

MARKETING RECAP REAL FUN BEACH JUNE 2019

VisitPanamaCityBeach.com f t p y i



PUBLIC RELATIONS HIGHLIGHTS

- **MSN** named Panama City Beach and it's Real. Fun. Fourth. celebration as one of "The Most Popular Seaside Cities for the Fourth of July This Year, According to VRBO.
- **365 Atlanta Traveler** featured an article entitled "The Best Things To Do In Panama City Beach On Your Beach Vacation"
- **Wide Open Country** named Panama City Beach as one of the "9 Country Musice Festivals to Go To This Summer."
- **Coastal Living** featured Panama City Beach in an article entitled "The Ultimate Vacation Guide to Panama City Beach, Florida

Press Releases

Whats New Summer 2019

Gulf Coast Jam Headliners

Chasin' The Sun Fifth Season Renewal Release



787,615 likes



43.8k followers



48.9k followers

MARKETING

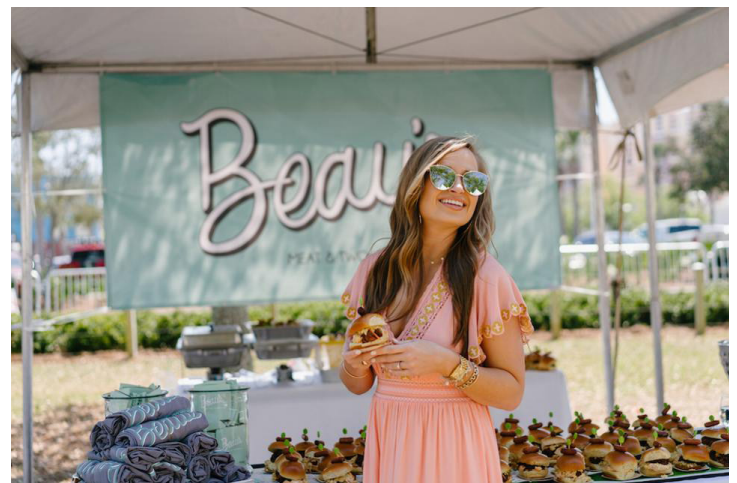
- A new custom video partnership with **Buzzfeed** launched at the end of June, highlighting several delicious seafood restaurants in PCB.
- Our **Lonely Planet** partnership launches in July with a custom video and article highlighting all of the fun activities and beauty of Panama City Beach.
- "Always On" **digital efforts** continue, with custom targeted display banners, video and native digital promoting the destination to key segments for summer travel planning.
- In July, we will continue to have a light **media** presence as families visit PCB and continue to plan for late summer travel. We have new custom content launching this month, which supports our "Make It Yours" campaign by highlighting the different experiences PCB has to offer. Our media support will ramp up again in August to promote fall travel.
- We are working on launching **two new personas** in late July as a part of our Make It Yours campaign.
- We are working on a **photo opportunity** option for the Panama City Beach Sports Complex for families and players to have an interactive memorable experience from their visit to the destination.

Current Print Ad Insertions

Florida Saltwater Regulations
Visit Florida International Travel Guide
AAA Tourbook
The Circuit
Visit Florida Magazine
Travel USA 2019 Guide
Softball/Baseball Magazine
Resort Guide

Influencers/Writers visit PCB

Visit Panama City Beach welcomed journalists and influencers during the UNwineD Festival in the month of March to experience the annual event and all the destination has to offer. One of the visiting journalist, who is a contributing writer to many big name publications, Abigail Abesamis, wrote an article for Forbes.com on the event titled "How A Food & Wine Festival Is Helping To Shift The Narrative Of A Former Spring Break Destination."



Influencers/Writers-Visits in June

Debra Pamplin, AAA Southern Traveler
Jasmine Elias, Travel Blogger



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

Facebook

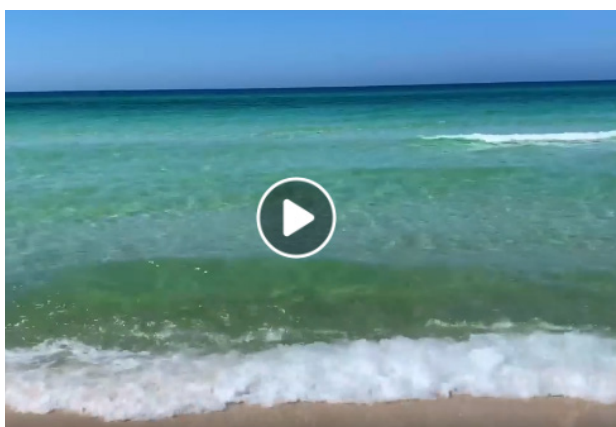
"Hello, Sweet Summertime"

Likes: 18K Comments: 1.1K Reach: 1,250,028

Twitter

"It's always #NationalFlipFlopDay at the #RealFunBeach"

Likes: 158 Retweets: 26 Impressions: 7.2K



Instagram

"Only worry in the world is the tide gonna reach my chair"

Likes: 2.9K Comments: 80 Engagement: 3,056



CHASIN' THE SUN TV

The Chasin The Sun "Angler's Adventure" sweepstakes (June 3 - 30) attracted more than 3,000 entries from all 50 states and the District of Columbia. 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.

