

# MARKETING RECAP REAL FUN BEACH

VisitPanamaCityBeach.com f t p y i



## PUBLIC RELATIONS

-**U.S. News** highlighted Panama City Beach as one of the top 30 beach vacations for travelers on a budget.

-**Florida Sports Foundation** featured an article on Panama City Beach becoming the center of soccer in the Southeast.

-**BestProducts.com** shared an article of fun things to do in PCB and budget friendly vacation getaways featuring the destination.

### Press Releases

Chasin' The Sun Premiere Episode

Chasin' The Sun Episodes 2-5

PCB Mardi Gras & Music Festival

New Website Launch

Panama City Beach Soccer Sports Park



779,267 likes



43k followers



39.9k followers

## MARKETING

-In February, we will continue encouraging a 2-way conversation with our audience through our "How Do You PCB?" campaign which is designed to illicit UGC content but to also have multiple people speaking about real, authentic stories of why they love PCB. We will continue running our "Plan Now" creative until we launch the "Make It Yours" campaign at the end of the month.

-Our "Plan Now" creative went live on 1/28 with Cybear, Adara and Sojern. We are currently running static banners and pre-roll with this messaging which was designed to let people know PCB is okay after having minimal damage from Hurricane Michael and now is the perfect time to plan your spring or summer vacation.

- "How Do You PCB?" campaign launched on January 18th and is a social media campaign with assets on Facebook and Instagram. We have served 7,197,898 impressions so far.

-The sports complex website had a soft launch on January 29th and we will continue to work to roll out the remaining pages within the website.

### Current Ad Insertions

Beach Guide

Florida Saltwater Regulations

Florida Golf Alliance

Vie Magazine

Snowbirds Gulf Coast Magazine

Panama City Living

Big Time Softball

Visit Florida International Travel Guide



Panama City Beach  
REAL. FUN. BEACH.

## "Make It Yours" 2.0 Campaign

We have been working on developing the creative for the last month on our "Make It Yours" campaign launch that is scheduled to go live with media on February 25th. This will be the last phase of our post Hurricane Michael recovery campaign, transitioning us back into our Make It Yours campaign that was live pre-storm. We will be updating the creative and messaging to be aligned with the campaigns we have executed so far since October.





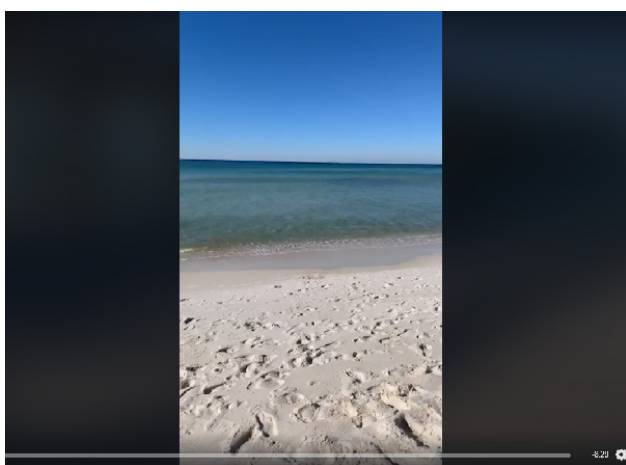


## REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

### Facebook

"It's a beautiful day in Panama City Beach! #RealFunBeach"

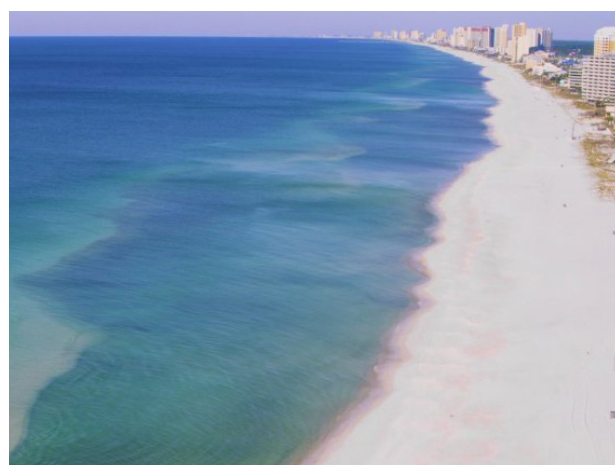
**Likes: 8.8K Comments: 2,703 Reach: 1.1M**



### Twitter

"27 miles of perfection...#RealPCB #FridayFeeling"

**Likes: 322 Retweets: 44 Impressions: 17.3K**



### Instagram

"It's #nationalplanforvacationday! Have you started planning your 2019 trip to the #RealFunBeach yet?"

**Likes: 2.4K Comments: 62 Engagement: 2,493**



## CHASIN' THE SUN TV

The first six episodes of season four have aired on Discovery Channel and Chasin' The Sun now enters a period of reruns beginning on Saturday, February 16th. All new episodes will return on March 20th. The show's website has been redesigned and sponsor engagement is at an all-time high. FireDisc Cookers has signed a new sponsor for the second quarter, bringing the total number of sponsors to 20 for the season.



## EVENTS

Combine the excitement of authentic Mardi Gras celebration with the spectacular views of our emerald green water and sugar white sand, and you're in for a real treat at the Panama City Beach Mardi Gras and Music Festival. In conjunction with the Krewe of Dominique Youx's great Mardi Gras at the Beach parade, the festival is always held the weekend before Fat Tuesday and features entertainment for the whole family.

