

SEPTEMBER RECAP REAL FUN BEACH MARKETING



VisitPanamaCityBeach.com f t p y i

PUBLIC RELATIONS

-**Thrillist** listed Panama City Beach as one of the "Best Beaches in Florida" on their website.

-**Atlanta Journal Constitution** writer, Blake Guthrie, included the new Skywheel as just one of the reasons to visit Panama City Beach.

-**TravelPulse** covered the record breaking visitation numbers for PCB for the month of August.

Press Releases

July Number's Release

Pirates of the High Seas Fest Release

Fall is Festival Time in PCB Release

Visiting Writers

Anny Fan with Style on Top China, Canada Weather Network, Cameron Greene and Carly Mathis with Srathard for Life, Graeme Croser with Scottish Mail, Peter Greenburg with CBS Travel, Greg Anderson with S Magazine



775,008 likes



41.9k followers



34.7k followers

MARKETING

- Our online presence through display, native and video will continue through the start of Q4.

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

- Our Co-Op partners will appear in the October issue of Nashville Lifestyles Magazine, along with other partners having a display banner campaign targeting families through Facebook and Instagram.

- The Baseball spring training guide is complete for the Panama City Beach Sports Complex and will go to print this month.

- The website development for the Sports Complex is underway as well with our website partner, Simpleview and the launch date is aimed for Spring.

-We have finalized a new ecotourism video and are pushing the completed video out through paid social.

Current Ad Insertions

Beach Guide
Florida Saltwater Regulations
Florida Golf Alliance
Flamingo Magazine
Lindy's Custom Newsletters
Panama City Living
The Circuit
Sports Travel Magazine
Sports Destination Magazine
Big Time Softball
Beaches Resorts & Parks

Southern Living

South's Best Beach 2019

We are continuing to support the destination on the website with a fly-in banner that encourages website visitors to vote for Panama City Beach as the South's Best Beach through **Southern Living** until October 9.

To cast your vote and make PCB a winner, go to:
www.southernliving.com/southsbestvote



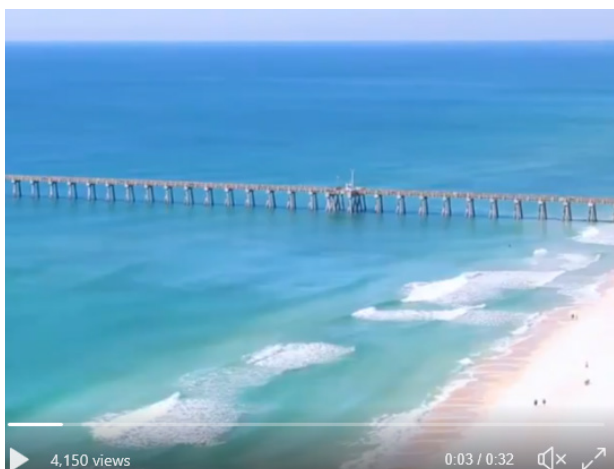


REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

Facebook

"Monday: Nothing the #RealFunBeach can't fix."

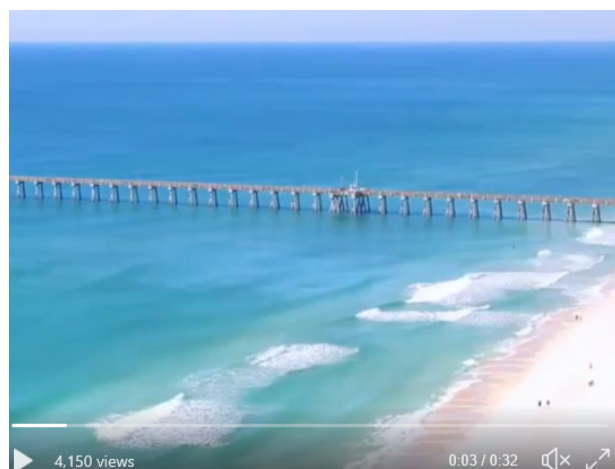
Views: 47K Likes: 1.9K Comments: 692 Reach: 129.9K



Twitter

"There are no Monday's in paradise. #MondayMood"

Likes: 324 Retweets: 54 Impressions: 18.8K



Instagram

"It's Thursday, but this isn't a throwback! #RealFunBeach"

Likes: 2,378 Comments: 88 Engagement: 2,466



CHASIN' THE SUN TV

Chasin' The Sun TV has partnered with Outdoor America to distribute the program nationwide. Beginning in the fourth quarter of 2018, episodes from season two and three will be available to 106 affiliates of Raycom Media and Gray Television—an audience of more than 58 million U.S. television households. All new episodes are currently being filmed and the new season will premiere on Discovery Channel in January 2019.



EVENTS

Create new holiday traditions this year in PCB with the Beach Home for the Holidays annual event! Thanksgiving Thursday may be time for turkey but that weekend, Santa Claus is coming to town. Beach Home for the Holidays waves goodbye to fall and sets the stage for the most magical month of the year. Aaron Bessant Park serves as the site of carol-themed concerts, S'mores, and appearance by Santa and activities for the kids.

