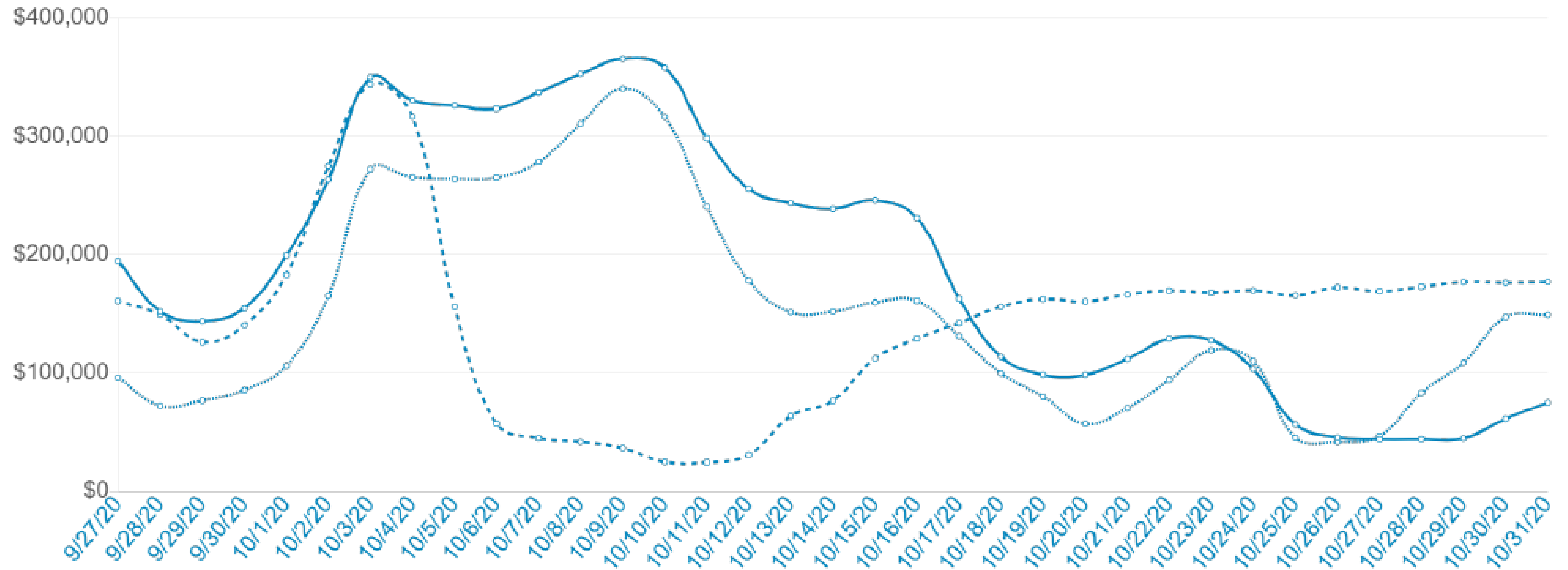


# Panama City Beach Board Meeting

OCTOBER 2020

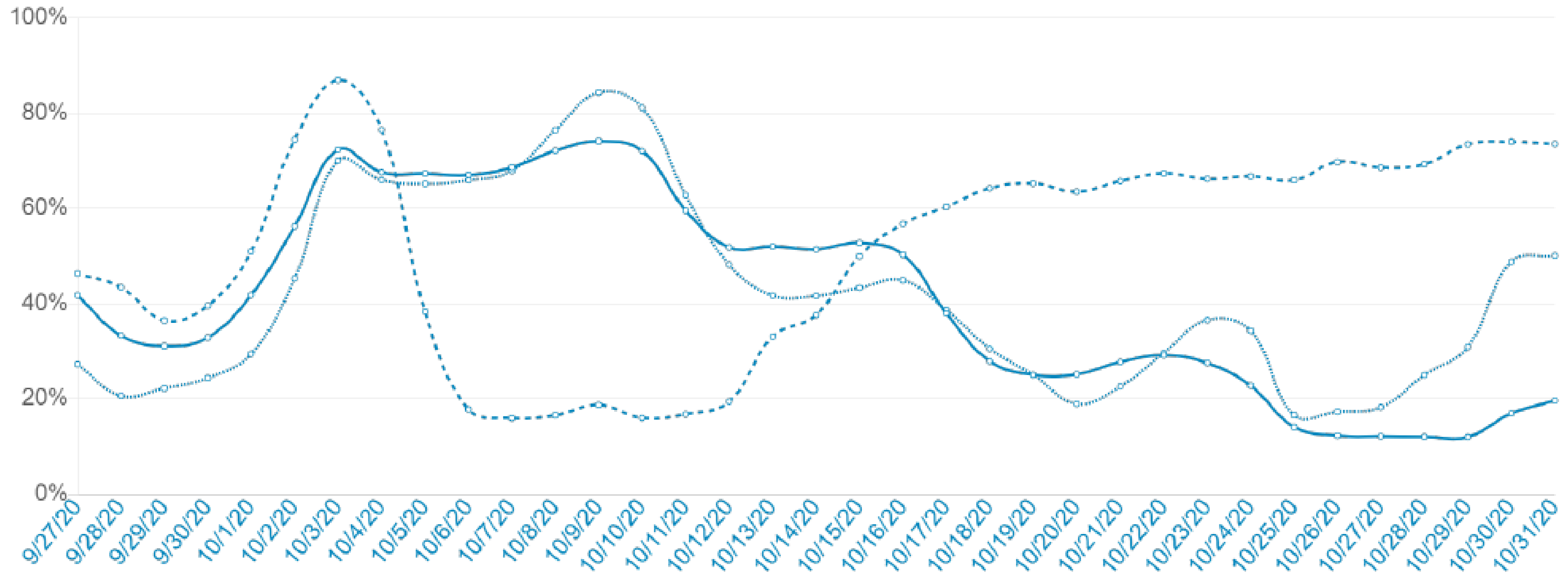
## Panama City Beach Total Revenue (Nightly)

  All Selected Markets (9/27/2020 to 10/31/2020) | \$6,683,348 
   All Selected Markets (Compared 9/29/2019 to 11/2/2019) | \$5,341,055  
  All Selected Markets (Compared 9/30/2018 to 11/3/2018) | \$4,997,998



## Panama City Beach Adjusted Paid Occupancy %

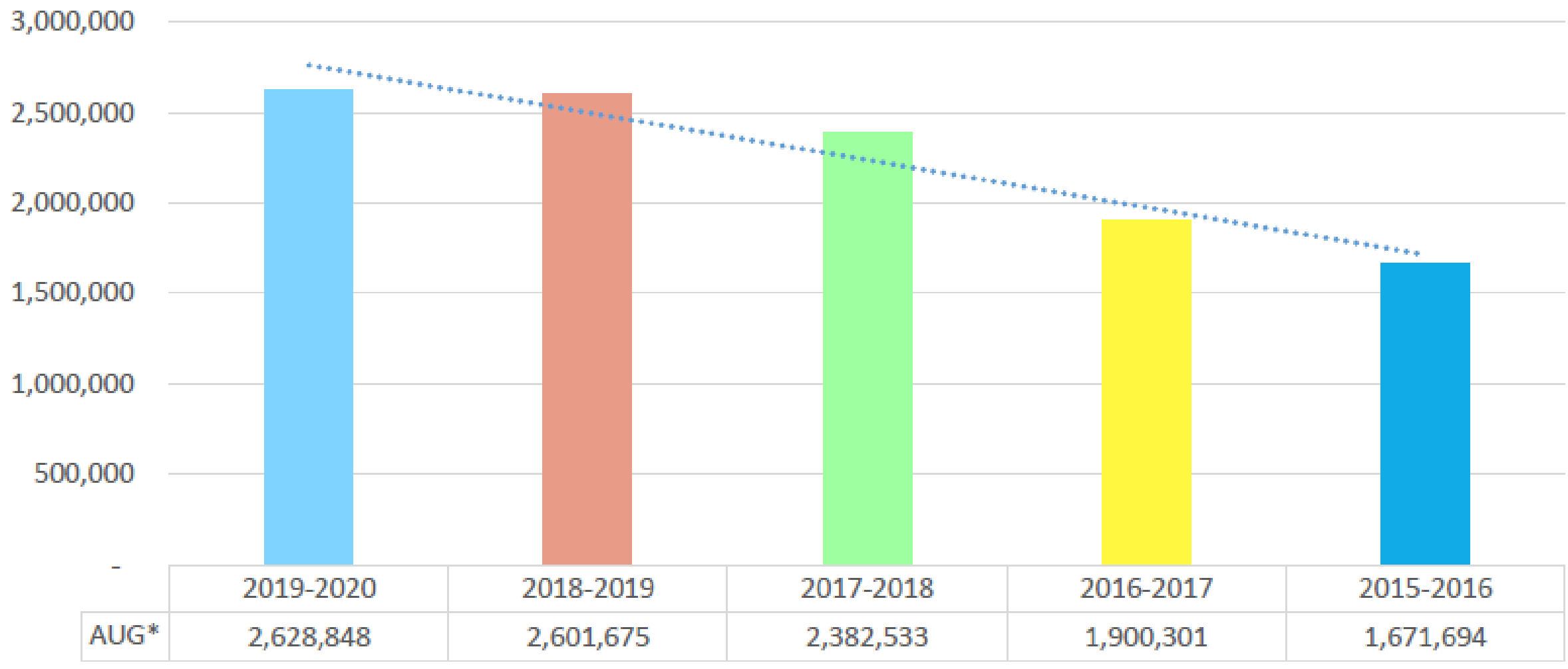
All Selected Markets (9/27/2020 to 10/31/2020) | 40.8%
All Selected Markets (Compared 9/29/2019 to 11/2/2019) | 41.9%  
All Selected Markets (Compared 9/30/2018 to 11/3/2018) | 51.5%



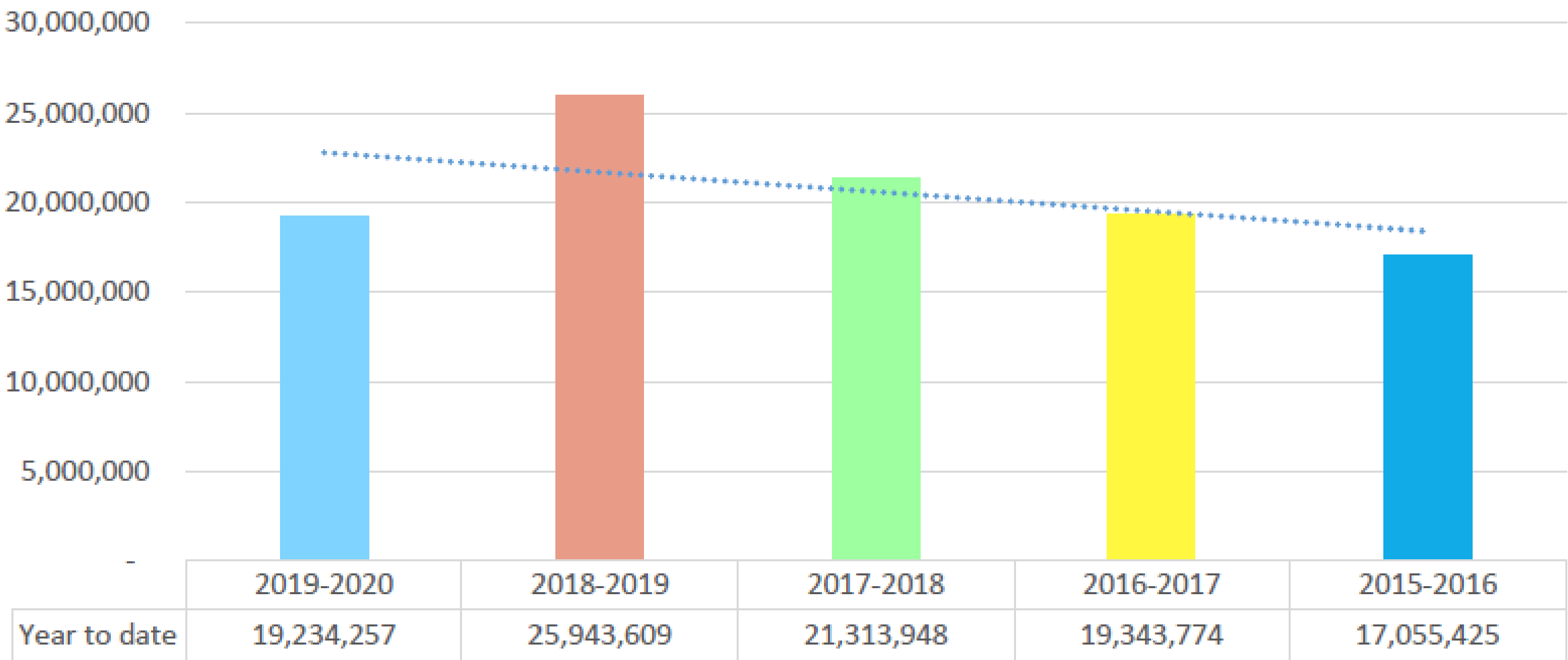
Copyright Key Data, LLC 2020  
 Created: 10/9/20 09:10 AM

# Tourist Development Tax, Bay County, Florida

Cash Collection Analysis  
Panama City Beach  
Month of August



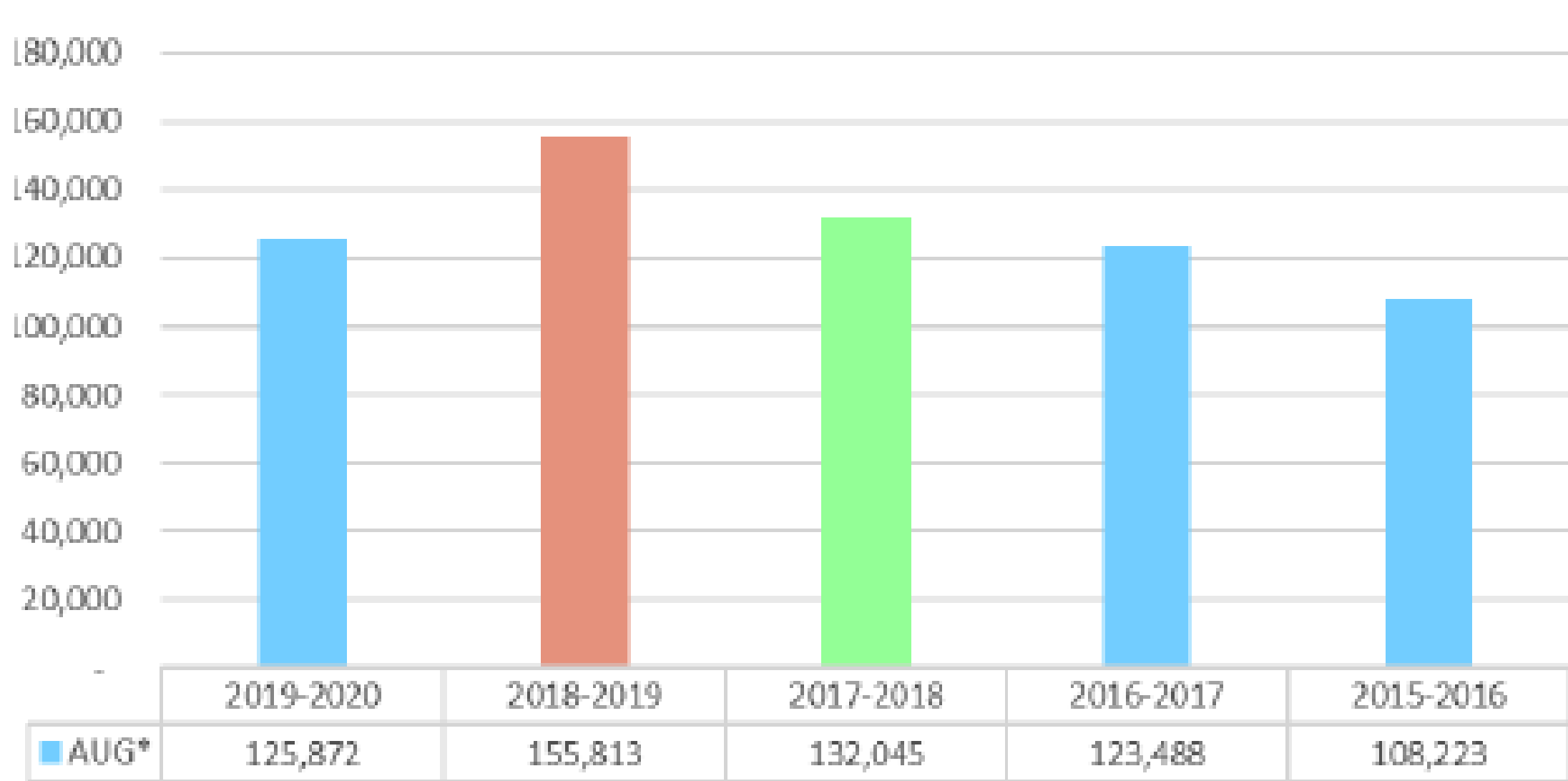
Cash Collection Analysis  
Panama City Beach  
Eleven Months Ending August



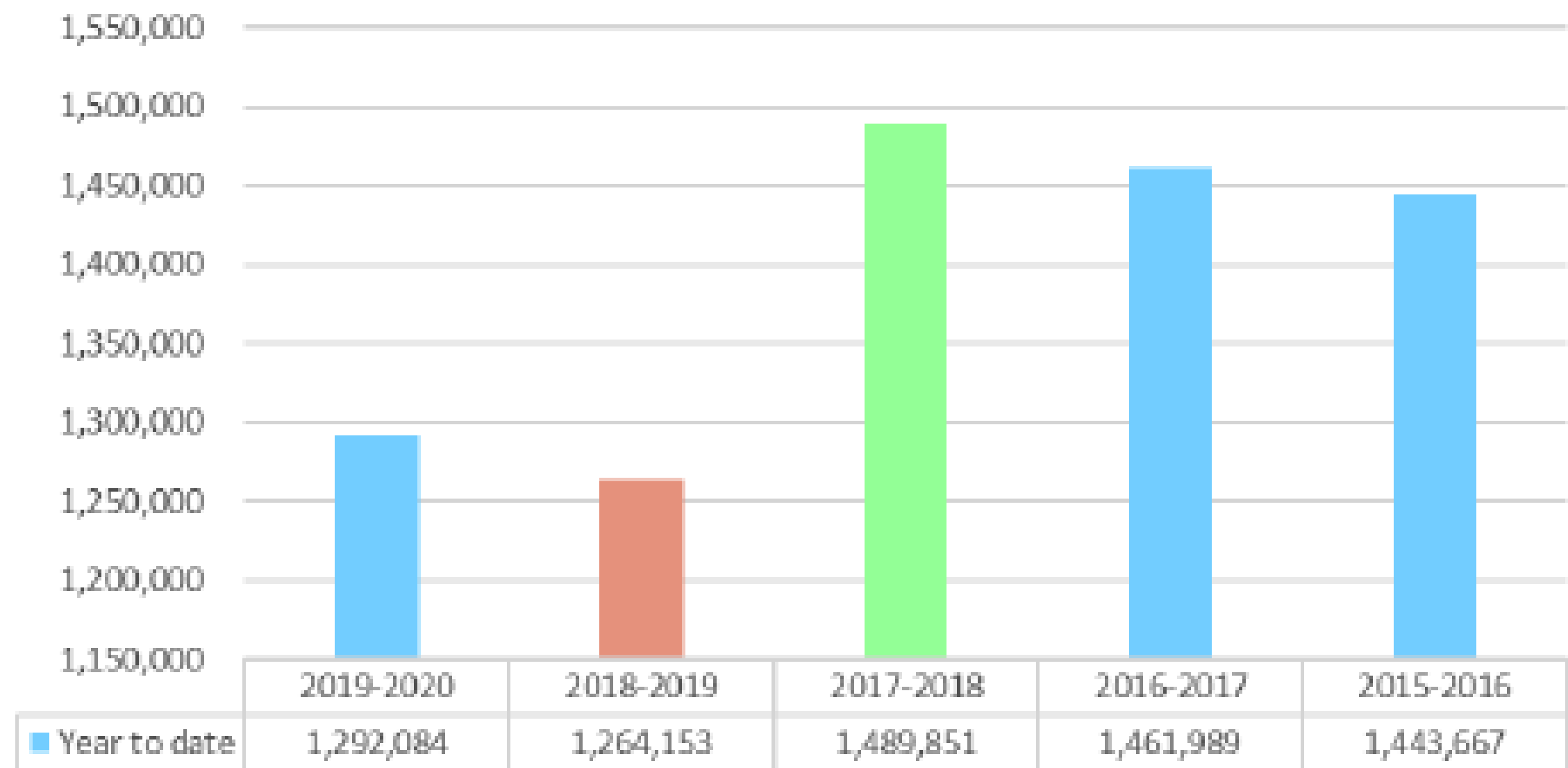


# Tourist Development Tax, Bay County, Florida

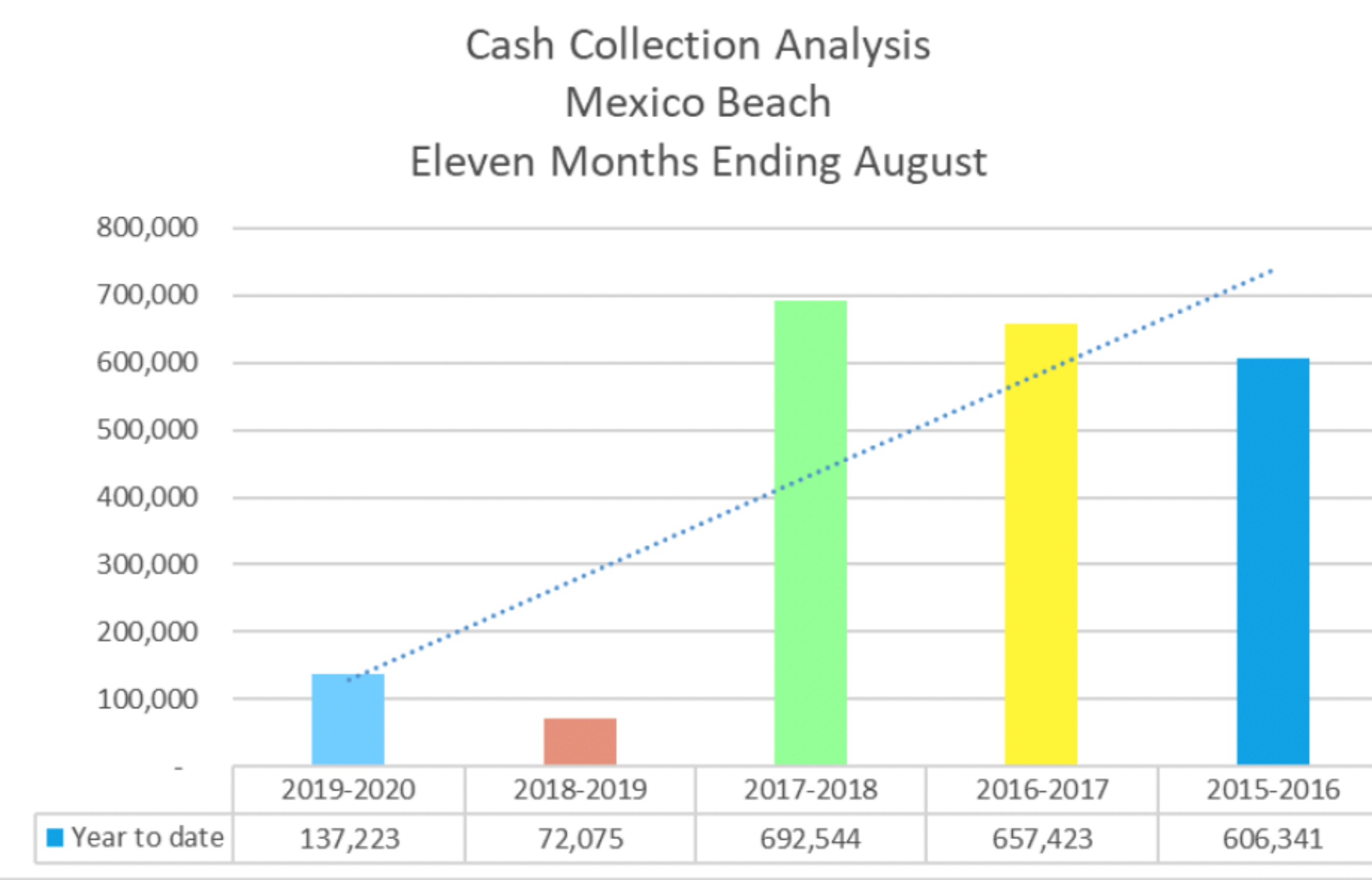
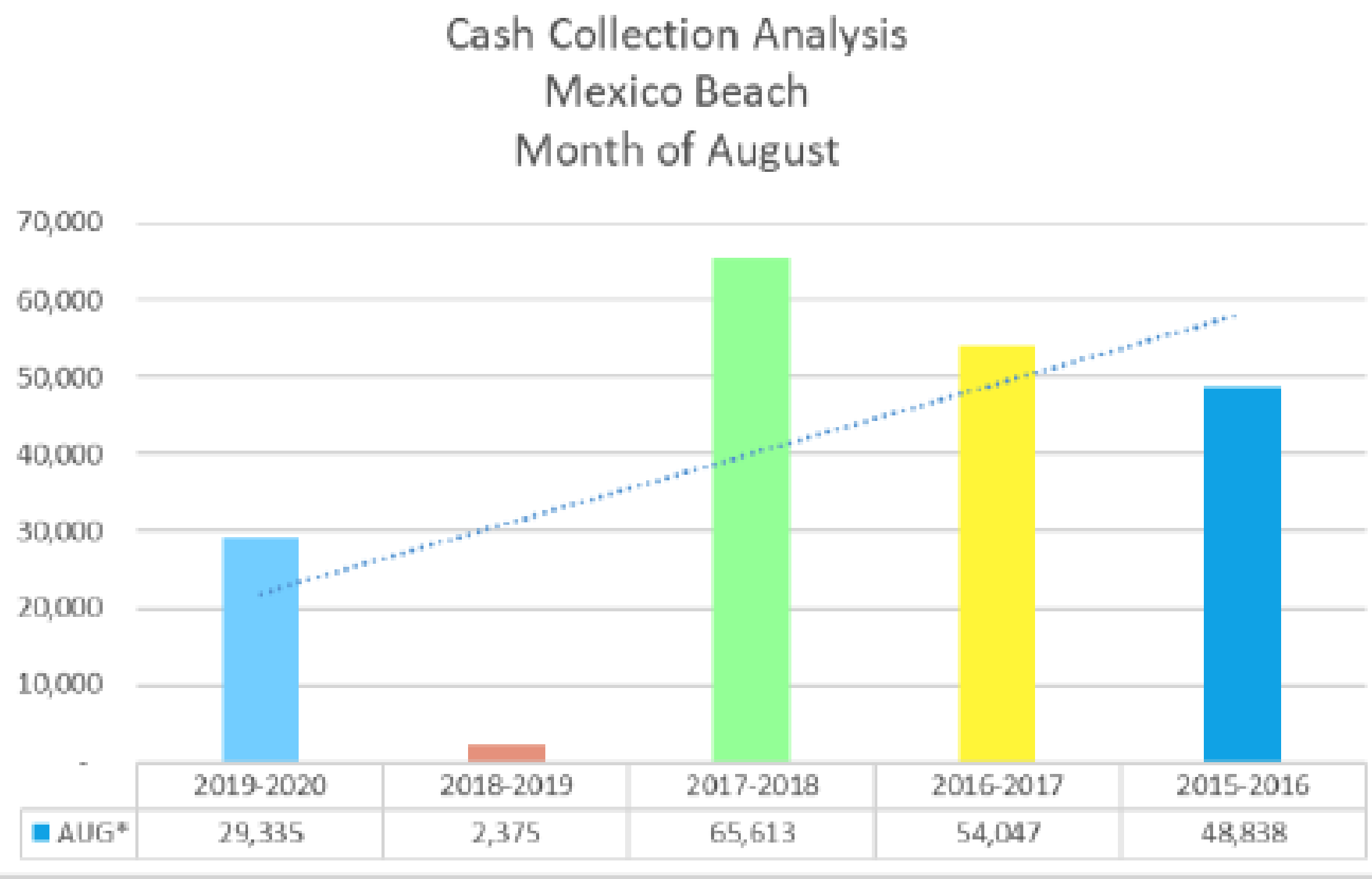
Cash Collection Analysis  
Panama City  
Month of August



Cash Collection Analysis  
Panama City  
Eleven Months Ending August



# Tourist Development Tax, Bay County, Florida



# REAL.FUN.BEACH. 2020 SUCCESSES

**ALMOST \$2.1 MILLION**

IN FLIGHT/LODGING BOOKINGS  
ATTRIBUTED TO DIGITAL  
CAMPAIGN EXPOSURES.

\*SOURCE: ADARA IMPACT

PANDORA CUSTOM  
STATION AVERAGES  
35-40 MIN PER SESSION

**5K** UNIQUE LISTENERS  
PER WEEK



**835,947**  
FACEBOOK  
LIKES



**68.5K**  
INSTAGRAM  
FOLLOWERS



**44.1K**  
TWITTER  
FOLLOWERS



**1.3 MILLION**  
YOUTUBE  
VIEWS



**265,254**  
PANDORA  
LISTENERS



**3.7 MILLION**  
WEBSITE VISITS  
IN 2020



**1,049,328,700**  
TOTAL MEDIA  
IMPRESSIONS

NEWSLETTER SIGN-UPS  
**INCREASED 144%**

ORGANIC PARTNER  
REFERRALS FROM  
LISTING COUPONS  
AND DETAILS WERE

**UP 5%**

# REAL.FUN.BEACH. 2020 SUCCESSES

## ELEVATED THEMES FOR ANNUAL PRESS TRIPS – NYE Beach Ball Drop

- RESULT: Garnered over 5,674,590 media impressions from hosted

## INFLUENCER TRIP

- RESULT: Named Best Alternative to NYC Times Square Celebration by *The Washington Post*

## APPEARED ON NATIONAL BROADCAST OUTLETS

- RESULT: Featured on the Today Show and reached new markets nationwide

## LED THE INDUSTRY WITH PREMIER VOLUNTOURISM OFFERING – *Stay It Forward*

- RESULT: Syndicated coverage nationwide including in *The New York Times*, *The Washington Post*, *Miami Herald*, *Skift*, *U.S. News & World Report*, *Yahoo! Life* and more.



# EARNED MEDIA | COVERAGE HIGHLIGHTS

Fiscal Year Impressions to Date = 972,282,360 | Total AD Value to Date = \$899,361



November 18, 2019  
UMV: 375,657

### 14 Best Family Spring Break Vacations for 2020



BY TERRY WARD  
November 18, 2019




Spring break isn't just for college kids, but it can feel like that sometimes. And the last thing you want to do is plan a family spring break vacation, only to be bombarded by the antics of wild 20-somethings taking time off from the books. We've scoured the U.S., Caribbean and Mexico for the the best places (including some surprises you may not have considered!) to whisk your crew away for a wholesome and fun spring break family vacation.

**3. Panama City Beach, FL**

Once a raucous spring break capital, Panama City Beach has grown up a bit—and into one of Florida's best spring break vacation destinations for families. Some 27 miles of powdery beaches await families, lapped by the emerald green waters of the Gulf of Mexico. But there's tons to do off the sand, too. Take the gang on an airboat adventure to spot native Florida wildlife like alligators osprey and American bald eagles. Go for a spin on the SkyWheel at Pier Park for incredible views of the Emerald Coast. Or head out on a fishing trip or cruise to Shell Island on a dolphin-spotting tour. When it comes to lodging, your options range from high-end hotels and mom and pop places to camping at beautiful St. Andrews State Park.

<http://bit.ly/37iBQc3>



Print: December Issue  
Online: December 16, 2019  
UMV: 431,030 / CIRC: 85,000

## GEAR OF THE YEAR SCUBA


D I V I N G

Travel

### El Dorado Offers New Wreck Site for Panama City Beach Scuba Divers

How Hurricane Michael brought a new dive site to the Florida Panhandle, the El Dorado


While hurricanes can inflict devastating and sometimes irreversible damage on our favorite dive locations, every now and then they present an opportunity for a rebirth, like a phoenix rising from the ashes.




El Dorado has already attracted fish life that includes sandbar sharks and goliath grouper, according to a local divemaster.

Becca Hurley


In this case that phoenix was a washed-up cruise liner that found itself in Panama City Beach, Florida, shortly after 2018's Hurricane Michael.



<https://bit.ly/38YW23q>



January 24, 2020  
Audience: 1,914,423



HODA  
MIRZA

VRBO PANAMA CITY BEACH \$141  
PANAMA CITY, FL

02:11 01:39

<https://bit.ly/37qZFxp>




# EARNED MEDIA | COVERAGE HIGHLIGHTS

Reader's Digest

December 17, 2019  
UMV: 3,514,052

The Best New Year's Eve Celebration in Every State

Florida: New Year's Eve Beach Ball Drop



COURTESY VISIT PANAMA CITY BEACH

Imagine 10,000 inflatable beach balls falling from the sky at midnight, and you've got the idea of the [New Year's Eve Beach Ball Drop](#) in Panama City Beach. This fun annual event releases the balls from nets over the streets of Pier Park and also includes two fireworks shows, music, and other live entertainment. Here's [the history behind why we drop a ball on New Year's in the first place](#).

<https://bit.ly/2rLV3D7>

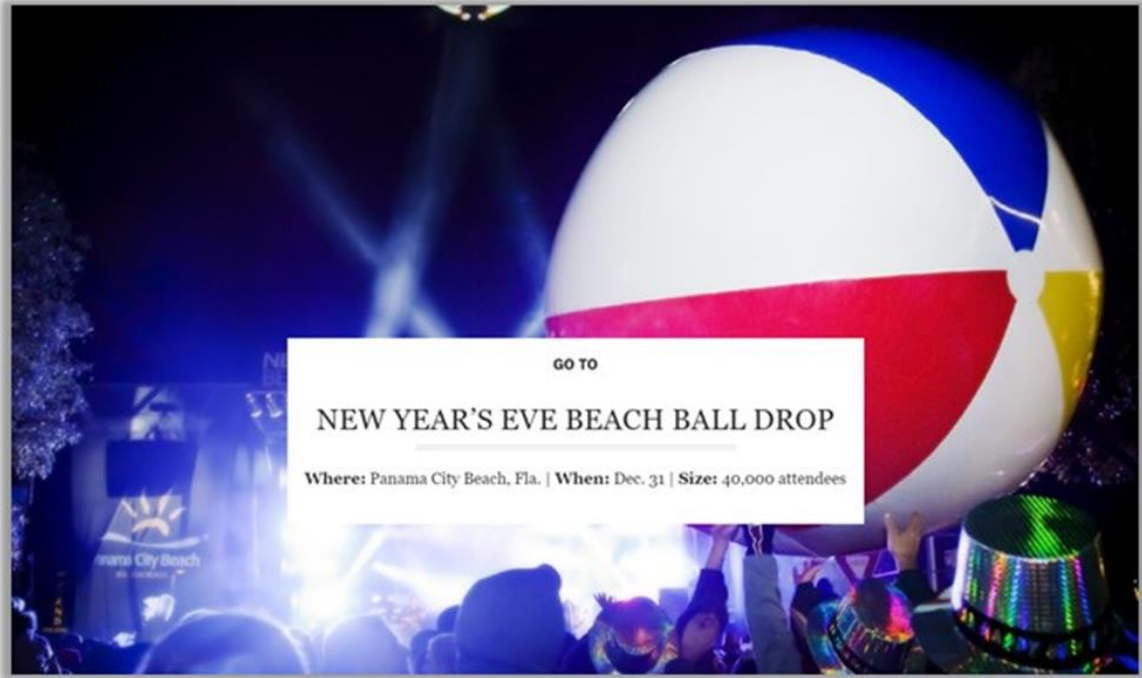
The Washington Post

Democracy Dies in Darkness

January 2, 2020  
UMV: 57,843,000

Get crowds off your calendar in 2020

Coachella, Mardi Gras, Comic-Con: The country's big annual events are, well, big. This year, check out these lesser-known alternatives.



GO TO

NEW YEAR'S EVE BEACH BALL DROP

Where: Panama City Beach, Fla. | When: Dec. 31 | Size: 40,000 attendees

Why you should switch:

For New Year's Eve on Pier Park, a shopping and entertainment district overlooking the Gulf of Mexico, you might want to wear a hat. Not because your ears might get cold — December temps in Northwest Florida are typically in the 60s — but to protect your head during the ball release. The 13th annual event keeps the bodies busy with three concerts, two fireworks displays and a pair of ball drops — one at 8 p.m. and the other at midnight.


<https://wapo.st/2SL8UEE>

USA TODAY

December 18, 2019  
UMV: 36,989,744

These are the craziest things dropping this New Year's Eve

Possums, crabs and pickles are among the objects ringing in 2020



By Lydia Schrandt

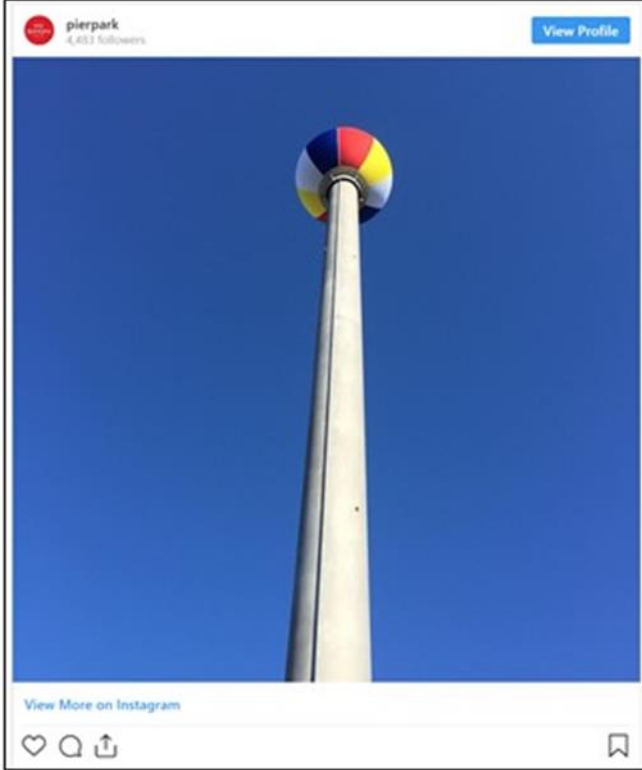
Editor

DECEMBER 18, 2019

We've all watched the ball drop in Times Square in [New York](#) to ring in the New Year, but the Big Apple celebration is just one of numerous festivities around the country. From coast to coast, cities drop all kinds of things to count down to midnight. From beach balls to buzzards, here are ten of this year's drops.


7. Beach ball | Panama City Beach, Florida

New Year's Eve on Panama City Beach wouldn't be complete without the dropping of a huge, glowing beach ball in Pier Park. For young revelers, the city also drops some 10,000 inflatable beach balls over the streets at 8 pm, followed by a fireworks show.



View More on Instagram

<http://bit.ly/35SiOrE>

 Panama City Beach



# EARNED MEDIA | COVERAGE HIGHLIGHTS

The New York Times

The Washington Post

Miami Herald

USNews

January 15, 2020

UMV: 29,984,446

Syndications: 130,391,737

### Tourists Can Help Rebuild Storm-Ravaged Town in Florida

By The Associated Press

Jan. 15, 2020, 11:51 a.m. ET

PANAMA CITY BEACH, Fla. — Officials in a Florida Panhandle beach town are hoping tourists want to do more than frolic in the surf and lay in the sun.

They're hoping tourists will help rebuild a neighboring beach town devastated by Hurricane Michael in 2018.

Officials in Panama City Beach on Tuesday introduced a program that allows tourists during their visit to help build homes and plant sea oats in the sand dunes of neighboring Mexico Beach, which was demolished by the category 5 storm.

The tourism promotion agency is offering a “Stay it Forward” package for tourists interested in helping out.

Dan Rowe, CEO of Visit Panama City Beach, said tourists during visits have been asking how they can help area residents. Compared to surrounding areas, Panama City Beach was comparatively unscathed by Hurricane Michael.

“Mexico Beach has come a long way but there is still work to do,” Rowe said.

<https://nyti.ms/38bQ2mu>

Skift

January 16, 2020

UMV: 1,190,740

### ‘Stay It Forward’ Campaign Sees Tourists Rebuilding Beach in Florida

The Associated Press - Jan 16, 2020 6:00 am

With natural disasters becoming so regular, “Stay it Forward” campaigns that see tourists helping to rebuild destroyed towns and beaches will be the new norm.

— Raini Hamdi

Officials in a Florida Panhandle beach town are hoping tourists want to do more than frolic in the surf and lay in the sun.

They’re hoping tourists will help rebuild a neighboring beach town devastated by Hurricane Michael in 2018.

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Dan Rowe, CEO of Visit Panama City Beach, said tourists during visits have been asking how they can help area residents. Compared to surrounding areas, Panama City Beach was comparatively unscathed by Hurricane Michael.

“Mexico Beach has come a long way but there is still work to do,” Rowe said.

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<https://bit.ly/3fk2Y7I>

USNews

January 15, 2020

UMV: 26,061,147

### Tourists Can Help Rebuild Storm-Ravaged Town in Florida

Officials in a Florida Panhandle beach town are hoping tourists want to do more than frolic in the surf and lay in the sun.




FILE - In this Thursday, Oct. 11, 2018, file photo, rescue personnel perform a search in the aftermath of Hurricane Michael in Mexico Beach, Fla. Officials in in Mexico Beach are hoping tourists will help rebuild the neighboring beach town devastated by Hurricane Michael in 2018. Officials in Panama City Beach on Tuesday, Jan. 14, 2020 introduced a program that allows tourists during their visit to help build homes and plant sea oats in the sand dunes of neighboring Mexico Beach, which was demolished by the category 5 storm. (AP Photo/Gerald Herbert, File) THE ASSOCIATED PRESS

**PANAMA CITY BEACH, FLA. (AP) —** Officials in a [Florida](#) Panhandle beach town are hoping tourists want to do more than frolic in the surf and lay in the sun.

They're hoping tourists will help rebuild a neighboring beach town devastated by Hurricane Michael in 2018.

Officials in Panama City Beach on Tuesday introduced a program that allows tourists during their visit to help build homes and plant sea oats in the sand dunes of neighboring Mexico Beach, which was demolished by the category 5 storm.

<https://bit.ly/2zurnh6>

 Panama City Beach



# EARNED MEDIA | COVERAGE HIGHLIGHTS

**yahoo!life**

January 15, 2020  
UMV: 10,030,975

## Tourists can help rebuild storm-ravaged town in Florida

PANAMA CITY BEACH, Fla. (AP) — Officials in a Florida Panhandle beach town are hoping tourists want to do more than frolic in the surf and lay in the sun.

They're hoping tourists will help rebuild a neighboring beach town **devastated** by Hurricane Michael in 2018.

Officials in Panama City Beach on Tuesday introduced a program that allows tourists during their visit to help build homes and plant sea oats in the sand dunes of neighboring Mexico Beach, which was demolished by the category 5 storm.

The tourism promotion agency is offering a "Stay it Forward" package for tourists interested in helping out.

Dan Rowe, CEO of Visit Panama City Beach, said tourists during visits have been asking how they can help area residents. Compared to surrounding areas, Panama City Beach was comparatively unscathed by Hurricane Michael.

"Mexico Beach has come a long way but there is still work to do," Rowe said.

<https://yhoo.it/3fjYZs7>

**Oyster**

January 13, 2020  
UMV: 577,752

KID-FRIENDLY • FLORIDA

## The 10 Best Family Vacation Destinations in Florida

Katherine Alex Beaven  
January 13, 2020



When families—particularly families with small kids—think of **Florida** for a vacation, the first destination that usually comes to mind is Disney World. And while that's an obviously excellent (and magical) place to start, there are plenty of other options in the Sunshine State for families looking for sun, sand, sports, or nature. Read on for 10 of the best family vacation destinations in Florida, from bustling beach towns to quiet getaways. Florida just might surprise you.

*Florida is also home to some truly adorable beach towns. Check out our picks for the cutest Florida beach towns [here](#).*

### Panama City Beach: White Beaches, Dolphin Cruises, and Shell Island



Beach at the Holiday Inn Resort Panama City Beach/Oyster

This panhandle beach town was big for family vacations in the '80s and early '90s, before becoming a rowdy spring break hotspot. Over the last few years, and thanks to an ordinance that created a ban on beachfront boozing, it's mellowed out quite a bit. Families have noticed. A lot of the fun here is just indulging in a traditional beach vacation, complete with all-American snacks, sugar sand, and sunsets. There's also dolphin cruises, pirate cruises, and waterparks like **Shipwreck Island**. Drier activities include pirate-themed mini-golf, ice-cream stuffed donuts from David's New Orleans Style Cafe and Snowballs, quirky museums like Ripley's Believe It Or Nott! and WonderWorks, hiking through St. Andrews State Park, or shelling on, well, **Shell Island** (located within St. Andrews State Park). Panama City Beach is a spring option the whole family will agree on.

<http://bit.ly/2UD5WD7>

**TRAVEL PULSE**

February 20, 2020  
UMV: 299,310

## Headliners for Panama City Beach's SandJam Announced

ENTERTAINMENT | MACKENZIE CULLEN | FEBRUARY 20, 2020



PHOTO: Crowd gathered at the main stage for SandJam 2019. (photo via Visit Panama City Beach)

With the annual rock music festival **SandJam** returning to Panama City Beach or its third year in a row, **Visit Panama City Beach** has announced that Shinedown, 311 and Weezer will be the headliners for this year's event. SandJam will be held at Panama City Beach's M.B Miller Pier from April 24–26.

Notable bands such as The Struts, Judah & the Lion, AJR, Rival Sons, Skillet and Manchester Orchestra are among the 20 additional musical acts that will also be performing from the festival's two stages.

<http://bit.ly/2Pb4zrw>



## EARNED MEDIA | COVERAGE HIGHLIGHTS

**Boston Herald**  
The News & Observer

**Rapid City Journal**  
**Missoulian**

March 4, 2020

UMV: 434,182

[Syndications](#): 3,698,013

## Hungry for spring travel? Drink in these festivals

By Ari Bendersky, Tribune News Service Mar 4, 2020

For food lovers, one of the hardest choices to make when traveling to a new city is what restaurants to hit while there. A way to sidestep having to make those tough decisions is to plan your trip around a food and wine festival.

These well-organized events take place all over the country throughout the year, and this spring, some will transport you to fantastic destinations, including Maui, Aspen and Austin. So, don't forget to pack your favorite stretchy pants because there's no shortage of good eats ahead.

### UNwineD Culinary Festival

A photograph showing four people—two men and two women—standing outdoors under a white canopy tent. They are all smiling and engaged in conversation. The man on the far left is wearing a blue button-down shirt and khaki pants. The woman next to him is wearing a white dress with a tassel belt and a wide-brimmed straw hat. The woman in the center is wearing a green and white patterned dress and a straw hat. The man on the far right is wearing a light blue button-down shirt and white pants. They are all holding glasses, likely containing wine or beer. The background shows more of the festival area with trees and other structures.

**When:** March 20-21

While some food festivals feature plenty of eats and drinks, this one in Panama City Beach, Fla., adds in music (Death Cab for Cutie and Joywave) and the beautiful backdrop of the Gulf of Mexico. Head to the Deep South for two days of deliciousness in Aaron Bessant Park, kicking off Friday night with a concert and party featuring recent "Top Chef" winner Kelsey Barnard Clark. Tickets are \$175 each and include a private VIP bar and air-conditioned restrooms. Day two features the Grand Afternoon Tasting of treats from Northwest Florida chefs, plenty of drinks and the concert following the festivities. The tasting and concert cost \$75.

<http://bit.ly/2wKojw8>

# DREAMSCAPES

TRAVEL AND LIFESTYLE MAGAZINE

Winter/Spring 2020  
Circulation: 102,267



# DREAMSCAPES

TRAVEL AND LIFESTYLE WINTER/SPRING 2020

**DS** TRAVEL GALLERY » BY CYNTHIA DAVID



VISIT PANAMA CITY BEACH

**M**usic fills the air around Panama City Beach as jazz lovers and rock fans hit the famous beach strip during two music festivals this spring. The SandJam Music Festival (April 24–26) takes place at the M.B. Miller County Pier, providing a spectacular backdrop for the city's biggest festival over a fun-filled weekend. Seabreeze Jazz Festival (April 22–26), now in its 22<sup>nd</sup> year, has been rated among the top jazz festivals and is known for fun, sun, great beaches and good times. The music extravaganza is held in the Pier Park Amphitheater. [SeabreezeJazzFestival.com](http://SeabreezeJazzFestival.com)

ANOTHER WORLD  
IN SAN ANTONIO

MARCH BREAK  
GETAWAYS

JAPAN'S OLYMPIC DREAMS  
TAKE FLIGHT

MAKE MEMORIES  
IN FLORIDA

\$3.95 dreamscapes.ca

Southern Living


March 2020

CIRC: 1,693,427


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# EARNED MEDIA | COVERAGE HIGHLIGHTS



April 16, 2020  
UMV: 4,745,654




7 OF 24

### Panama City Beach, Florida

The Northwest Florida resort town is known for its beaches but you can still get the [virtual historical tour of Gulf County](#). It highlights landmarks like the Cape San Blas Lighthouse, Wakulla Springs, and the Apalachicola River with background information on each. Panama City Beach also offers [webcam footage](#) from the iconic pier, Shell Island, and Captain Anderson's Marina.


Looking for an authentic beach experience? Panama City has a [YouTube page](#) featuring sounds and sights of the ocean that you can play on a loop. Add in the tunes from the [PCB Pandora radio station](#) with songs by Kenny Chesney, Dierks Bentley, and Zack Brown Band.

<https://bit.ly/2VzwKTy>



April 8, 2020  
UMV: 1,907,220

Need something to look forward to? Here are 5 cheap flights from Atlanta for late summer vacations



By Rose Kennedy, The Atlanta Journal-Constitution

COVID-19 has interrupted a lot of schedules and rituals. But it doesn't have to take away your plans for vacation, if you settle on a cheap flight from Atlanta for a late summer trip in 2020.


Here are five roundtrip flights for late August and early September that are cheap to book in the next couple of weeks, along with a description of what makes each destination so appealing at any price:

#### Atlanta to Panama City Beach, Florida

**The prices:** Any Delta round trip starting about August 15 and running through mid-September [costs](#) about \$146, including non-stops.

**The appeal:** Palm trees! While many use Panama City Beach as a hub while they check out the nearby Gulf Coast town like pretty and luxurious Destin, Panama City Beach has its own 27 miles of sandy beaches and soothing blue waters and the snorkeling and deep-sea fishing that go with them. In addition to this taste of summer that you might have missed earlier in 2020, Panama City offers shopping, galleries and trolleys chugging along its historic St. Andrews district.


<https://bit.ly/2wpiYyp>



May 20, 2020  
UMV: 50,593,920

## The 10 places people most want to visit in the US once travel can resume, according to Booking.com

#9 - Panama City Beach, Florida




Booking.com

Panama City Beach was once notorious for its raucous spring breakers, but the area has since cleaned up its act. Now, it's a more affordable and family-friendly beach alternative to Miami.


Situated on the Gulf Coast, Panama City Beach could be mistaken for the Caribbean with its stunning white-sand beaches and gentle turquoise waves. Beyond lounging at the beach, popular activities include spotting dolphins, cooling off at Shipwreck Island Waterpark, shopping for kitschy souvenirs at Pier Park, and more. Spending a day boating out to secluded and pristine Shell Island sounds especially ideal for escaping any crowds.

<https://bit.ly/2LGakeO>





# EARNED MEDIA | COVERAGE HIGHLIGHTS




May 11, 2020  
UMV: 26,061,147

### The 18 Best Dog-Friendly Beaches in the U.S.

Bring your pet along on an unforgettable beach vacation.

**You and your pet will have a doggone good time at one of these dog-friendly beaches.**


Pack up your pup, grab your sunglasses and hit the beach for a paws-itively fantastic trip that you'll never forget. Many beaches in the U.S. offer special amenities to accommodate beachgoers who bring their BFFs (best furry friends) with them. Travel to the rugged shoreline of the West Coast or splash in the warm emerald green waters of the Gulf of Mexico. You can also beach hop through Florida and then venture up to Maine along the East Coast. No matter where you choose, there's a perfect beach getaway awaiting you and your furry pal.



**Dog Beach: Panama City Beach, Florida**

Plan a trip to Florida's Gulf Coast to enjoy [white beaches](#) and sparkling emerald waters with your canine companion. Dog Beach extends 400 feet along Panama City Beach's coastline between beach access Nos. 56 and 58. This section is located directly across from Pier Park. Dogs must be on a leash, and the beach is open from sunrise to sunset. Nearby Frank Brown Park has a fenced-in playground where your furry friend can socialize and run free, as well as pet-friendly trails and greenways. For accommodations, plan to stay at the Sheraton Panama City Beach Golf & Spa Resort. Much of the resort is dog-friendly, and you can dine outdoors at Pelican's and Flip Flops with your pal.


<https://bit.ly/2zAqxPL>



June 2020  
UMV: 4,229,121

Daydream During the Lockdown Series 1

< Prev Panama City Beach, FL Next >



247. Panama City Beach, FL

1min

My List

Panama City Beach is best known for its 27 miles of white-sand beaches edging emerald-green waters where the Gulf of Mexico and St. Andrews Bay converge. With an average of 320 days of sunshine annually, the region has long been favored by travelers seeking an affordable beach vacation with year-round offerings for families, couples, groups and adventure chasers.

<https://bit.ly/3eNr28X>

## Parents.

June 18, 2020  
UMV: 1,395,813

### 20 Magical Holiday Places to Take Your Kids Before They Grow Up

By [Karen Cicero](#)

16 of 17

#### New Year's Eve

The shimmering ball in Times Square has some family-friendly competition on New Year's Eve. "The New Year's Eve fireworks in the Magic Kingdom, shown on December 30 and 31, will have shells that explode in the shape of numbers, counting down 10, 9, 8, and so forth," says Len Testa, founder of [Touringplans.com](#). Here are some other cool places alternatives to a ball drop:




PHOTO: COURTESY OF PANAMA CITY BEACH CONVENTION & VISITORS BUREAU

- Lego Bricks: Legoland in Carlsbad, California, and Winter Park, Florida
- 200-pound Marshmallow Peep: Bethlehem, Pennsylvania
- Beach Balls: Panama City Beach, Florida
- Pickle: Mount Olive, North Carolina
- Hershey's Kiss: Hershey, Pennsylvania

<https://bit.ly/30UyGdF>



## EARNED MEDIA | COVERAGE HIGHLIGHTS

**BUSINESS  
INSIDER**

July 30, 2020  
UMV: 35,370,424

## The best beaches you can drive to in the continental US, according to TripAdvisor

## 7. Panama City Beach



Courtesy TripAdvisor

**Location:** Bay County, on the Gulf in northwestern Florida

**Nearest major city:** 2 hours from Tallahassee, Florida

Photos of springbreakers partying and ignoring social distancing guidelines on Panama City Beach in mid-March prompted the beach to close in late March. The beach has reopened to visitors with social distancing guidelines in place and was one of the top 10 trending destinations on Airbnb in July.

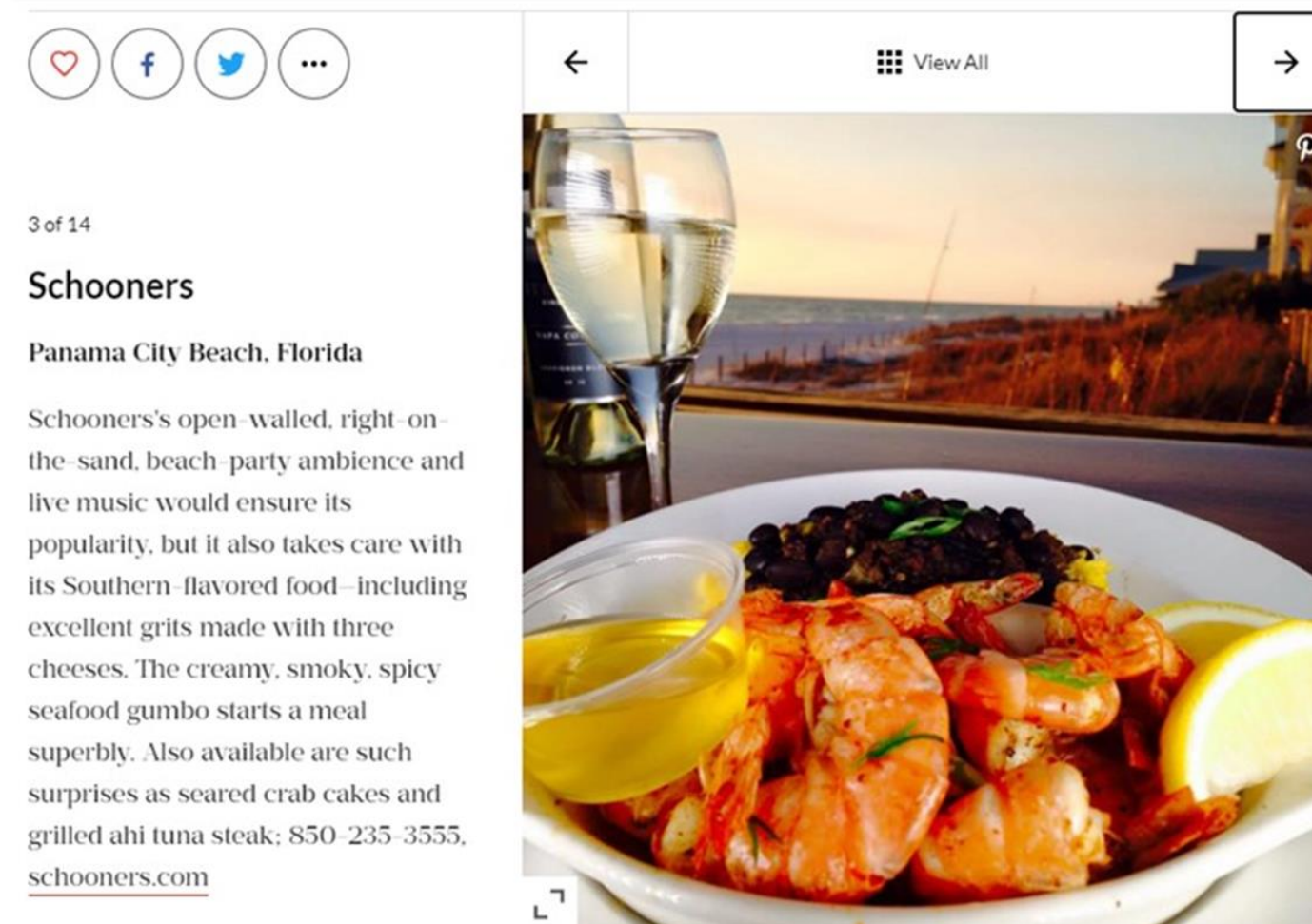
<https://bit.ly/33dG4IF>

**Southern Living**

July 2, 2020  
UMV: 3,131,962

# The Best Seafood Dives in Florida

The great state of Florida is practically lined with amazing seafood spots. Here are the best of the best.



<https://bit.ly/2VNJiYo>

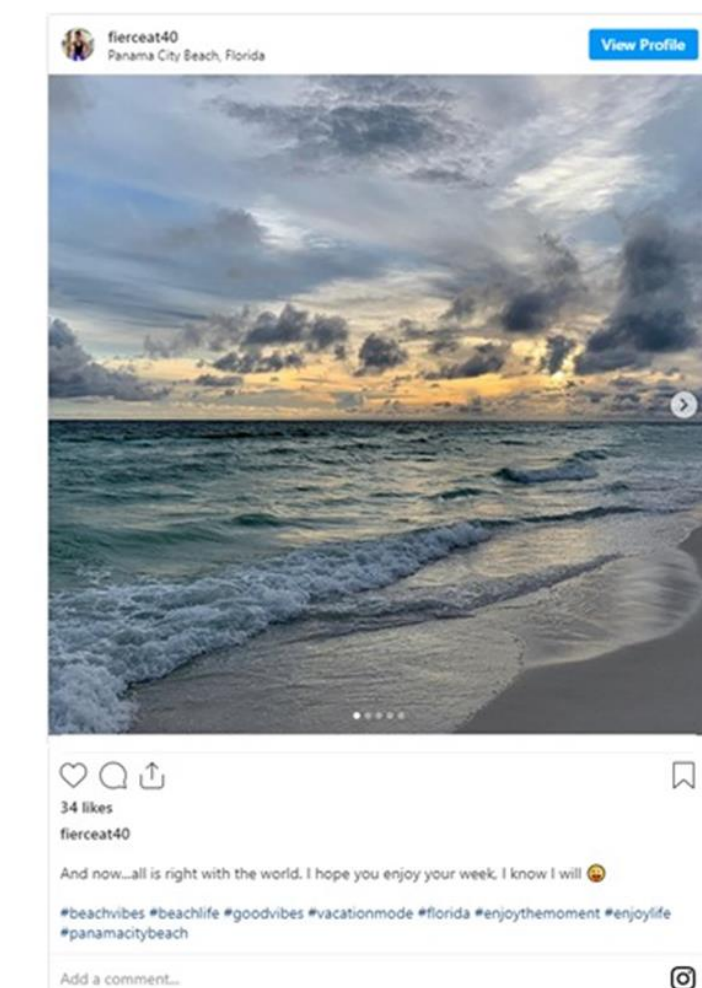
**TRAVEL+**  
**LEISURE**

July 28, 2020  
UMV: 2,391,510

## These Are the Most Instagrammed Beaches in the World

From Thailand to Denmark, these beaches get all of the "likes."

## 6. Panama City Beach, Florida




A longtime spring break favorite, Panama City Beach in Florida is a surefire Instagram hit. And really, with its soft white sand beach and warm waters, it's a destination worth visiting well beyond graduation.

<https://bit.ly/30eS2cG>




# EARNED MEDIA | COVERAGE HIGHLIGHTS



August 27, 2020  
UMV: 40,421,190

## See something stunning at these 10 state parks



By 10Best Editors  
AUGUST 27, 2020

### Spectacular sights

National parks might get all the fame and glory, but the United States is dotted with some stunning state parks as well. Check out these 10 fantastic views in state parks across the country.





Photo courtesy of iStock / CathysCamera

### St. Andrews State Park - Florida

White sands and emerald waters make St. Andrews State Park a lovely spot to stop for visitors to the Florida Panhandle. This beach park is known for its water sports and bird-watching, so pack a lunch and plan to spend your day enjoying the air-and-sea offerings of this former military reservation.

<https://bit.ly/3jme045>






September 29, 2020  
UMV: 5,275,130

INSPIRATION > ADVENTURE

## 17 Top Luxury Outdoor Travel Experiences

Written by DEVORAH LEV-TOV | Updated 09/29/20

 SHARE  PIN  EMAIL


With many Americans reporting that [they feel safest visiting outdoor-centric destinations](#), and the CDC encouraging time outside as much as possible, the great outdoors is on almost everyone's travel list this year. But not everyone is an adventurous outdoorsman or woman. Luckily, being in nature doesn't have to mean pushing your boundaries (although that's certainly an option!), and there are plenty of luxury options offering a posh—and relaxing—version of nature. Throughout the country, luxury hotels, tour operators, and even wineries are offering deluxe outdoor experiences, focusing on getting Americans outside for everything from picnics to dog sledding to hot air balloon rides. These are our top luxury outdoor adventures in the U.S. to book for your next vacation.

16 of 16

### Gather Round a Bonfire on the Beach in Florida

Eliminate the stress of gathering materials and setting up a beach bonfire safely and instead enlist [Endless Rentals](#) in Panama City, Florida. They'll set up one of their custom-built propane fire pits (that means no ash, no smoke), along with cozy hammocks for a beachside bonfire on [Panama City Beach's](#) 27-miles of sugar-white sand beaches. Endless Rentals also offers cornhole, coolers with ice, Bluetooth speakers, a table, and up to 15 chairs—all you need to do is bring the marshmallows! A fire attendee stays nearby the entire time just in case, and the company handles all clean-up as well. Hungry? Guests can opt for fine dining catering from Chef Derek Langford at [Hunt & Gather](#).


<https://bit.ly/3cl23DX>



October 6, 2020  
UMV: 29,886,442

## Sizing Up the Rural-Urban Travel Divide: Who's Up and Who's Down

Remote U.S. destinations, where social distancing is easier, are generally faring better than cities, which are trying hard to get a bigger share of the leisure crowd.



Destinations like Shell island, near Panama City Beach, Fla., appeal to leisure travelers because it is easy to practice social distancing. [Visit Panama City Beach](#)

Beaches were top destinations over the summer as demonstrated in [Panama Beach City](#) in the Florida Panhandle. There, traffic was back to pre-pandemic expectations in June and July. August and September surpassed 2019 results.

“We feel it will continue next year,” said Dan Rowe, the chief executive and president of Visit Panama Beach, predicting that socially distant vacations will remain the norm.

<https://nyti.ms/3d4Dcu4>



# EXECUTIVE SUMMARY

## **BUSINESS GOAL**

Drive short-term visitation.

## **AUDIENCE**

New and past Panama City Beach visitors (dynamic segmentation evolution)

## **CHANNEL**

Use a digital-first approach as it allows us to be flexible in flighting and frequent messaging optimization and helps drive more personalization.

## **MESSAGE**

Reintroduce Make It Yours as overarching platform while using a laddering approach for other campaigns during Q4-Q1.

## **FLIGHTING**

Less dependent on seasonality and more pulsing based on market conditions and consumer confidence

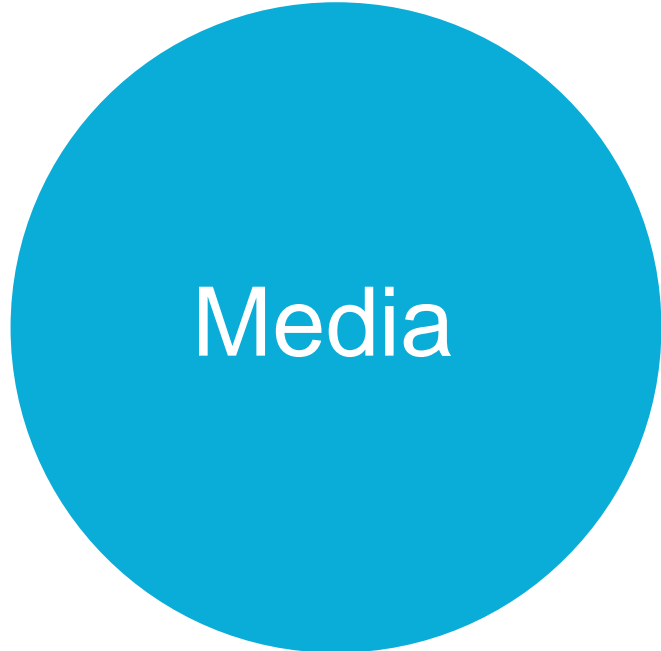
# KEY LEARNINGS FEED THE PATH FORWARD



What is the  
landscape today?



How can PCB entice new  
and existing visitors?



How are new and existing  
visitors consuming media?



# Landscape

What's the landscape today?





Stay on top of changing travel behaviors to accelerate conversion and build brand strength.

- Micro-cations at destinations that are easy to access and navigate
- Driving over flying – though flying is revamping quickly (82% of Americans have already traveled or will travel within 6 months (MRI-Simmons))
- Domestic destinations will gain more popularity.
- Change in the type of destination Americans will visit (40% of Americans will switch to a different type of vacation and destination than what they usually choose)
- Decision-making is driven more by the ability to connect than to gain social status



The automobile played a significant role in the explosive popularity of leisure travel in the United States after World War II. H. Armstrong Roberts/ClassicStock, via Getty Images



# BRAND

How can PCB entice new and existing visitors?





Business goal: Make PCB a year-round destination  
Business objectives (brand strength): Awareness/perception, acquisition and retention  
Brand ambition: To build a path to belonging

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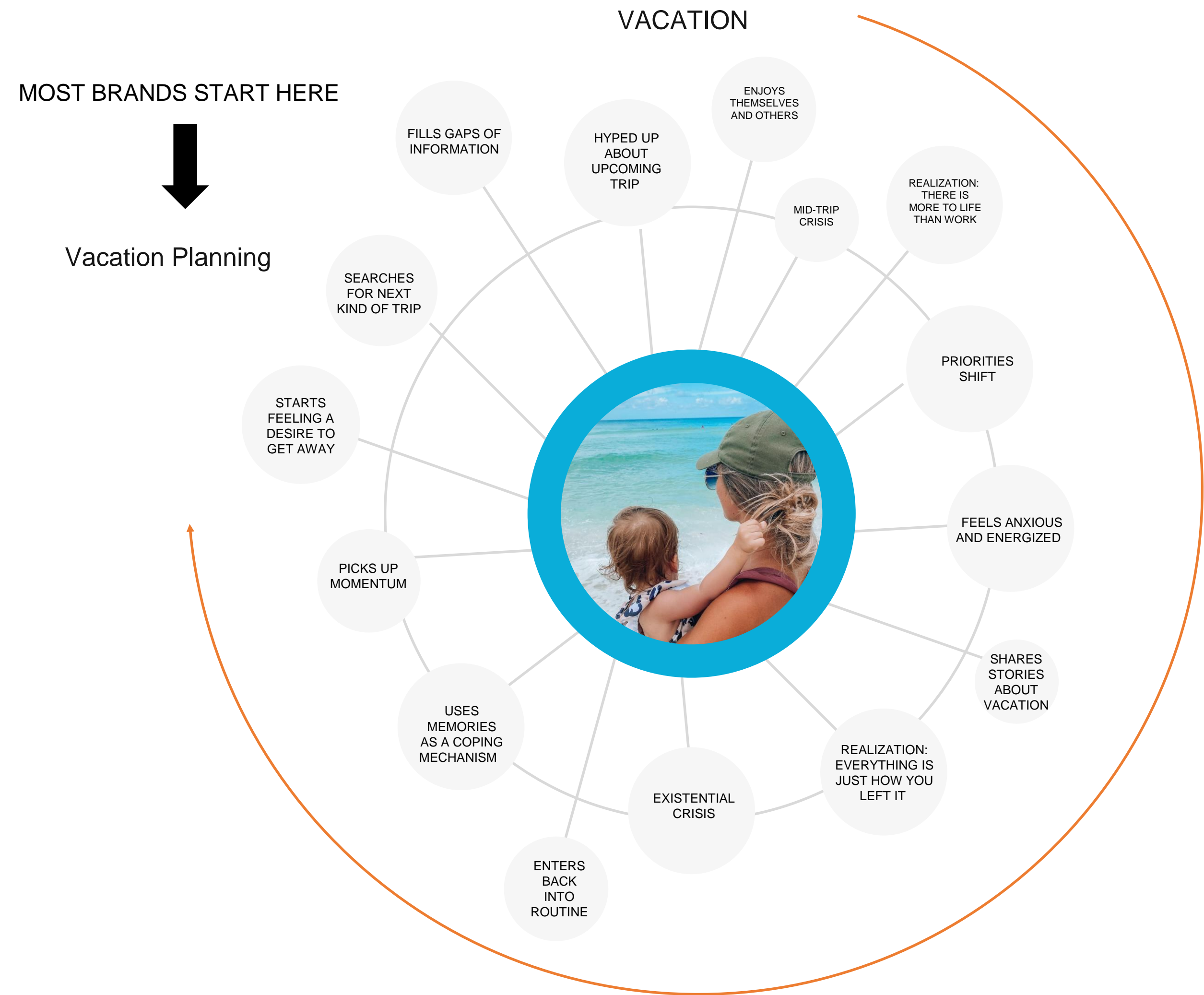
# How to evolve year-round approach

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Right now, we are focusing on seasonality.  
And instead, we can focus on personalization.

What makes a family vacation truly great is  
the excitement of getting away and making  
memories that you can relive anytime.

# Use triggers, mindset and needs to prolong the feeling of vacation.

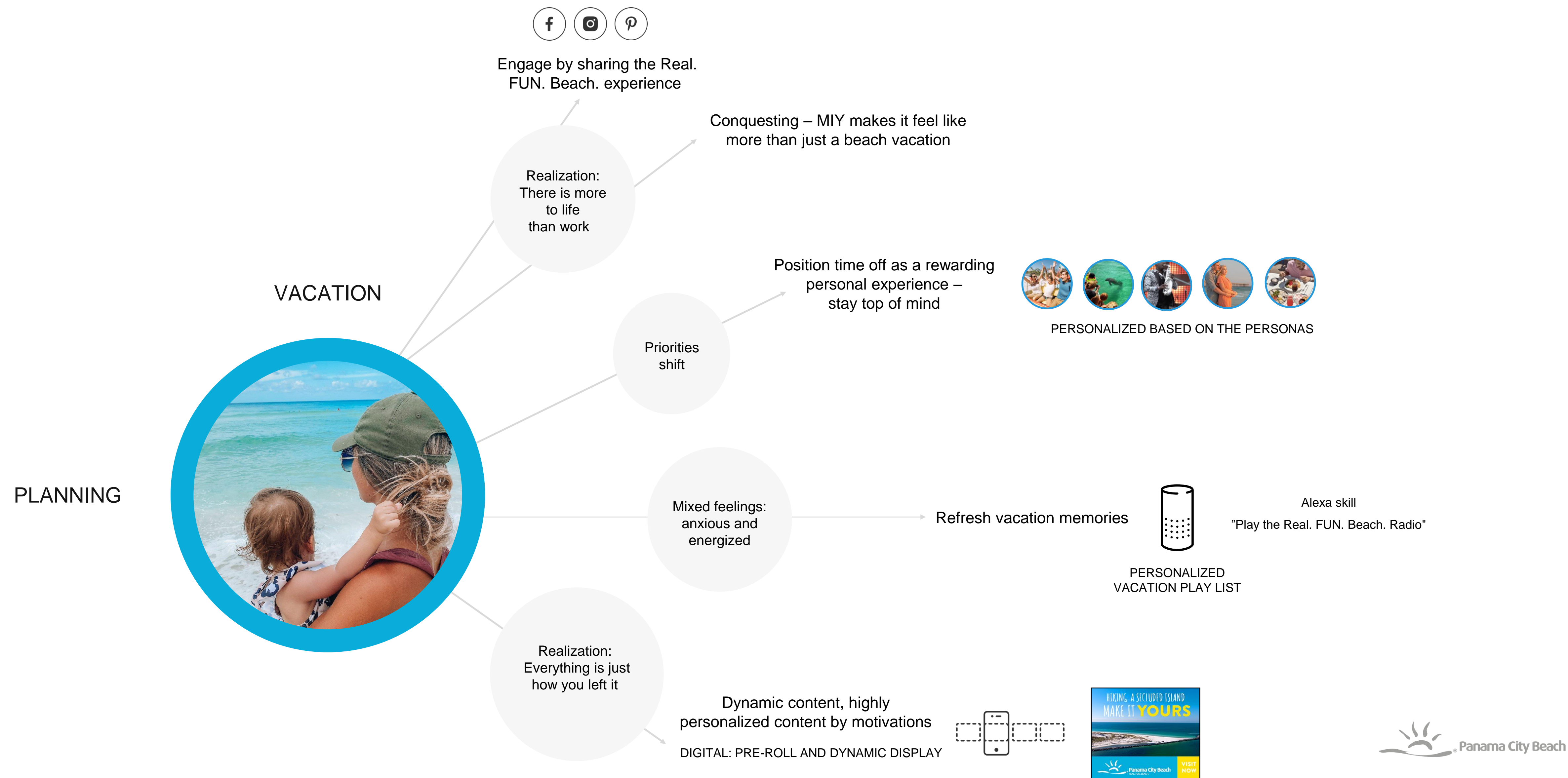


FALLING BACK TO ROUTINE

## ★ WE WANT TO START HERE

Deliver an engagement proposition to give people an escape from what they are doing and feel attached to the brand.

# Use media and content to deliver our message in a relevant way.



# A COMMUNICATION STRATEGY GROUNDED IN MARKETING LEVERS

Comms strategy: Make the Fun of vacation an everyday feeling

MARKETING LEVER



Increase Awareness

Reach existing and prospective visitors to increase brand awareness by cultivating connection through fun.

MARKETING LEVER



Increase Brand Affinity

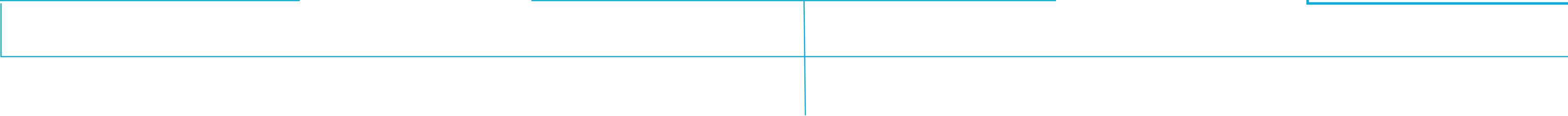
Increase positive brand perception by highlighting the emotion of the experience.

MARKETING LEVER



Increase Relationship

Deepen relationship with existing and new audiences by helping people connect with personal interests.



INCREASE BRAND ENGAGEMENT



## MAKE IT YOURS KEEPS FUN PART OF EVERYDAY LIFE

Make It Yours has been an invitation for visitors to create a vacation as unique as they are. Now we're taking it one step further. Because returning from vacation can feel like an emotional roller coaster, MIY 2021 will help smooth reentry into normal life, filling the inevitable post-vacation emotional void in an engaging way while prolonging the fun vacation state of mind.

Make It Yours personalizes not only the experience itself, but also the emotional connection to that happy experience. By keeping those feelings going, MIY 2021 helps each visitor keep a little bit of PCB fun alive inside them and helps prevent them from falling back into routine.



Next quarter initiatives represent an opportunity to prolong the feeling of vacation.

Messaging and campaigns approach

Q4 → Q1

Make It Yours evergreen messaging

Messaging Platform

Thanksgiving

Messaging Platform

Winter Holidays

Messaging Platform

Spring Travel

Messaging Platform

Long-Weekend Stays

Long-Weekend Stays

Long-Weekend Stays

UNwineD

Labor Day campaign had a CTR 85% higher than our benchmark







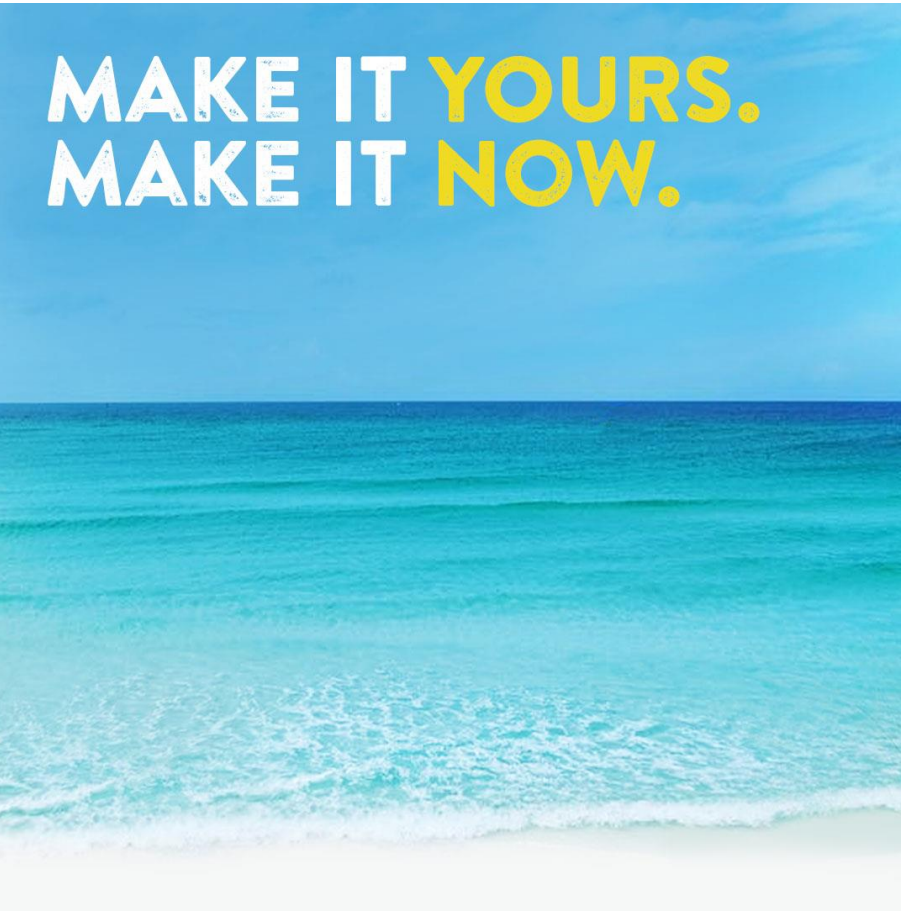
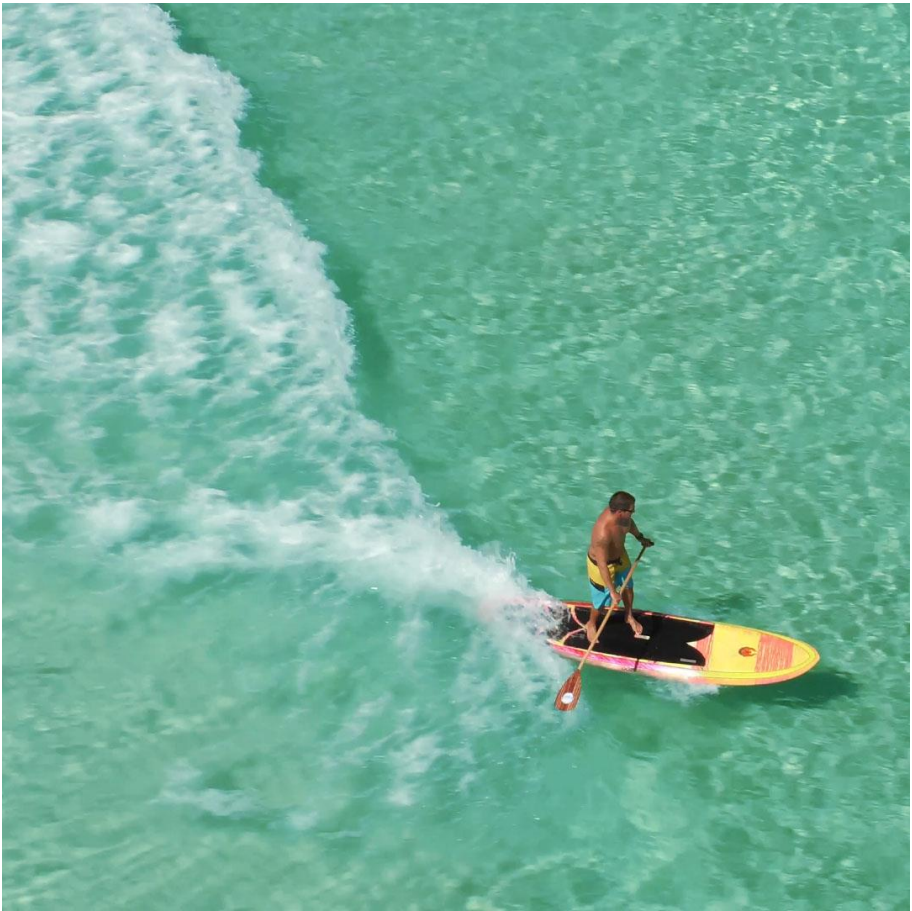
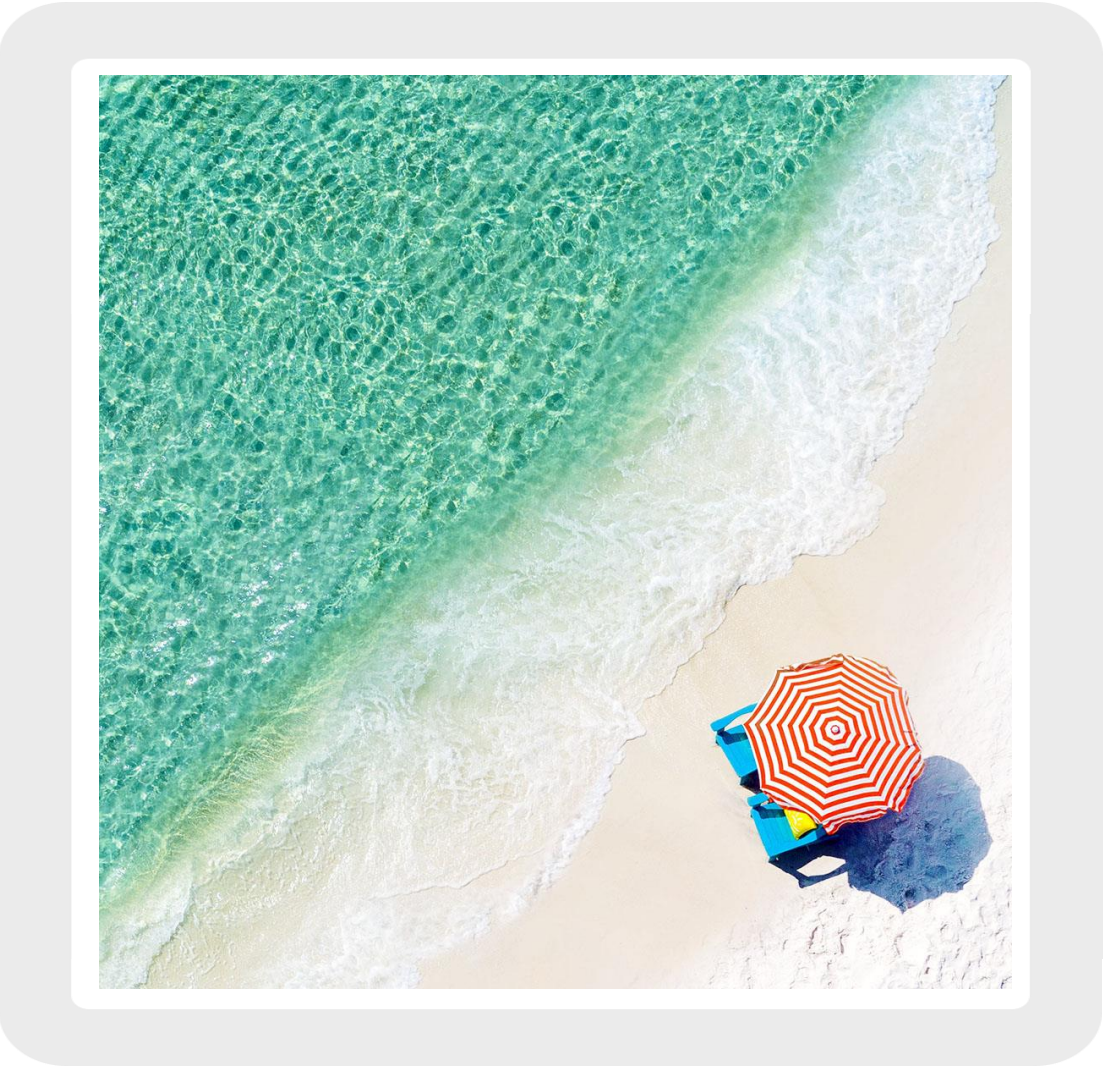
# MAKE IT YOURS. MAKE IT NOW.

2020 Q3/Q4

Return to the REAL. FUN. BEACH.



Make It Yours. Make It Now. | Paid Social



:10 VIDEO





# THANKSGIVING

## FALL GETAWAY





# THANKSGIVING AT THE BEACH

## PCB REVIVES THANKSGIVING

To reawaken the love of being together among families tired of virtual celebrations or being cooped up together at home, PCB will invite everyone to celebrate Thanksgiving at the beach.





# STAY IT FORWARD

## FALL OR SPRING VACATION





Panama City Beach  
REAL. FUN. BEACH.

STAY II  
FORWARD





**STAY IT**  
**FORWARD**

## PCB REINVENTS VACATION

AS VISITORS FULLY ENJOY THE FUN OF THE BEACHES, FOOD, ADVENTURE AND ROMANCE OF PCB, THEY CAN ALSO HELP RECOVERING COMMUNITIES NEARBY.



# AUDIENCE

Broaden audience and market approach





# VISITATION FROM NEW MARKETS LED TO EXPANDING MARKET FOOTPRINT

## ALWAYS ON

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Atlanta  
Albany, GA  
Birmingham  
Chattanooga  
Columbus, GA  
Dothan  
Huntsville  
Memphis  
Mobile  
Montgomery  
Nashville  
Orlando  
Tallahassee

## Flighted

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Chicago  
Dallas  
Houston  
Indianapolis  
Jacksonville  
Louisville  
Minneapolis  
New Orleans

## Opportunity

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Cincinnati/Columbus  
Little Rock  
Kansas City  
Northeast (NY, Newark)



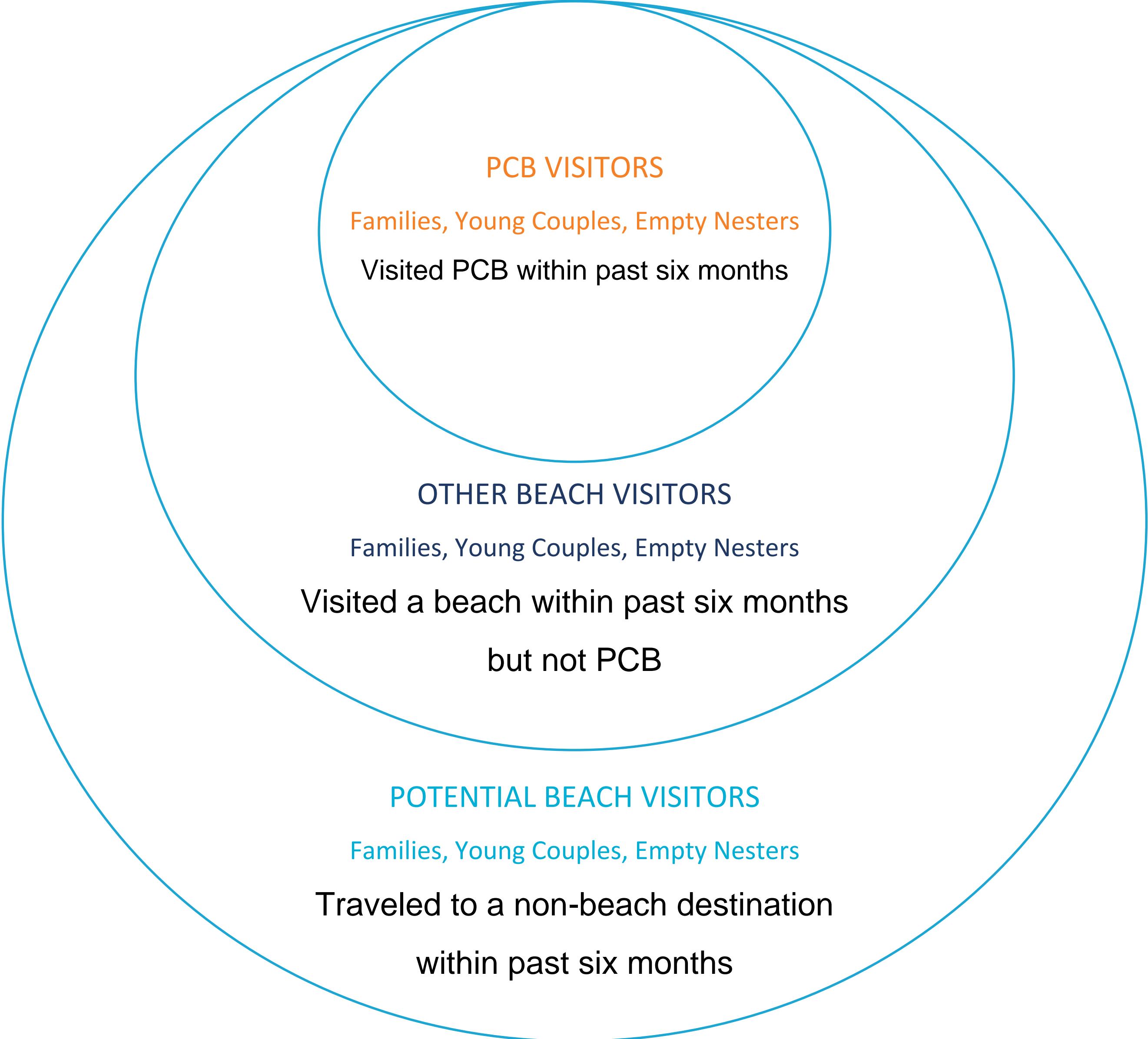
Shifts in people's mindsets and behaviors create an opportunity to reframe audience approach and account for evolving needs.

## KEY QUESTIONS

- Which audiences are most likely to travel to PCB in the remainder of 2020 – 2021?
- How can we stay top of mind for audiences who aren't comfortable traveling yet?
- What are the motivators and detractors for travel?
- How long are visitors willing to stay in destination?

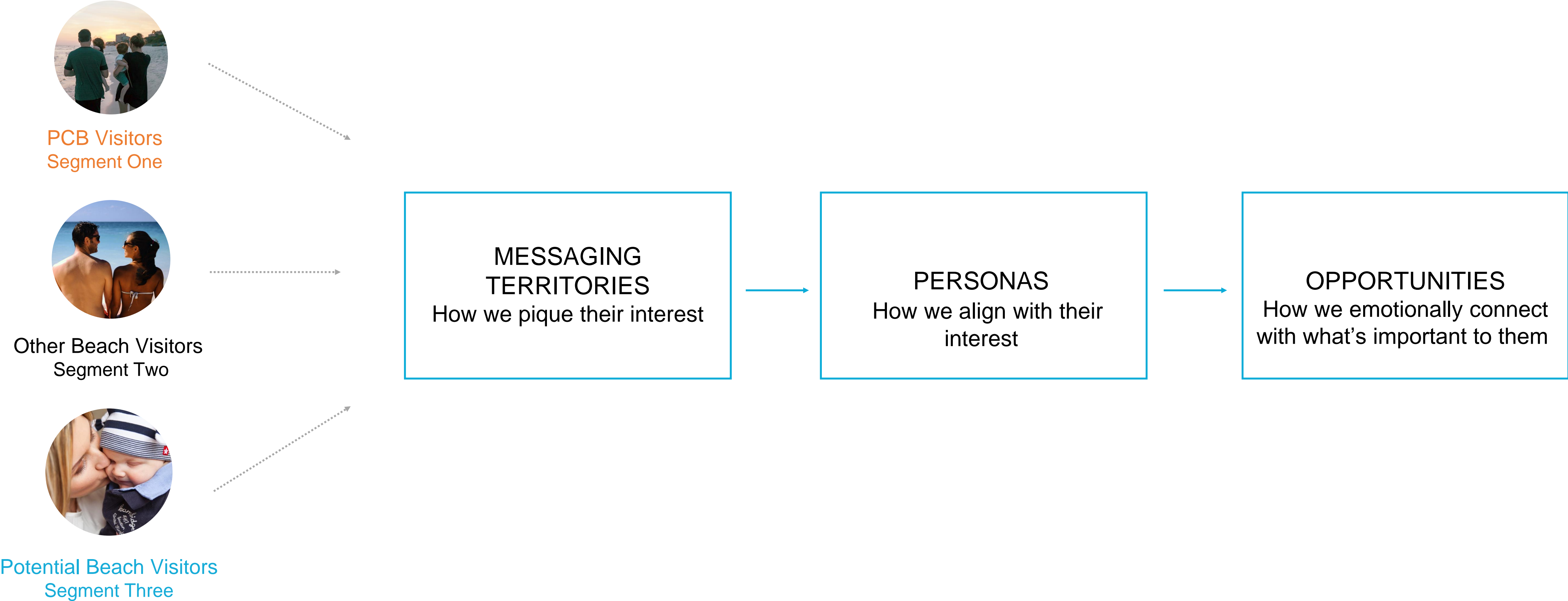
## DATA SOURCES





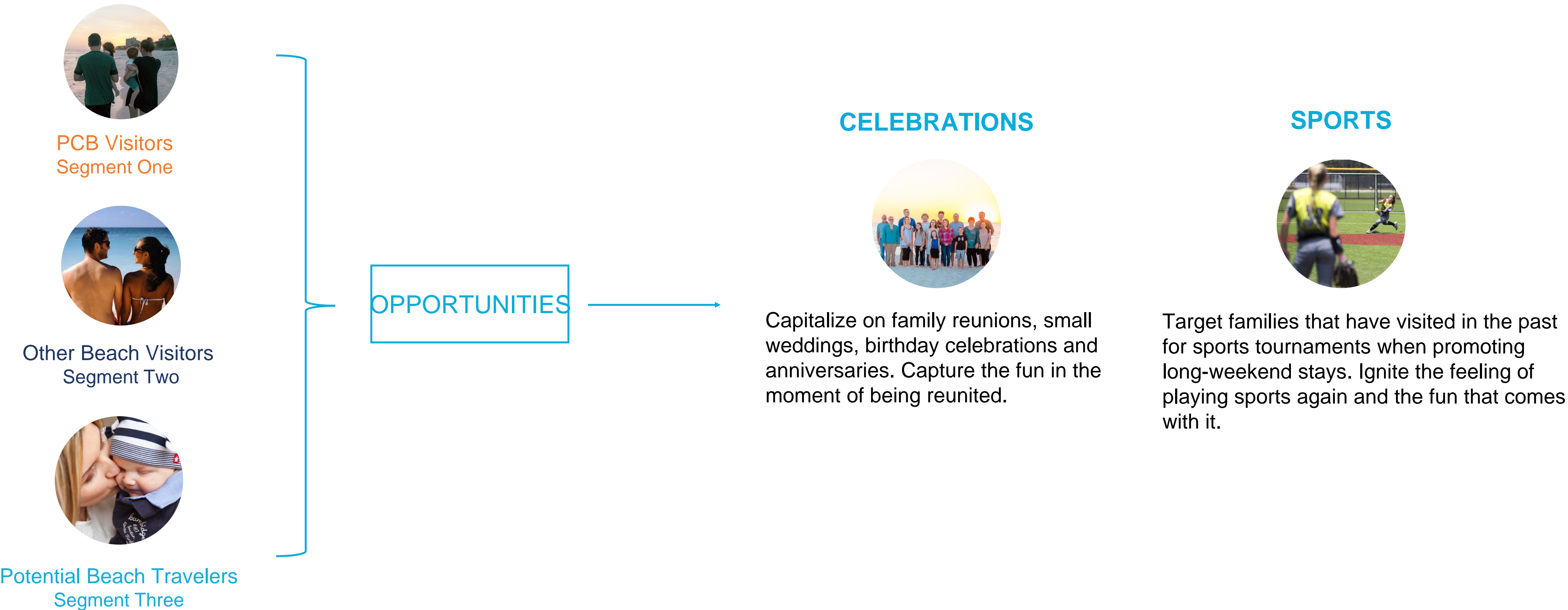


# Delivering personalization through message sequencing





# Opportunity to use behavioral retargeting to reinforce the variety of experiences PCB has to offer





# Expand personas roster to reinforce value props while giving people new ways to experience the destination.

- Increase engagement with the use of dynamic content through an omni-channel approach
- Use personas to support marketing efforts from the sales team in the new environment
- Use visitation data to retarget audiences and provide new reasons to visit
- Promote an active, safe vacation through the lens of familiarity

Family Beach



Romance



Eco-Adventure



Adrenaline



Foodie



Entertainment





# MEDIA

How are new and existing visitors consuming media?





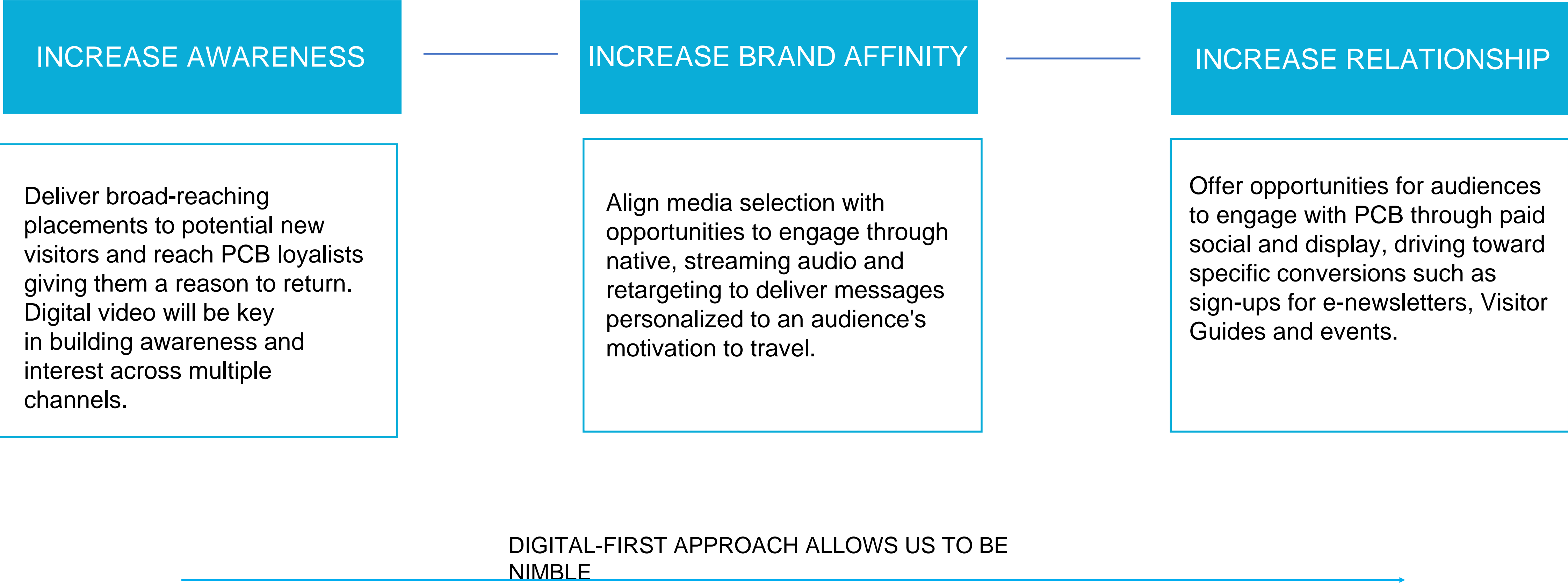
# Reprioritizing to impact personalization is key as we move into 2021

## SHIFTS IN CONSUMPTION

- Binging TV and streaming channels
- Increase in time spent with social
- Nervous segments consuming more traditional media
- Expect long-term habits to return to normal



# Applying the marketing levers in the paid media strategy





## AN EXAMPLE OF PARTNERS





# Identifying primary channel roles

Video	Audio (Streaming)	Social (Paid and Organic)	Digital Banners	Native content	Influencer Marketing	Search	Direct/CRM
PRIMARY CHANNELS							
Delivering the sights, sounds, energy and variety of a PCB visit	Offering audiences a way to experience PCB at home and providing them a platform to stay connected	Balance of brand building through organic and multiple conversion points through paid	Opportunity to personalize and optimize messaging by audience and personas	Driving site traffic and content consumption through organic feel and relevant placements	Inviting influencers to destination and providing custom itineraries and experiences	Early brand interception – seeding brand message and nurturing with relevant information all the way to conversion	Focusing on reengagement to faster conversion; drive organic social followers, relationship and brand discovery.
COMMS PILLAR							
Awareness	Brand Awareness/Engagement	Brand Awareness/Engagement	Conversion	Brand Awareness/Engagement	Brand Awareness/Engagement	Conversion	Conversion
TACTICAL ACTIVATION							
Cross-screen strategies	Custom station Sponsored listening Event promotion	Cross platform Sentiment targeting Content driven	Dynamic messaging Retargeting	Highly curated content that provides shared value	Cross-channel content Endorsement	Brand, competitive conquest, events	Visitors Guide, direct mail subscription, email, text



# PAID MEDIA BUDGET

SOCIAL	\$925,000	23.13%
DIGITAL DISPLAY + NATIVE	\$725,000	18.13%
DIGITAL / STREAMING VIDEO	\$650,000	16.25%
STREAMING AUDIO	\$500,000	12.50%
PRINT	\$200,000	5.00%
OOH	\$140,000	3.50%
OPPORTUNITY BUDGET	\$860,000	21.50%
TOTAL	\$4,000,000	



# Applying the marketing levers in the earned media strategy

## INCREASE AWARENESS

- Promote last-minute bookings and highlight local partners and promotions to drive markets, including Texas and Tennessee
- Stimulate awareness of the PCB Sports Complex and the destination as the foremost sports tourism market in the South
- Develop new target audiences willing to drive farther and those looking to travel domestically rather than internationally
- Define experience for weekend trippers

## INCREASE BRAND AFFINITY

- Continue to promote PCB as the ultimate destination to experience niche offerings
- Promote more of Panama City Beach's Real. FUN. activities
- Expand social media reach with content shared in real time through influencer trips, including calculating ROI and estimated dollar metrics

## INCREASE RELATIONSHIP

- Further develop and promote Panama City Beach's personas through targeted media and influencer trips
- Further engage local community with media support



# Continue to focus on national print and broadcast media through features and leading national trend stories.

A sampling of targeted national media for 2021: travel, lifestyle, culinary, bridal, fishing, golf, trades, etc.

- *AFAR*
- *Bloomberg Pursuits*
- *Bridal Guide*
- *Brides*
- *CBS This Morning*
- *Chicago Tribune*
- *CNN*
- *Condé Nast Traveler*
- *Destination I do*
- *Fathom Away*
- *Field & Stream*
- *Fodor's Travel*
- *Food & Wine*
- *Forbes*
- *Frommer's*
- *Golf Digest*
- *Golf Magazine*

- *Good Morning America*
- *Lonely Planet*
- *Matador Network*
- *Outdoor Life*
- *Outside*
- *Southern Living*
- *Sport Fishing*
- *The New York Times*
- *Thrillist*
- *Travel + Leisure*
- *Travel Weekly*
- *USA Today*
- *The Wall Street Journal*
- *The Washington Post*





# Influencer marketing

## October:

- Continue to engage influencers who have visited PCB in the past to keep PCB top of mind for future visits
- Example: Send PCB Pirates Fest package to best family and lifestyle influencers within PCB's drive market to post on their social media
  - Jessica Fay, based in 30A
  - Lindsey Lutz, based in Birmingham
  - Mireille Beckwith, based in Atlanta
  - Margret Rojas, based in Houston

## November – February:

- Begin hosting individual influencer trips (lifestyle, travel and family)
- Focus on different personas
- Highlight new programming and initiatives – foodie passport, celebrations, holiday programming, vacation rental homes, Stay It Forward, etc.

## March:

- UNwineD
- Invite/host influencers secured for 2020, including Jessica Fay, Kristin Coffey Pressley, Shea Leigh Mills, Heather Poppie Coates, Ashley Bell, Colleen Gallagher and Jennifer Saviano

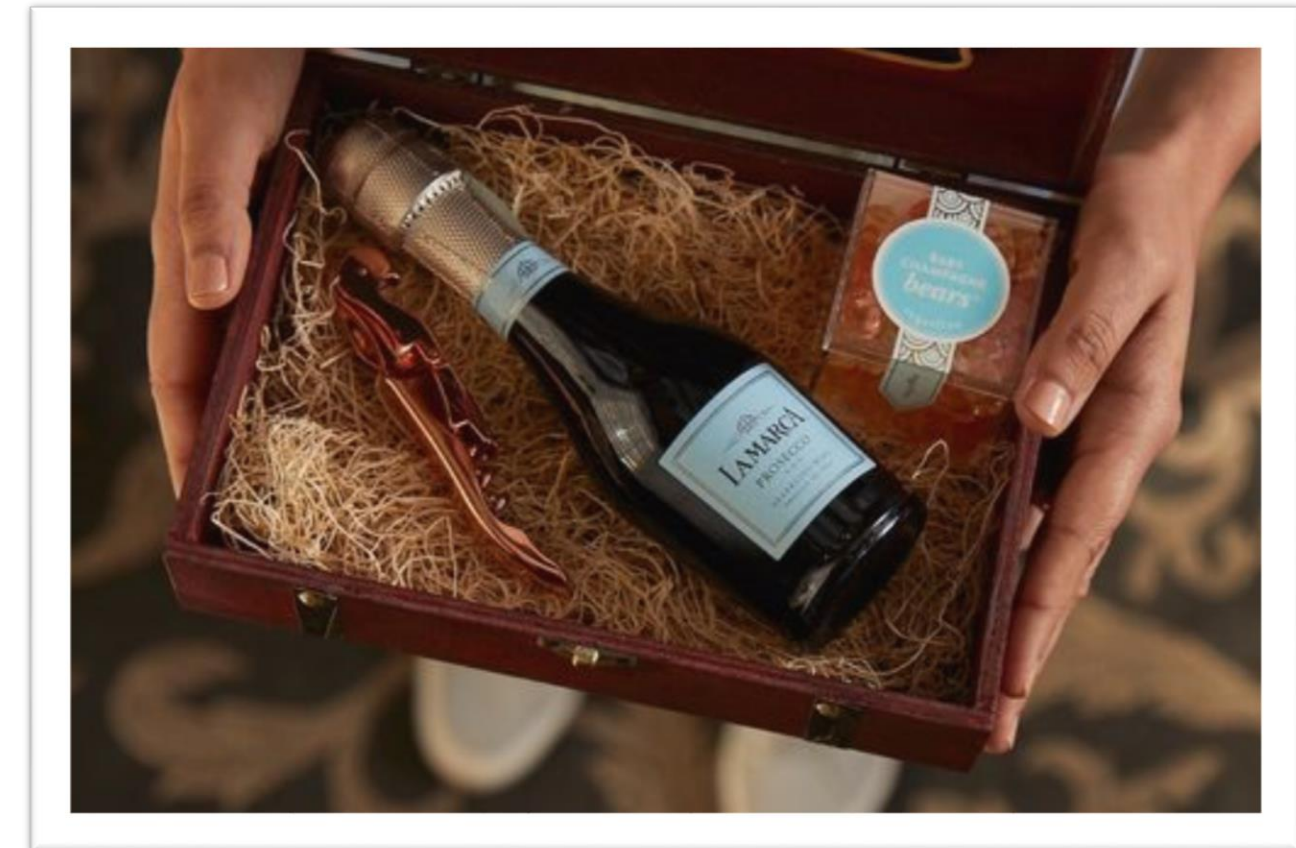




# Event promotion and strategic partnerships

## UNWINED 2021

- Create and send simple but thoughtful invitation (including UNwinedD swag) to influencers for them to open/post on social media
- Partner with UNwinedD vendor to send small bottle of wine + cheese pairing
- Create individualized itineraries for influencers, highlighting social distanced, exclusive experiences (private boat tours, beach bonfire, spa treatments, etc.)



## PARTNER / HIGHLIGHT VACATION HOME RENTALS

Create accommodation content to share throughout the year on the PCB website and social media, providing easy access for interested travelers and media.

### Examples:

- Top 5 luxurious homes + villas
- Top 10 beachfront vacation homes
- Quirky Airbnbs in Panama City Beach
- The best home rentals for “travel pods”

## Southern Living

### 8 Small Beach Cottage Rentals in Florida



PHOTO: COURTESY OF AIRBNB

Check out these tiny vacation homes for rent on Airbnb and HomeAway on beaches around Florida.



Capitalize on those working remotely through the end of the year, specifically in November and December.

## LAUNCH PCB AS A “ZOOM TOWN” FOR WINTER 2020

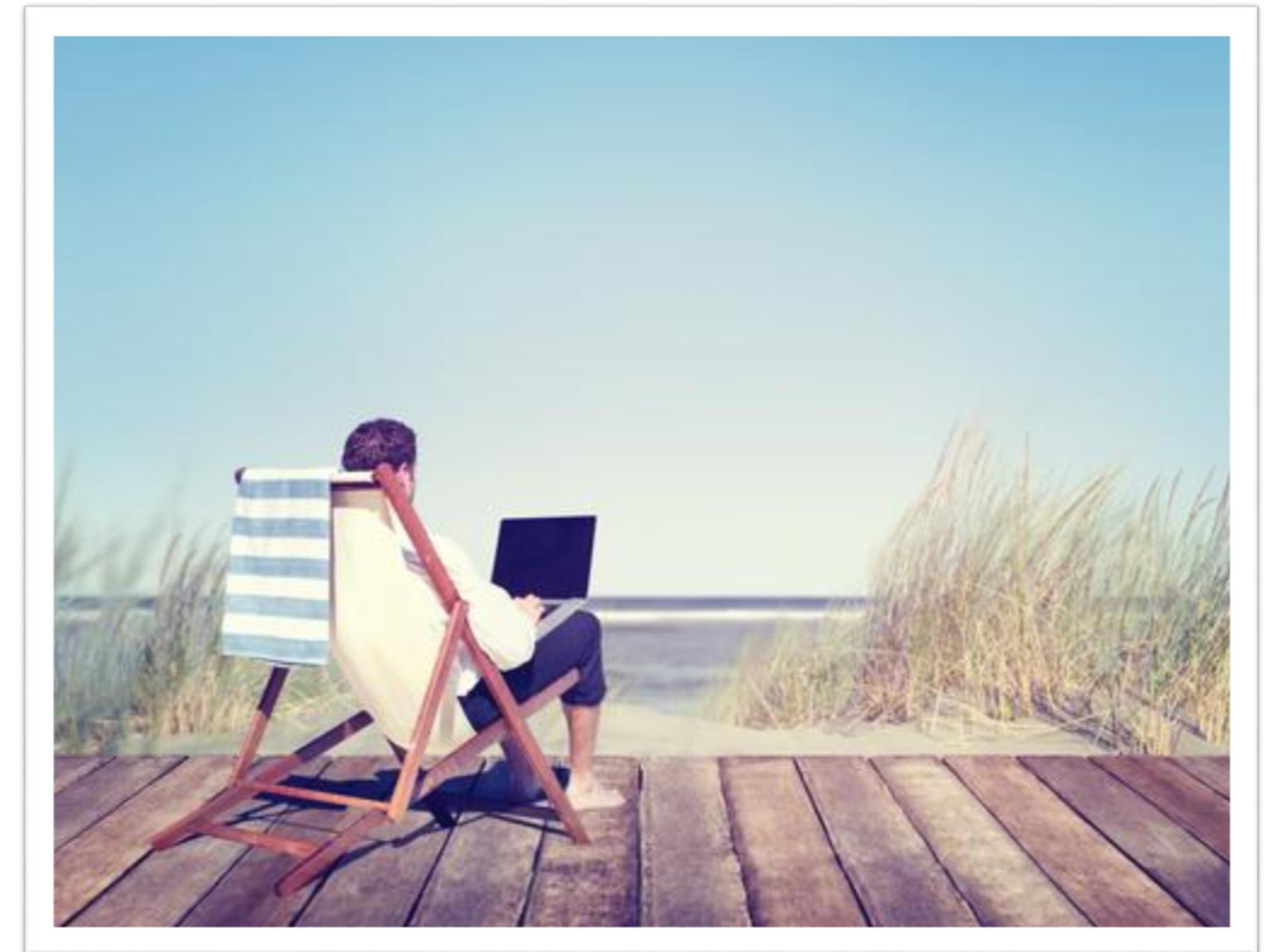
“Zoom Towns” are defined as destinations that well-paid workers, such as corporate executives, flee to in order to work from a home with extra space and solitude.

- Examples: Barbados, Lake Tahoe, The Hamptons

PARTNER WITH AREA HOTELS, RESORTS AND VACATION HOME RENTALS TO PROVIDE A VARIETY OF EXTENDED-STAY ACCOMMODATION DEALS FOR WINTER THAT HIGHLIGHT AMENITIES AND FEATURES FOR REMOTE WORKERS

Highlight appropriate amenities and features for remote workers:

- Work with a view
- Free high-speed internet etc.





# Families to host celebrations on a more intimate level at the beach

## REAL. FUN. CELEBRATIONS

Celebration kits (kid and adult), available at the Visitor Information Center:

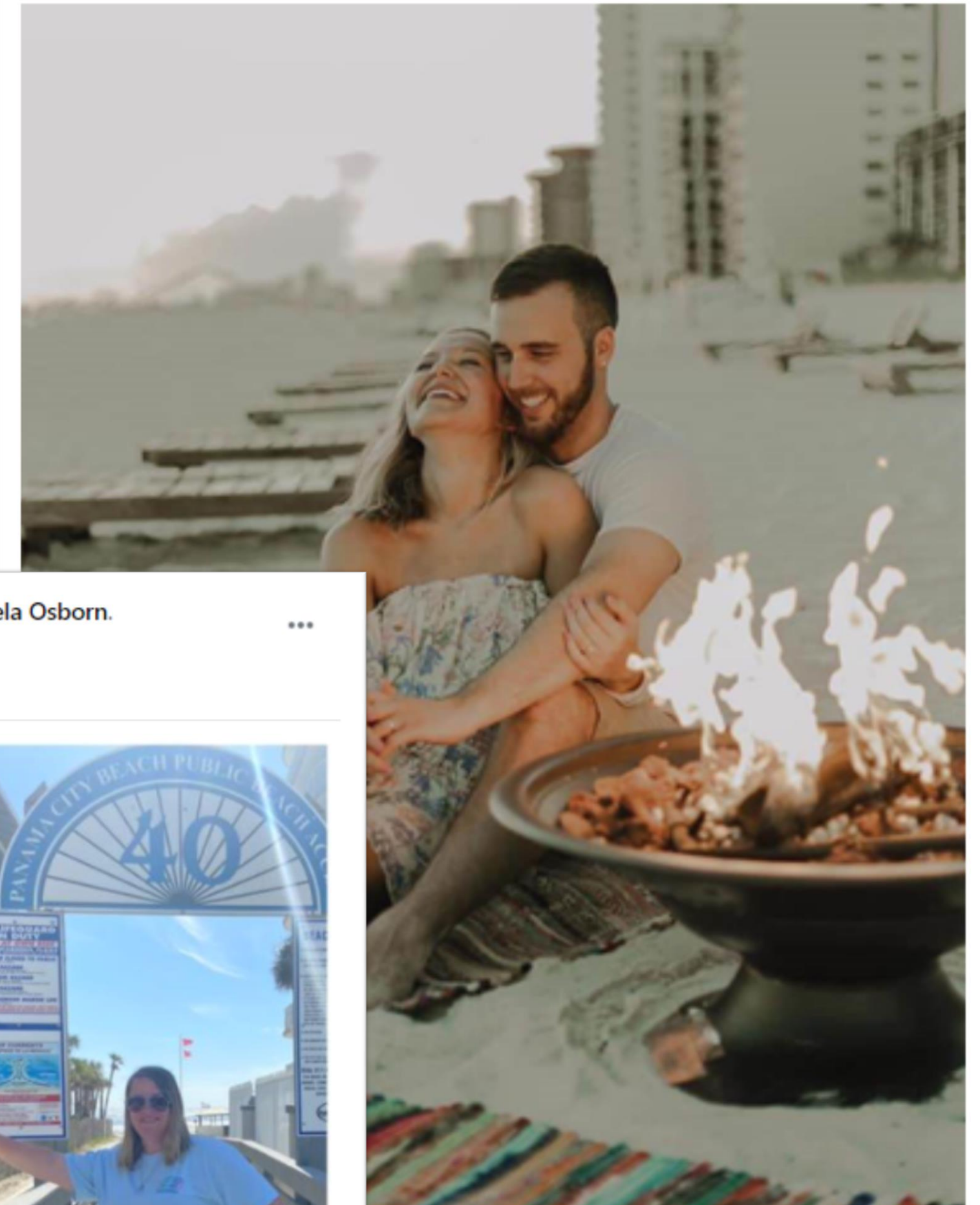
- Include Real. FUN. Birthday swag and itinerary suggestions for both kids and adults

Foodie passport – celebratory edition:

- Free ice cream cone at a Beach Ice Cream shop
- Complimentary cocktail at participating restaurant

Luxurious/exclusive elopement and anniversary experiences for adults:

- Private beach bonfire
- Private sunset cruise with champagne toast

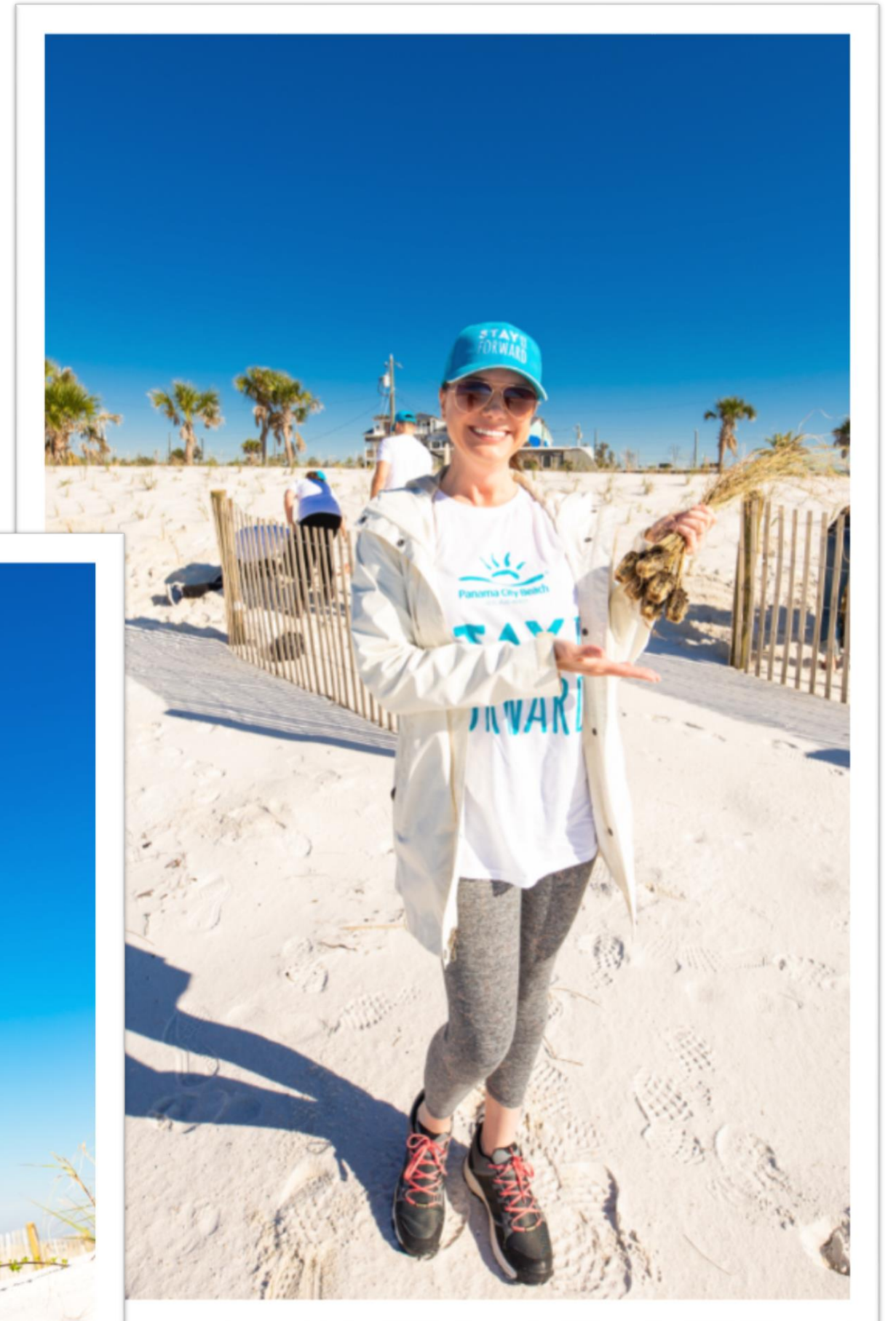




Allow families the opportunity to individually experience Stay It Forward.

## LAUNCH STAY IT FORWARD 2.0

- Highlight educational and volunteer components (community service hours for virtual school and home school)
- Provide Stay It Forward kits at the Visitor Information Center for pickup
- Include Stay It Forward swag
- Encourage social media posting and tagging of PCB, documenting the experience
- Host individual influencers and their families to participate and document on social media







**Thank You**