

MARKETING RECAP REAL FUN BEACH MAY 2019

VisitPanamaCityBeach.com f t p y i



PUBLIC RELATIONS

-Travel Pulse named Panama City Beach as one of "The 12 Best Beaches in Florida."

-Southern Living Magazine's June 2019 issue highlights Panama City Beach and Thomas Donut & Snack Shop in an article on "50 Reasons to Love Summer in the South."

-Real Estate Weekly named Panama City Beach as one of the "Top 10 Best Places to Buy a Beach House."

Press Releases

El Dorado Cruise Liner becomes Artificial Reef

General Manager of the Panama City Beach Sports Complex

J.D. Wood Named to NASC Board of Directors

Visit Panama City Beach Announces New Vice President of Sales & Sales Coordinator



782,070 likes



43.8k followers



42.1k followers

MARKETING

-A new partnership with TexasMonthly.com launches in June. The Summer Survival Guide includes custom editorial content and amplified social promotion of the articles, driving Texans to Panama City Beach.

- BuzzFeed launches two custom videos in June, in a new partnership with their brand Bring Me. The videos showcase the beauty of swimming with the dolphins and highlight several delicious seafood restaurants in PCB.

-"Always On" digital efforts continue, with custom targeted display banners, video and native digital promoting the destination to key segments for summer travel planning.

- Our summer co-op with Visit Panama City Beach partners continues throughout June and partners will have a dedicated BeachGuide.com email, targeted Beach Guide's vast database of travelers showing interest in booking beach travel this summer.

-We will have a strong media presence in June as families visit PCB and continue to plan for late summer travel. We have new custom content launching this month which support the Make It Yours campaign by highlighting the different experiences PCB has to offer.

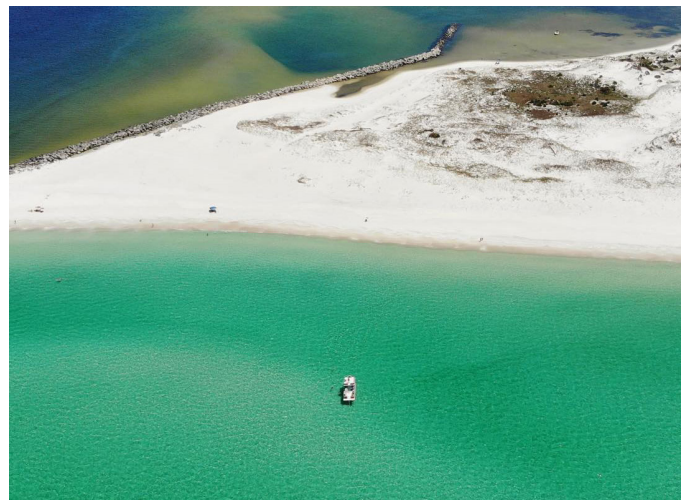
Current Print Ad Insertions

Group Travel Leader
Sports Destination Management
Florida Society of Association Executives
Florida Saltwater Regulations
Visit Florida International Travel Guide
AAA Tourbook
The Circuit
Visit Florida Magazine
Travel USA 2019 Guide



International Influencers Visit PCB

Visit Panama City Beach welcomed journalists and influencers from the United Kingdom, Ireland and Brazil this month to experience the destination's best attractions and the Sand-Jam Music Festival. During their stay, the group participated in yoga & mimosas on the beach, a thrilling airboat ride through the Bay, explored Shell Island, and rocked out to Kings of Leon at the SandJam Music Festival! Panama City Beach will go international as the destination is featured in publications such as The Irish Sun, TravelMole, Caio Travels, and more!



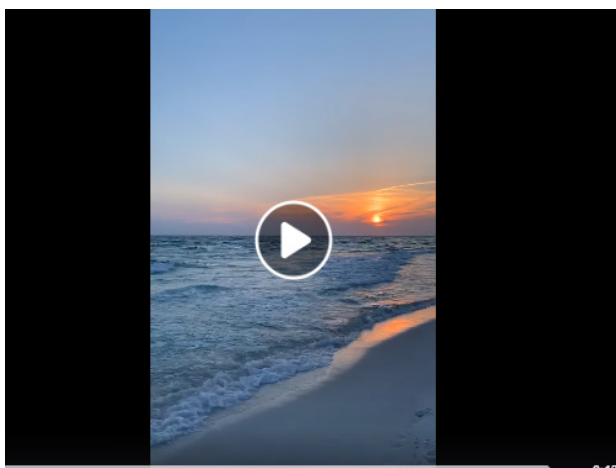


REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

Facebook

"End your Friday with a #RealFunBeach sunset"

Likes: 3.5K Comments: 1,403 Reach: 253,483



Twitter

"A gorgeous day at the #RealFunBeach"

Likes: 200 Retweets: 24 Impressions: 6.9K



Instagram

"Who's ready for #MemorialDayWeekend? We'll save you a seat at the #RealFunBeach.

Likes: 2.6K Comments: 59 Engagement: 2,741



CHASIN' THE SUN TV

"Chasin' The Sun," our fishing and coastal lifestyle television show, has been awarded nine 2019 Telly Awards for broadcast excellence in the categories of Nature/Wildlife, Sports and Cinematography. The show airs Saturdays at 7am Central on Discovery Channel through June and new episodes will premiere in January 2020.



EVENTS

Real. Fun. Fourth. events are only a month away and the excitement is building! Start the celebrations off right with spectacular views at a variety of different locations. Check out the events coming to the beach July 3-5:

Freedom Rocks! - July 3

Veteran's Memorial Ceremony - July 4

Star Spangled Spectacular - July 4

Light Up the Gulf - July 5

