

# MARKETING RECAP REAL FUN BEACH

VisitPanamaCityBeach.com f t p y i

## PUBLIC RELATIONS

-**Forbes** listed Panama City Beach as #8 in their "Top 10 Spring Destinations of 2019" article.

-**Nashville Scene** shared an article entitled, "Need to Unwined? Do It With Wine" featuring the annual UNwined festival at Aaron Bessant Park.

-**Southern Living** posted the winners for their South's Best 2019 accolades, where Panama City Beach was voted third in the "The South's Best Beach Towns 2019" category.

### Press Releases

Lacey Rudd Joins Visit PCB as new PR Manager  
Chasin' The Sun New Episodes  
PCB Honored with New Titles from Southern Living  
and TripAdvisor

## MARKETING

-The Spring Campaign continues through the month of April and we will have a few additional vendors go live this month funded in part by Visit Florida.

- We are introducing TV in the local PCB market, so those in-market have more visibility of what we are doing to promote the destination.

-With TV viewership evolving in where people watch TV content, as a smart supplement to the broadcast campaigns, PCB will run in streaming, when our target is watching full episodes of their favorite shows on connected TV.

-New partnerships are launching with Thrillist, Momtastic and Lonely Planet, all featuring custom content through editorial and video.

-Partnership with Zynga and their Words With Friends game launched on April 1, with a custom PCB "Find the Differences" game where users are shown two beautiful PCB images and must find the differences in each to encourage engagement with the brand.

-This month, the content hub we created with Southern Living, will go live featuring 3 new articles on fishing, diving and how to incorporate wellness into your vacation at PCB,

### Current Ad Insertions

Beach Guide  
Florida Saltwater Regulations  
Florida Golf Alliance  
Vie Magazine  
Southern Living  
Garden and Gun  
Crossings Magazine  
Sports Events Magazine



781,533 likes



43.4k followers



44.1k followers



## "How Do You PCB?" Campaign

We started the activation part of this campaign on March 25th, this phase of the campaign involves our audience by asking them to vote for their favorite user-submitted image in each of our 4 persona categories. Voting ended on April 5th and the winners of each category will be announced on social media through the week of April 8th. Currently we are seeing higher engagement with this phase of the campaign compared to the first phase, this is in large part due to the





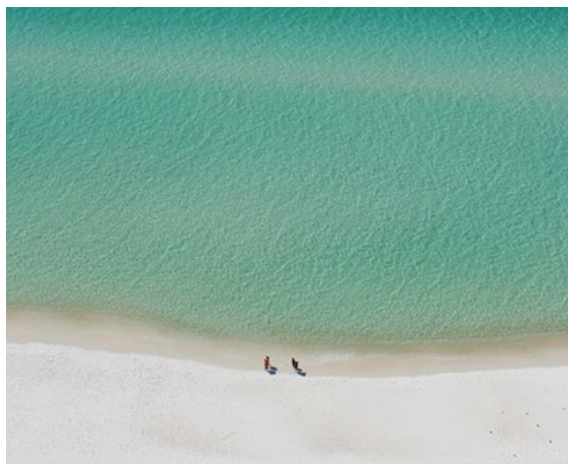


## REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

### Facebook

"The Gulf of Mexico is wearing our favorite shade of green today- Happy St. Patrick's Day from the #RealFunBeach"

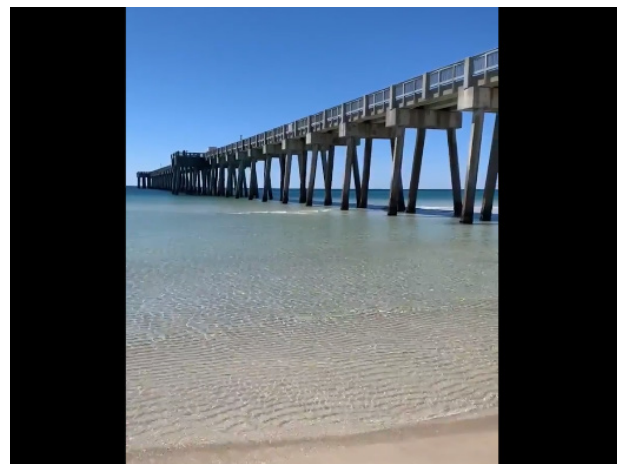
Likes: 4.7K Comments: 340 Reach: 328K



### Twitter

"Happy #firstdayofspring from the #realfunbeach!"

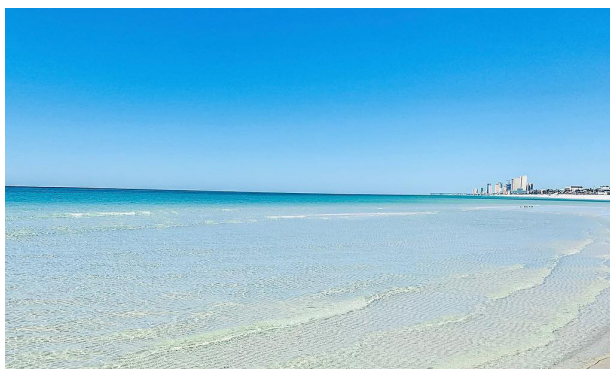
Likes: 194 Retweets: 22 Impressions: 15.3K



### Instagram

"Still pondering where to go on your spring vacation? It's prettocrystal clear to us...#realfunbeach"

Likes: 2,395 Comments: 99 Engagement: 2,495



## CHASIN' THE SUN TV

Chasin' The Sun TV is showcasing the destination to a national audience with more than 1.2 million households having viewed the show on Discovery Channel . Social media for the award winning show is also seeing an increase, with engagement growing significantly through the first quarter , especially on Facebook, where the CTS page now has over 17,000 followers, an increase of 123% over 2018.



## EVENTS

Named a "Top 10 Jazz Festival in the USA" by JazzIZ Magazine and previously nominated as "Best Jazz Festival" at the Oasis Smooth Jazz Awards, the Seabreeze Jazz Festival combines top national smooth jazz artist with a full weekend of fun, sun and good times from April 24-28 at Aaron Bessant Park.

The sugar white sands of PCB will set the stage for the inaugural adult-alternative rock music festival Sandjam Fest presented by Pepsi, on April 26-28. Performers include Kings of Leon, Cold War Kids, Third Eye Blind, Young the Giant and more.

