

MARKETING DASHBOARD OCTOBER 2026

SOCIAL & WEBSITE

* Numbers in gray represent stats from October 2025

1,284,210
Visit PCB Facebook Likes
1,169,358

104,633
Chasin' The Sun Facebook Likes
92,089

460,917
Total Website Active Users
710,302

29,161,863
Paid Media Impressions
59,290,147

90,203
Top Landing Page (Beach Home for the Holidays)
75,122 (Winter Resident Events)

106.3K
Visit PCB Instagram Followers
104.1K

4K
Chasin' The Sun Instagram Followers
3.7K

40.1K
TikTok Followers
38.4K

28,153
Pandora Listeners
24,286

28,165
Hours Listened
24,538

VISITOR SERVICES

826
Visitor Info Center
926

54,270
Total Visitor Guide Subscriptions
53,825

406
Enewsletter Sign Ups
827

7,214
ECP Deplanements in August
9,033

729,084
YTD ECP Deplanements (Statistics from August)
694,648

INQUIRY RANKINGS

TOP STATES 1 Florida, 2 Tennessee, 3 Kentucky, 4 Georgia, 5 Minnesota

TOP CITIES 1 Panama City, 2 Nashville, 3 Atlanta 4 West Palm Beach, 5 Minneapolis