

MARKETING DASHBOARD SEPTEMBER 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from September 2025

1,284,246
Visit PCB Facebook Likes
1,164,072

104,834
Chasin' The Sun Facebook Likes
92,084

710,302
Total Website Active Users
614,607

59,290,147
Paid Media Impressions
48,367,699

224,477
Top Landing Page (Pirates of the High Seas Fest)
170,645 (Winter Resident Events)

105.7K
Visit PCB Instagram Followers
104.1K

4K
Chasin' The Sun Instagram Followers
3.7K

40.1K
TikTok Followers
36.2K

24,286
Pandora Listeners
27,086

24,538
Hours Listened
26,471

VISITOR SERVICES

910
Visitor Info Center
901

54,251
Total Visitor Guide Subscriptions
53,808

644
Enewsletter Sign Ups
704

119,866
ECP Deplanements in July
115,499

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

INQUIRY RANKINGS

TOP STATES 1 Alabama, 2 Georgia, 3 Tennessee, 4 Indiana, 5 Kentucky

TOP CITIES 1 Atlanta, 2 Birmingham, 3 Indianapolis 4 Nashville, 5 Louisville