



# CAROLINAS PGA MARKETING REPORT

SEP 2021



**PGA**  
Carolinas Section



**Largest** of the PGA of America's 41 Sections with nearly **2,000** Member Professionals and Apprentices and over **1,300** facilities, including courses, clubs, teaching facilities and regional retailers.

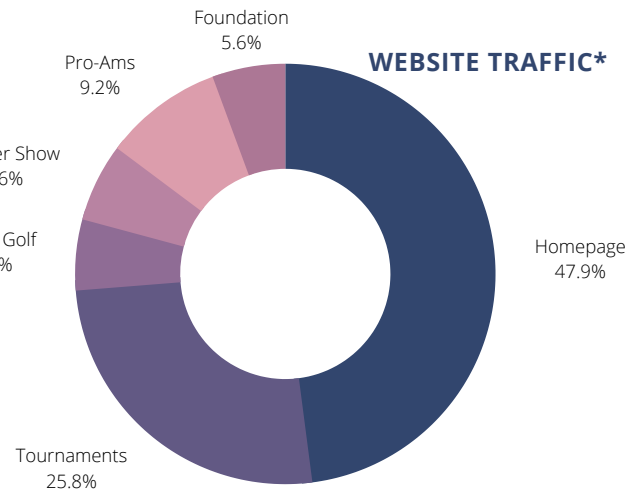
### WEBSITE

Average Hits\*: 138,200+

Annual Hits: 328,553

Tournaments Page Weekly Average Hits:  
1,750+

Tournaments Page Average\* Hits: 18,200+  
Tournaments Page Annual Hits: 38,011



### SOCIAL MEDIA

|  |                             |         |
|--|-----------------------------|---------|
|  | Followers                   | 3,200+  |
|  | Monthly Average Reach       | 18,000+ |
|  | Followers                   | 2,700+  |
|  | Monthly Average Impressions | 72,000+ |
|  | Followers                   | 2,500+  |
|  | Monthly Average Impressions | 99,000+ |
|  | Followers                   | 200+    |
|  | Monthly Average Impressions | 900+    |

### NEWSLETTER

Weekly Average Opens: 720+  
Average CTR: 6.3%

### SUPERSHOW

Show Attendees: 700+  
Exhibiting Vendors: 150+

