

MARKETING RECAP

REAL FUN

BEACH

JULY 2019

VisitPanamaCityBeach.com     



PUBLIC RELATIONS HIGHLIGHTS

- **Travel Pulse** included Panama City Beach in its roundup article on the best last-minute cities to visit for the Fourth of July.
- **Town & Country** named Panama City Beach as one of "The Best White Sand Beaches in the World."
- **Coastal Living** named Panama City Beach as one of the "The Most Dog-Friendly Beach Towns in America."
- **Getaways For Grownups** highlighted the best places to stay, play, eat and drink in Panama City Beach in a recent article.

Press Releases

Fall Calendar of Events

Panama City Beach Sports Complex Now Open
Helen Adami Joins Visit PCB team



790,240 likes



44.1k followers



50.3k followers

MARKETING

- A summer urgency campaign was launched the week of July 22 and will run through August 11 to remind potential visitors that summer is not over and there is still time for a trip to PCB. This extra push includes radio in drive markets, sponsored listening on Pandora and added digital and social efforts.
- A new partnership with Texas Monthly includes custom content and display banners that will encourage visitors from all over Texas to visit PCB.
- "Always On" **digital efforts** continue, with custom targeted display banners, video and native digital promoting the destination to key segments for summer/fall travel planning.
- Our summer co-op partners will receive display ads, targeted to families planning late summer travel and will also appear in the August issue of Birmingham Magazine.
- We are working on launching **two new personas** in the next month as a part of our Make It Yours campaign.
- We are working on developing two different photo opportunities at the PCB Sports Complex for visitors to enjoy.

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
Resort Guide

Influencers/Writers visiting PCB

Visit Panama City Beach is gearing up for a busy fall, filled with multiple writers visiting the destination throughout the months of August through November. Included in these press trips are:

Gulf Coast Jam

Corinne & Laurens - Mighty Traveliers Blog

PCB Sports Complex Grand Opening

Mary Helen Sprecher - Sports Destination Management
Matt Traub - Sports Travel Magazine
Courtney Cameron - Athletic Business Magazine

Oktoberfest

Jessica Fay- Lipstick Heels and a Baby Blog

Lobster Fest

Lauren Vandiver- Dallas blogger

Visit Florida: Canada Tour

Five Canadian Journalists

Ironman Florida

Nadin Eule-German based influencer

Visit Florida

Rudiger Edelmann-German based Radio Host

Individual Press Trip

Whitney Durrwachter - Paula Deen Magazine



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

Facebook

"Happy Friday from Shell Island"

Likes: 6.4K Comments: 697 Reach: 747,077

Twitter

"Happy #Fourth of July from the #RealFunBeach"

Likes: 140 Retweets: 23 Impressions: 6.3K



Instagram

"If you are not barefoot, you are overdressed #realfunbeach"

Likes: 2.7K Comments: 89 Engagement: 2,871



CHASIN' THE SUN TV

The Chasin The Sun "Angler's Adventure" sweepstakes attracted more than 3,000 entries from all 50 states and the District of Columbia and the winner was chosen in July. New episodes of the award-winning fishing and coastal lifestyle show will premiere on Discovery Channel in January 2020.



EVENTS

The highly anticipated annual Pepsi Gulf Coast Jam is coming up again on Labor Day Weekend in 2019 and the lineup of performers are one's you don't want to miss! Headlining acts include Tim McGraw, Jason Aldean and Kid Rock.

