

# MARKETING RECAP

# REAL FUN BEACH

## APRIL 2019

VisitPanamaCityBeach.com [f](#) [t](#) [p](#) [v](#) [i](#)



## PUBLIC RELATIONS

-**Matador Network** highlighted the destinations most popular sites and activities as a result of writer, Eben Diskin, publishing an article after his influencer visit at UNwineD.

-**Sports Destination Management** published information regarding Panama City Beach's new sports complex and the events that will be hosted once the facility opens in August.

-**The Weather Channel** interviewed Visit PCB CEO, Dan Rowe, on the destination to provide updates and inform the audience that Panama City Beach is open for spring and summer travelers.

### Press Releases

Chasin' The Sun Season 4 Episode 11  
PCB Sports Complex General Manager presents at Sportology Conference



782,070 likes



43.6k followers



42.1k followers

## MARKETING

-The month of May signifies the transition from Spring to Summer as families are planning their annual vacations. We had a few additional influencers go live last month, made possible in part by Visit Florida grant funds.

Good, a premier online publication, May with an article featuring Panama City Beach. This article had good social

Momtastic and through editorial and

With the destination "Best Beaches Award".

look that centers Panama City Beach.

visit Panama City Beach's Instagram handle @VisitPanamaCityBeach.

Nester Instagram influencers has begun to be distributed after their trip to PCB in April.

-Summer cooperative programs with Visit Florida partners kicked off in May, where Pandora will be a strong part of this seasons programs with partners receiving audio ads and banner ads.


### Current Ad Insertions

- Texas Monthly
- Garden & Gun
- Sports Travel
- Sports Events
- Florida Society of Association Executives
- Connect Sports-Facilities Guide
- The Circuit
- Sports Destination Magazine



## Visit Florida partners with Expedia

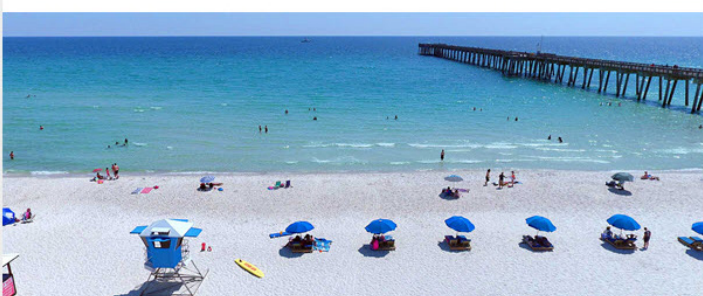
Visit Florida partnership with Expedia launched early May, where the travel partner produced a destination specific video to be featured on their Mini Vacay site with branded promotion to drive traffic to the content.




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### Make It Your Real FUN Beach





Get away to the sugar-white sands and turquoise waters of Panama City Beach, Florida. You'll discover endless family fun, heart-pounding thrills, eco-adventure and romance. So, make it memorable. Make it yours at Panama City Beach, the Real. Fun. Beach. Plan your visit today.

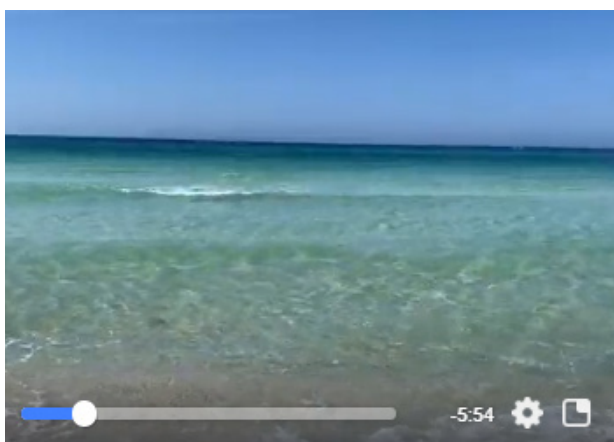


## REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

### Facebook

The #RealFunBeach is calling! Start planning your getaway-->"

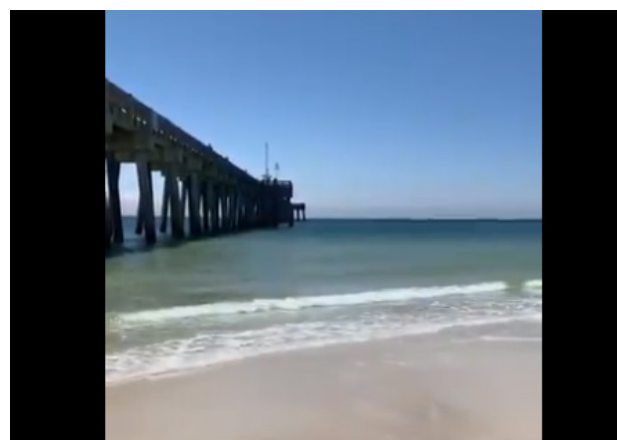
**Likes: 3.9K Comments: 975 Reach: 1.1M**



### Twitter

"We're not kidding - it's actually this pretty today in PCB! #AprilFoolsDay"

**Likes: 288 Retweets: 32 Impressions: 138.6K**



### Instagram

"Nothing but blue skies & sunny vibes" #mypcb #realpcb #RealFunBeach"

**Likes: 2.4K Comments: 46 Engagement: 2,525**



## CHASIN' THE SUN TV

Chasin' The Sun, our award-winning fishing and coastal lifestyle TV show, is now available on Amazon Prime in the Outdoors 360 category. You can also catch season four episodes Saturday mornings on Discovery Channel through June and watch all episodes from each season at ChasinTheSunTV.com.



## EVENTS

When you combine family fun, jeep activities and thousands of Jeep enthusiasts at the World's Most Beautiful Beaches, you get the highly anticipated 4th annual Jeep Beach Jam. This five day family event will be held at Aaron Bessant Park, May 14-19, will include intracoastal off road trail rides, a poker run, multi-day scavenger hunt, beach bonfires, a drive in movie night and more!

