio, 5 Florida

TOP CITIES 1 Atlanta, 2 Nashville, 3 Huntsville 4 Louisville, 5 Panama City