



CAROLINAS PGA MARKETING REPORT

—

FEB 2022



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.

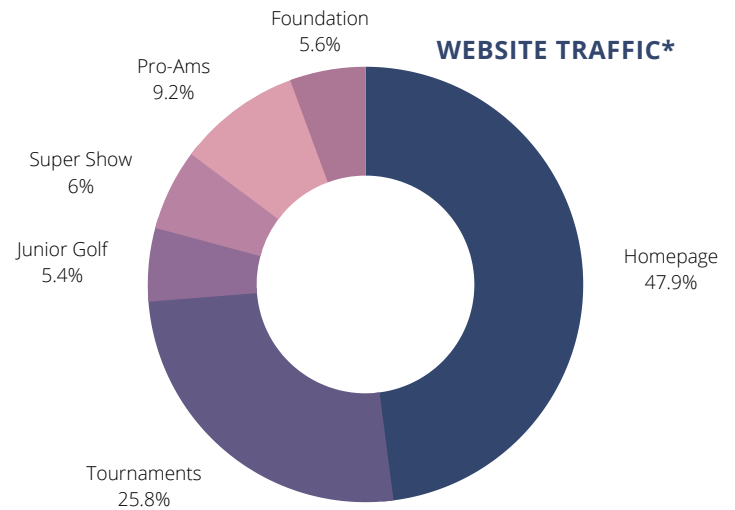
WEBSITE

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	3,300+
	Monthly Average Reach	18,000+
	Followers	2,800+
	Monthly Average Impressions	72,000+
	Followers	2,600+
	Monthly Average Impressions	99,000+
	Followers	200+
	Monthly Average Impressions	900+

NEWSLETTER

Weekly Average Opens: 720+

Average CTR: 6.3%

E-BLAST

Average Opens: 31.3%

Average CTR: 3.2%

SUPERSHOW

Show Attendees: 700+

Exhibiting Vendors: 150+

