

MARKETING RECAP REAL FUN BEACH

AUGUST & SEPTEMBER 2019

VisitPanamaCityBeach.com f t p y i



PUBLIC RELATIONS HIGHLIGHTS

- **Business Insider** reported Panama City Beach's ranking at #13 as one of "The 25 Best Places to Buy a Vacation Home in the U.S." according to vacation rental marketplace, Vacasa.
- **Money Inc.** named Panama City Beach the fourth best beach out of "The 20 Best Beaches in Florida in 2019"
- **Fox Business** reported property management company Vacasa's recent ranking of "The 25 Best Places to Buy a Vacation Home in the US" with PCB ranked as #13.
- **Florida Trend** highlighted the opening of the PCB Sports Complex in the Sports Business News section.

Press Releases

Pepsi is the Official Drink of the PCB Sports Complex
Visit PCB CEO wins Baratarian Cup Award
Pirates of the High Seas Fest
PCB Sports Complex Grand Opening
PCB Announces New Developments



792,374 likes



44.4k followers



53.2k followers

MARKETING

- Our campaign promoting late summer/fall travel continued through September. This media campaign included digital and social channels. Also continued were successful new native digital partners on social, continuing the success of the video, carousel and Instagram Story ads.
- We are partnering with regional lifestyle brand Style Blueprint to promote Beach Home for the Holidays and holiday travel to PCB. The campaign includes sweepstakes, offering visitors the chance to win a stay in PCB over Thanksgiving weekend. Additional support includes social promotion, custom articles and a dedicated email.
- "Always On" **digital efforts** continue, with custom targeted display banners, video and native digital promoting the destination to key segments for fall travel planning.
- Our Pirates of the High Seas Fest campaign began in September to promote the event and the area for Columbus Day Weekend.

Current Print Ad Insertions

Florida Saltwater Regulations
Visit Florida International Travel Guide
AAA Tourbook
The Circuit
Visit Florida Magazine
Travel USA 2019 Guide
VIE Magazine
Panama City Living

Influencers/Writers visiting PCB

Visit Panama City Beach welcomed a group of mommy bloggers and their toddlers to participate in the annual Preschoolers in Paradise FAM Tour. These mommies and minis were able to experience all that the destination has to offer in August. Highlights of the trip included private sandcastle lessons, a thrilling airboat ride through West Bay, and fun-filled day at Shipwreck Island Waterpark. Overall, there were approximately 40,000 impressions.



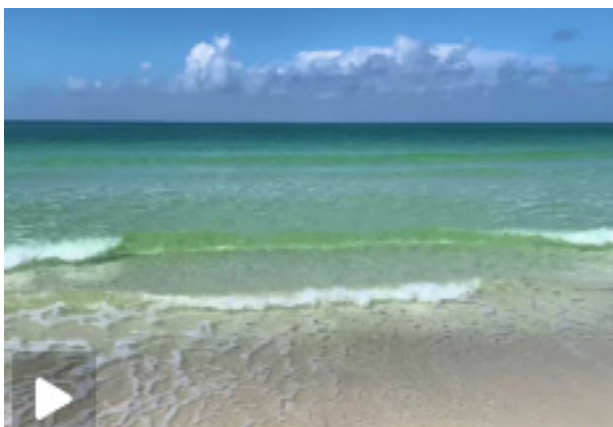


REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

Facebook

"In honor of #NationalRelaxationDay, turn the volume up and enjoy the sounds of the waves lapping the shore."

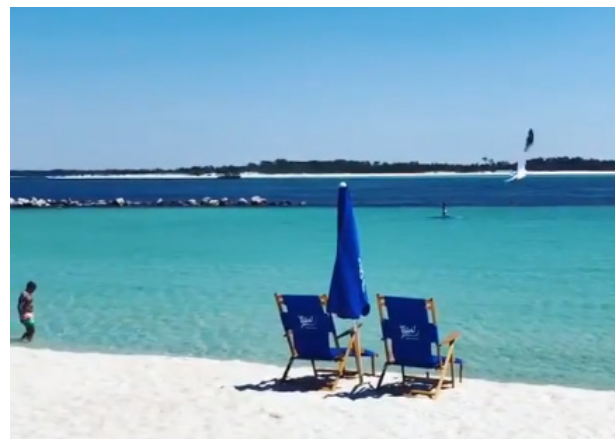
Likes: 32K Comments: 572 Reach: 645,683



Twitter

"We couldn't think of a better way to celebrate #NationalLazyDay"

Likes: 157 Retweets: 25 Impressions: 13.3K



Instagram

"Giveaway Time! Thank you PCB fans for helping us get to 50k followers!"

Likes: 5.6K Comments: 389 Engagement: 3,403



EVENTS

Columbus Day weekend will bring waves of fun-filled adventures to Panama City Beach with the annual Pirates of the High Seas Fest. Setting sail October 11-13, 2019, this year's FREE festival is sure to take pirate fun to a whole new level.

