

MARKETING RECAP REAL FUN BEACH

VisitPanamaCityBeach.com f t p y i



PUBLIC RELATIONS

-The **Today Show** included Panama City Beach in an article on the 10 Best Beaches in America as a result of the TripAdvisor rankings.

-**Flamingo Magazine** highlighted UNwineD in its "Road Trip Worthy Events" section of its Spring issue in both print and online.

-The **Outdoor Wire** shared information about the Chasin' The Sun Topwater Redfish episode on the current season of the show.

Press Releases

Schooner's Lobster Festival
Spring Events in PCB
UNwineD



779,958 likes



43.2k followers



42.1k followers

MARKETING

-The Spring Campaign that started in February continues its momentum throughout March, along with UNwineD and Spring Cooperative programs.

-Promotion around the partnership between Visit Panama City Beach and Southern Living for UNwineD that began in January continues with online support, eBlasts and social promotion.

-The Spring Campaign continues with a strong digital presence as well as strategic traditional media including TV, radio and digital billboards in key markets.

-TV continues in Birmingham, Atlanta, Nashville and Orlando. Coming off the strong Olympics programming in which PCB had a presence in each market, the TV commercials will continue to run on ABC, NBC, CBS and Fox stations across the market.

-Continuation throughout Q1 of campaign with a digital partner that has relationships with major travel brands such as Marriott, Hertz and Delta, and can serve our display banners to those currently planning their travel and might be considering competitive destinations.

-Our presence also continues in TripAdvisor, where PCB was awarded their "Traveler's Choice Best Beaches Award" for 2019.

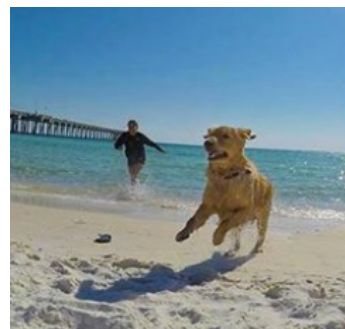
Current Ad Insertions

Beach Guide
Florida Saltwater Regulations
Florida Golf Alliance
Vie Magazine
Southern Living
Atlanta Magazine
Better Homes & Gardens
Sports Events Magazine



"How Do You PCB?" Campaign

This campaign launched on January 18th and is entirely a social media campaign with assets on Facebook and Instagram, where we have already served 53,845,178 impressions. On Snapchat, we are exceeding DMO benchmarks, where we have served 13,659,036 impressions with a swipe up rate of 1.64%, which is 64% above industry benchmarks. We launched the second phase of this campaign on March 6th, encouraging people to go vote for the nominees from each category to win the ultimate prize giveaway to PCB.



HOW DO YOU PCB?



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

Facebook

"The sun is shining in Panama City Beach today and everyone is spring ready!"

Likes: 5.8K Comments: 1,322 Reach: 1.6M



Twitter

"PCB has been ranked #3 on TripAdvisor's list of Top 25 Best Beaches in the U.S."

Likes: 179 Retweets: 45 Impressions: 13.7K



Instagram

"Who else is ready for sweet summertime? #mypcb #realpcb #RealFunBeach"

Likes: 2.9K Comments: 67 Engagement: 2,985



CHASIN' THE SUN TV

All new episodes of Chasin' The Sun resume on March 30. Captain Travis Holeman returns to Panama City Beach for additional filming March 13-18. A "meet & greet" with Justin and Travis is set for Saturday, March 16, at the Emerald Coast Boat & Lifestyle Show. Discovery Channel reports viewership of 609,000 for our first four shows of the 2019 season. FireDisc Cookers joins the show as a second quarter sponsor.



EVENTS

The annual two-day UNwineD event, taking place on March 22-23 at Aaron Bessant Park, will feature craft beer and wine tasting, creative cocktails, and culinary creations by some of the South's leading chefs including Top Chef Finalist Kevin Gillespie of Red Bear Restaurants and live musical performances by three-time Grammy winner Brandi Carlile and opening entertainment by national recording artist, JOHNNSWIM.

