

JULY RECAP REAL FUN BEACH MARKETING



VisitPanamaCityBeach.com f t p y i

PUBLIC RELATIONS

-**Southern Living** named PCB as the #1 place in their list of "10 Best Places in Florida to Visit During the Off Season."

-**TravelPulse** listed Panama City Beach as one of the "Top 30 Beach Towns Ideal for a Last Minute Summer Vacation."

-**Coastal Living Magazine** featured St. Andrews State Park in their "10 Best Beaches to Snorkel in Florida."

Press Releases

Mojo Sportswear named Official Apparel Partner for CTS Season 4
Jayna Leach to Receive Pinnacle Award from 850 Business Magazine

MARKETING

-At the end of July, we placed OOH billboards back into rotation in our 4 key markets including: Atlanta, Orlando, Nashville & Birmingham.

-Fall broadcast push began in the 4 key markets as well at the end of the month

-Our Face Filters experience with Exponential is picking back up and will run through September. This not only showcases our video and drives to our site, but also allows users to add various elements to a picture of themselves such as a snorkel mask, beach hat, or sandcastle, which can be shared on their social media.

-Our presence also continues in Trip Advisor and HomeAway, two key travel sites. **PCB is the #1 destination in the U.S. on HomeAway!**

-The dedicated landing page went live in May on *SouthernLiving.com* and drove traffic to the page through the end of June and the link will be live indefinitely.

-Our summer co-op with our partners will continue in August with an email that has deployed through the Sherman's Travel website twice within the month. Partners also will appear in the August issue of Birmingham Magazine. There are several digital offerings partners are participating in as well, with a display banner campaign and two Facebook and Instagram campaigns targeting families, using carousel and canvas ads.

Current Ad Insertions

Beach Guide
Big Time Softball
Florida Saltwater Regulations
The Circuit
The Griffon 108
Sports Events Magazine
Connect Sports
Florida Golf Alliance
Vie Magazine



741,292 likes



41.5k followers



31.5k followers

PCB SPORTS COMPLEX

We are currently working on the website for the sports complex and have created a Facebook and Instagram page. In addition, we have collaborated with our advertising agency, Luckie & Co. to create a logo that best represents the complex and the branding we are looking to accomplish for the new addition to the beach.

Instagram: @pcbsportscomplex

Facebook: @PCBSportsComplex





REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

Facebook

"Shell island days at the #RealFunBeach"

Views: 53K **Likes:** 3.6K **Comments:** 980 **Reach:** 140.8K



Twitter

"Look at these beach bums. #Real.Fun.Beach."

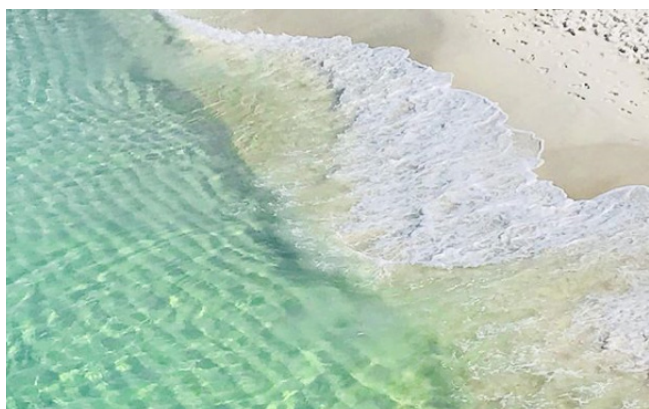
Likes: 293 **Retweets:** 8 **Impressions:** 15.1K



Instagram

"Happy Friday!! Who is spending the weekend at the #realfunbeach?!"

Likes: 2,470 **Comments:** 73



CHASIN' THE SUN TV

Chasin' The Sun TV has announced Mojo Sportswear Company as its official apparel sponsor for the fourth season of the show. Mojo Sportswear Company is a leader in the world of high end sports leisure apparel and accessories and is headquartered in DeFuniak Springs, Florida, selling everything from fishing to casual wear. Chasin' The Sun is produced in partnership with Pinfish Media and season four is set to air in January of 2019 on Discovery Channel.



EVENTS

Columbus Day weekend will bring waves of fun-filled adventures to Panama City Beach with the annual Pirates of High Seas Fest. Setting sail October 5-7, this year's FREE festival is sure to take pirate fun to a whole new level. The event will feature three days full of parades, live music, a magic show, a pirate's invasion, a treasure hunt and fireworks every night with Friday and Saturday's events taking place at Pier Park and Sunday events held at Grand Lagoon.

