



Panama City Beach

REAL. FUN. BEACH.

2020 PROGRAM OF WORK

About Visit Panama City Beach

Visit Panama City Beach, a 501(c)(6) nonprofit corporation, is the official destination marketing organization for Panama City Beach Florida and is an extension of the Bay County Tourist Development Council (TDC). The TDC has oversight of the destination marketing activities for the cities of Panama City and Mexico Beach, but those activities are performed by separate 501(c)(6) nonprofit corporations.

Visit Panama City Beach (CVB) is primarily funded by a tourist development tax paid by visitors for overnight lodging stays on Panama City Beach. Of the 5% tax, approximately 2.5% is used by Visit Panama City Beach to fund its destination marketing activities; 1.5% is utilized by the TDC for beach renourishment, beach maintenance, landscaping and other tourist development activities; and the remaining portion of the tax will be used to cover the debt payments and other expenses of the new Sports Park and Stadium Complex. Additional funding is secured from the private sector through cooperative marketing opportunities, corporate sponsorships and revenues generated through festivals and events.

The Board of Directors for Visit Panama City Beach is comprised of the nine members of the Tourist Development Council. For the purpose of this document, the acronym TDC is synonymous for both entities.

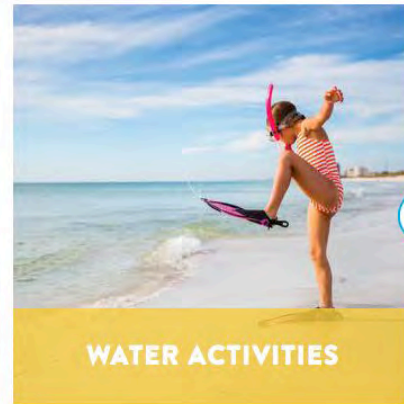
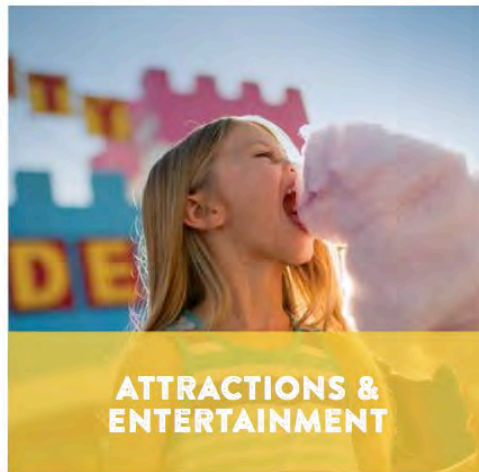
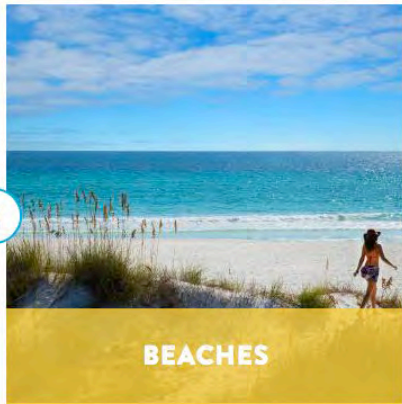
More information on Visit Panama City Beach can be found on our website: VisitPanamaCityBeach.com



About Visit Panama City Beach

This program of work and budget is the road map that guides all Visit Panama City Beach marketing and sales efforts for FY 2020. The plan, developed by Visit Panama City Beach Staff and Agencies of Record, with guidance and insight from the Board of Directors, builds off of the strategies and tactics articulated in the FY 2019 Program of Work, along with insights gleaned in the aftermath of Hurricane Michael.

The plan was presented to the Board of Directors and was adopted on September 10, 2019.

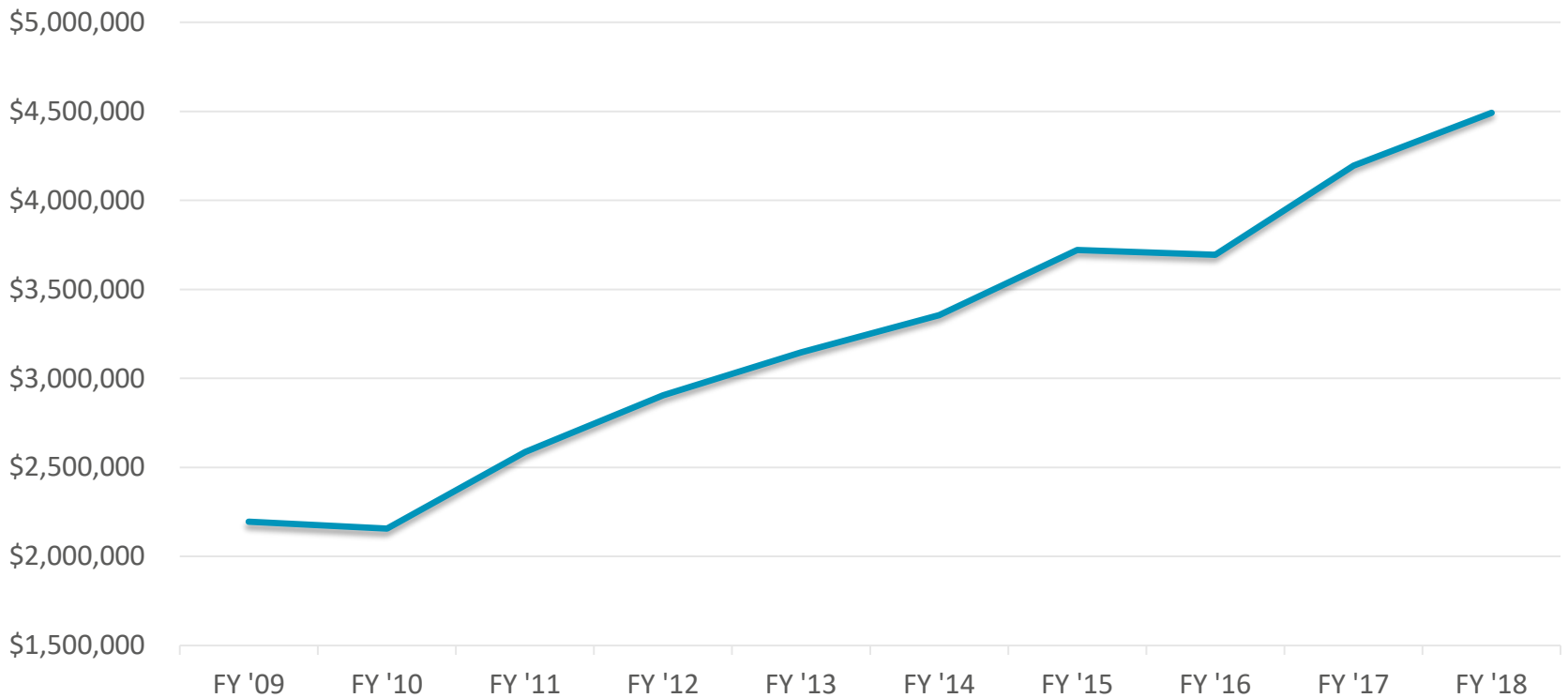


SITUATIONAL OVERVIEW



Tourist Development Taxes - growth over time

Tourist Development Tax Value of 1%



NOTE: FY 2019 has been excluded due to the extraordinary impacts from Hurricane Michael



Tourist Development Taxes - collections by month

	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	Growth/Time
October	\$ 675,654	\$ 785,184	\$ 968,998	\$ 1,043,773	\$ 1,312,781	\$ 1,289,221	90.8%
November	\$ 319,617	\$ 352,194	\$ 367,917	\$ 480,391	\$ 523,191	\$ 591,967	85.2%
December	\$ 351,169	\$ 293,998	\$ 342,313	\$ 354,270	\$ 393,263	\$ 471,436	34.2%
January	\$ 361,645	\$ 390,029	\$ 446,108	\$ 475,340	\$ 495,113	\$ 511,021	41.3%
February	\$ 522,026	\$ 580,225	\$ 683,922	\$ 662,056	\$ 728,369	\$ 798,179	52.9%
March	\$ 2,133,953	\$ 1,913,476	\$ 2,012,955	\$ 1,192,962	\$ 1,421,784	\$ 1,778,549	-16.7%
April	\$ 1,143,303	\$ 1,305,434	\$ 1,532,803	\$ 1,437,883	\$ 1,625,317	\$ 1,705,011	49.1%
May	\$ 1,480,795	\$ 1,600,954	\$ 1,842,628	\$ 1,876,251	\$ 2,148,364	\$ 2,262,740	52.8%
June	\$ 2,956,806	\$ 3,171,751	\$ 3,379,852	\$ 3,491,951	\$ 3,855,439	\$ 4,257,916	44.0%
July	\$ 3,143,165	\$ 3,463,580	\$ 3,960,944	\$ 4,362,155	\$ 4,947,031	\$ 5,269,072	67.6%
August	\$ 1,522,920	\$ 1,871,889	\$ 1,745,766	\$ 1,671,868	\$ 1,900,446	\$ 2,382,689	56.5%
September	\$ 1,123,199	\$ 1,046,274	\$ 1,323,646	\$ 1,422,161	\$ 1,620,578	\$ 1,781,015	58.6%
TOTAL	\$ 15,734,252	\$16,774,987	\$18,607,852	\$ 18,471,061	\$ 20,971,676	\$ 23,098,816	46.8%

NOTE: FY 2019 has been excluded due to the extraordinary impacts from Hurricane Michael



GUIDING PRINCIPLES



Guiding Principles

Panama City Beach’s vision – to remain the Gulf Coast’s premier, year-round, fun beach destination that offers a quality experience for visitors and residents alike – is ambitious but achievable. To succeed, Visit Panama City Beach must build a strategic marketing platform that aligns the collective interests of the local tourism industry and provides integrated marketing opportunities for the industry to leverage.

In order to ensure that Visit Panama City Beach is maximizing the impact of its marketing resources (money, time and relationships), we have adopted a set of Marketing Principles that drives all strategic thinking:

- **Visitor Engagement is Paramount**
- **All Activities Must Support and Extend Our Brand - Real. Fun. Beach.**
- **Create Value & Add Value**
- **If It’s Worth Doing, It’s Worth Doing Right**
- **Innovation**
- **Best-In-Class Partnerships**



Visitor Engagement is Paramount

Though we are blessed with a base of fiercely loyal visitors, we are neighbored by beach destinations that also provide a high-quality visitor experience, some without the negative stereotypes that we have to overcome. Our sustained growth is only achievable by maintaining our current visitor base, increasing the frequency of their visits to Panama City Beach, further penetrating core Southeastern and Midwestern markets and cultivating emerging markets. To increase frequency of visits, we must enhance our ability to communicate with our core customers and provide them with compelling opportunities to come back to the beach. In order to change perceptions and eliminate objections in our core markets, we must enlist our core customers' assistance in being "brand evangelists" for Panama City Beach. As visitation has grown, there has been a natural increase in the number of first-time visitors. We need to engage with these visitors, help ensure they have a positive experience in Panama City Beach and encourage return visitation.

All Activities Must Support and Extend the Brand

With Real.Fun.Beach., we have developed a brand that reflects the nature of Panama City Beach, differentiates us from our competitive beaches, and communicates the central reason that visitors come here throughout the year. Everything the TDC does must communicate and reinforce this brand position.

Create Value & Add Value

Every Visit Panama City Beach program or initiative must create value and add value for travelers and industry Partners. Visit Panama City Beach programs must provide the local tourism industry a strategic advantage and must inspire consumers with valuable information or a valuable service.



If It's Worth Doing, It's Worth Doing Right

Panama City Beach ranks as one of Trip Advisor's Top Five U.S. Beach Destinations. We have a quality destination that is worthy of visitation. Everything we do must demonstrate quality and worth, but not extravagance. Understanding that wise financial stewardship is critical in all that we do, Visit Panama City Beach will not sacrifice quality to save money; nor will we initiate a new program or continue with an existing program without dedicating the resources necessary to make the program a success. Visit Panama City Beach will protect our brand promise and will commit to do it right or not do it at all.

Innovation

The TDC is committed to building a culture of innovation that encourages staff and Partners to create more effective campaigns, initiatives and programs to give Panama City Beach a competitive advantage.

Best-In-Class Partnerships

Just as the Panama City Beach tourism industry expects Visit Panama City Beach to create and add value to their independent marketing efforts, Visit Panama City Beach expects our partners to create and add value to our internal efforts. In FY 2019, we will implement strategic co-op marketing programs and other partner engagement opportunities, including the development of vertical marketing platforms that leverage public and private sector investments in marketing Panama City Beach as a tourist destination.



Panama City Beach – our point of difference

Panama City Beach has a base of loyal visitors who are fiercely protective of the REAL. FUN. BEACH. experience. They are typically active, diverse and engaged – both while in the destination and through social media channels upon returning home. While the award-winning beach is the main draw, what makes Panama City Beach exceptionally distinctive is its authenticity and dynamism.

The visitor experience is not contrived or overpriced. A number of very successful family-owned businesses offer quintessential Floridian activities and product travelers cannot find at home. Compared to other beachfront communities, Panama City Beach is considered a value destination, worthy of visitors' investment. No matter the interest (e.g. golf, shopping, eco-tourism, fishing, diving, watersports, family attractions, team sports) or time of year, Panama City Beach always has something fun in store.

Continued investment in infrastructure and retail establishments, as well as the growth of annual events and the introduction of new events, will make Panama City Beach an increasingly desirable place to visit, live and work. It's what keeps visitors coming back year after year while also attracting new audiences.



GOALS



- Implement integrated marketing, social media and public relations campaigns to further leverage awareness of Panama City Beach as a tourist destination to drive additional visitation.
- Develop opportunities to further penetrate core markets through sales, sports marketing and visitor engagement activities to enhance the visitor experience, guest satisfaction, support the brand position of REAL. FUN. BEACH. and drive incremental visitation.
- Continue development and support of sports tournaments, festivals and special events created to generate incremental tourism demand for Panama City Beach.
- Increase private sector industry participation and engagement in TDC programs.
- At the direction of the TDC Board of Directors, diligently work with public and private sector partners to enhance and develop public venues to spur incremental tourism demand.

Measurements of Success

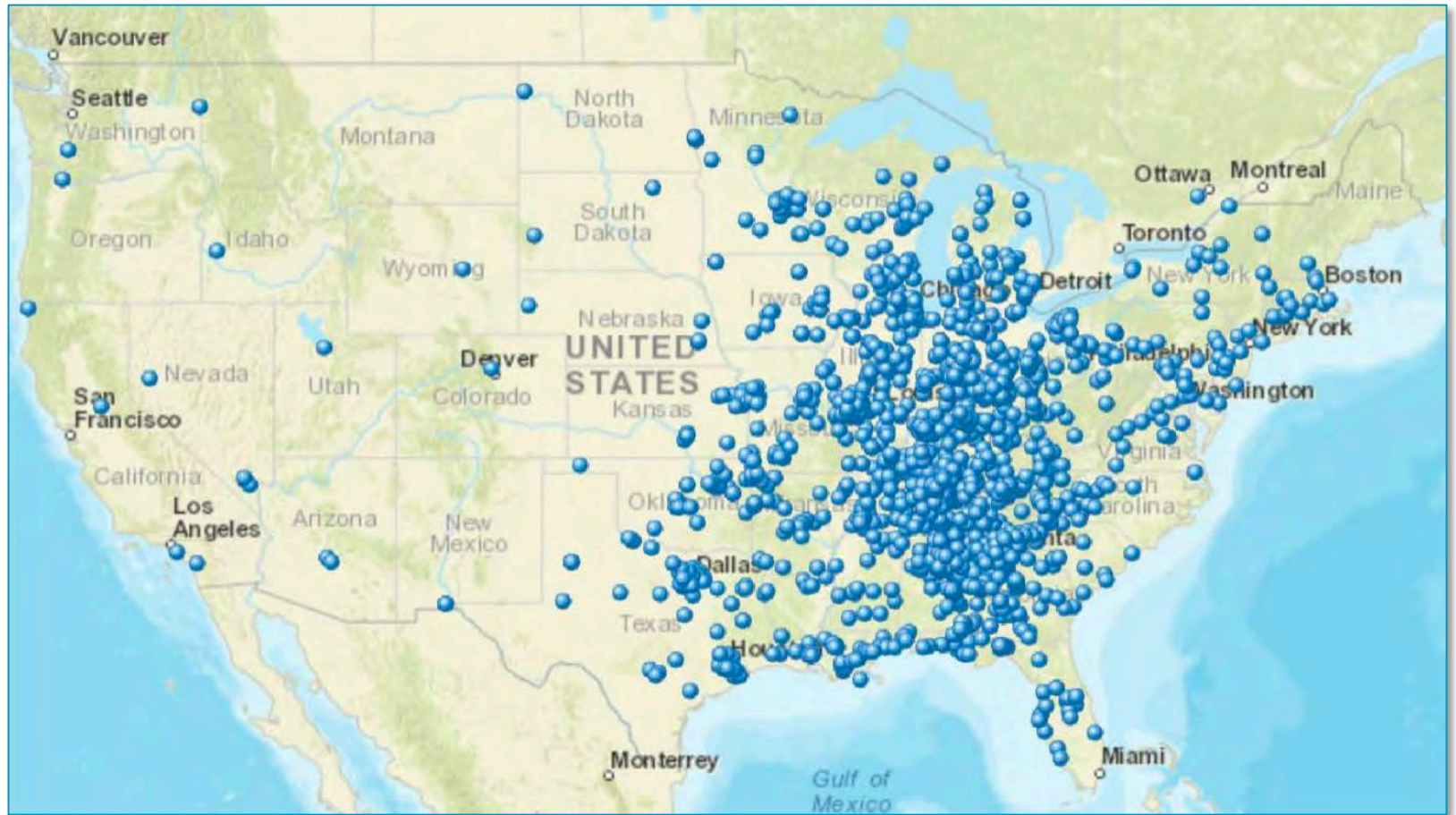
- Exceed industry in advertising, marketing and social media engagement metrics
- Achieve 1.0 billion media impressions
- Achieve 1.0 million Facebook likes
- Increase tourist development tax collections by 4.0% over FY 2018
- Increase visitation to Panama City Beach by 2.5% over FY 2018
- Increase partner participation in TDC sponsored programs, workshops and initiatives



VISITOR PROFILE



Regional Distribution of Visitors

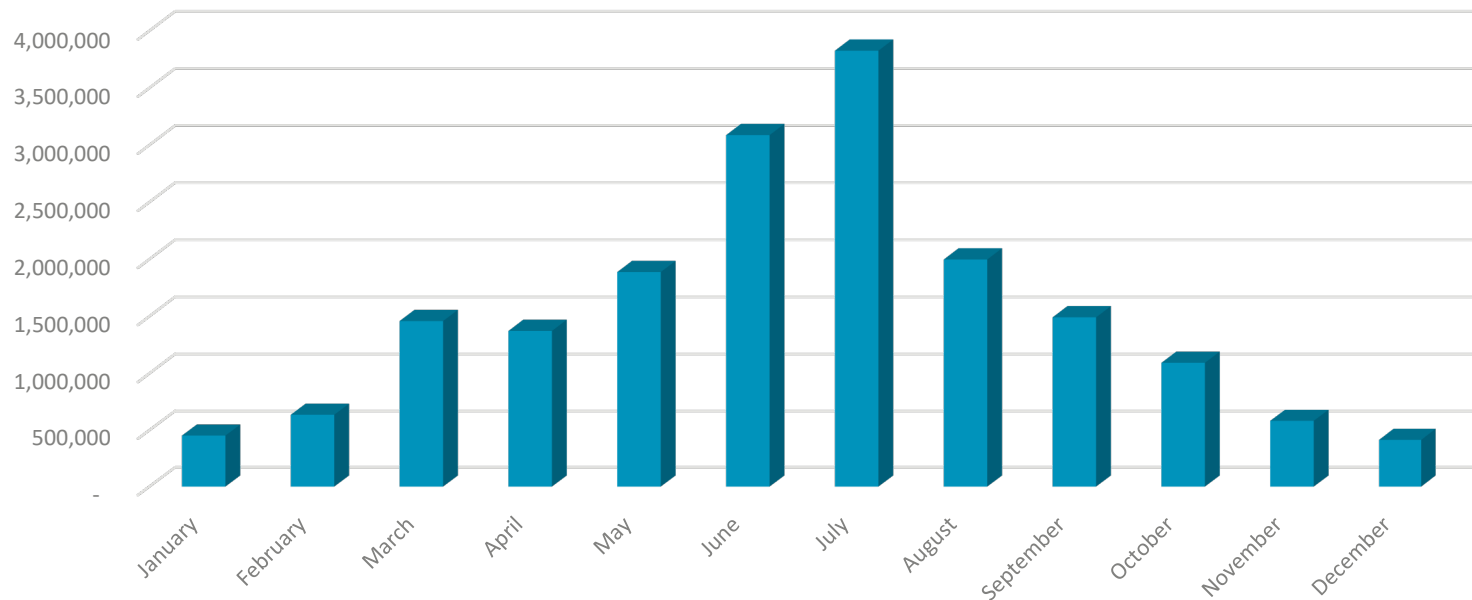


Visitor Spending - Overview

	Paid Lodging	2 nd Home & VFR	Total
Taxed Lodging Revenue	\$ 460,956,232	n/a	\$ 460,956,232
Total Visitor Spending	\$ 1,477,423,820	\$348,217,681	\$ 1,825,641,501
Average Daily Spending*	\$ 112.39	\$ 68.03	\$ 99.72
Visitor Days/Nights	13,146,087	5,161,830	18,307,917
Annual Occupancy	46.7%	n/a	46.7%
Day Visitor Spending	n/a	n/a	\$219,076,980

2018 Visitor Profile

Visitor Days by Month

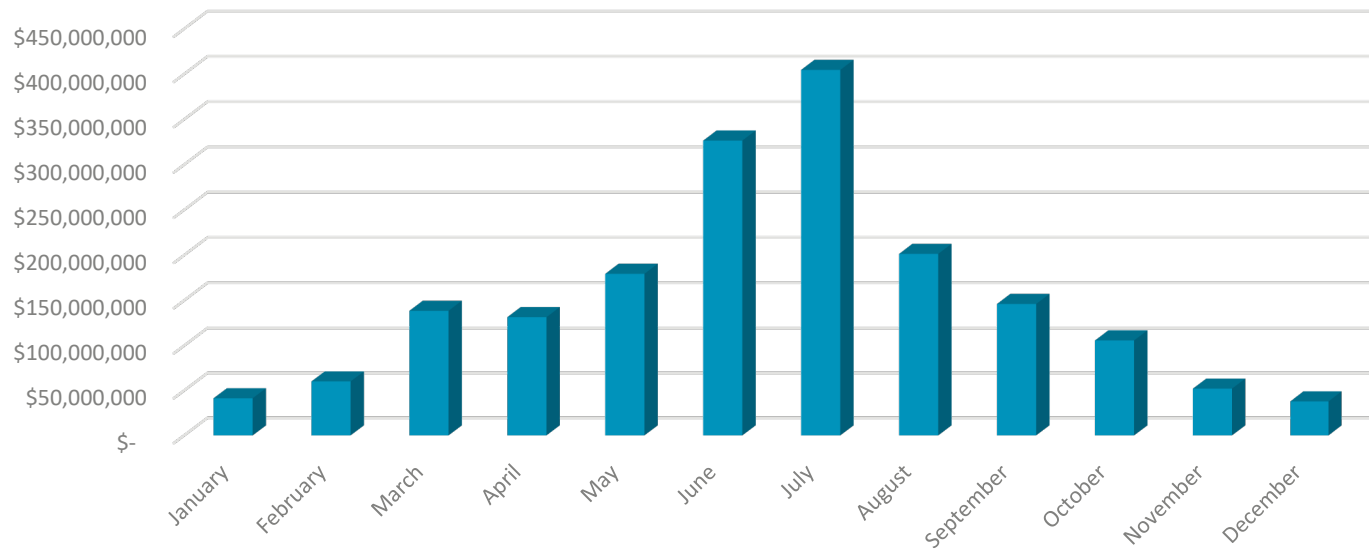


January	February	March	April	May	June	July	August	September	October	November	December
452,698	637,524	1,459,314	1,372,904	1,888,633	3,087,636	3,826,878	1,998,452	1,491,942	1,093,709	583,745	414,482



2018 Visitor Profile

Visitor Spending by Month



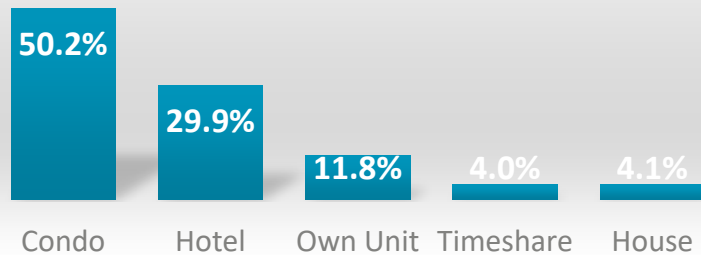
January	February	March	April	May	June	July	August	September	October	November	December
\$ 41.40	\$ 60.16	\$ 138.56	\$ 131.53	\$ 179.41	\$ 326.56	\$ 404.66	\$ 201.43	\$ 146.13	\$ 105.80	\$ 52.12	\$ 37.88

in \$ millions

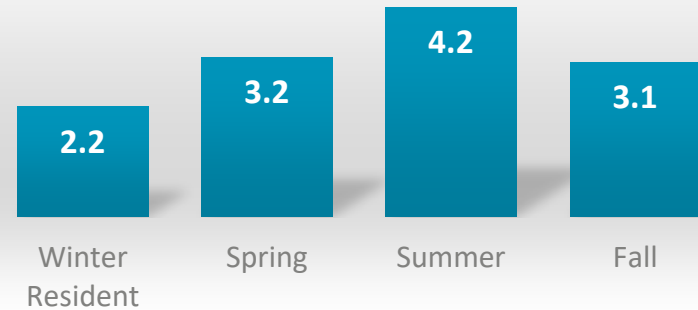


2018 Visitor Profile

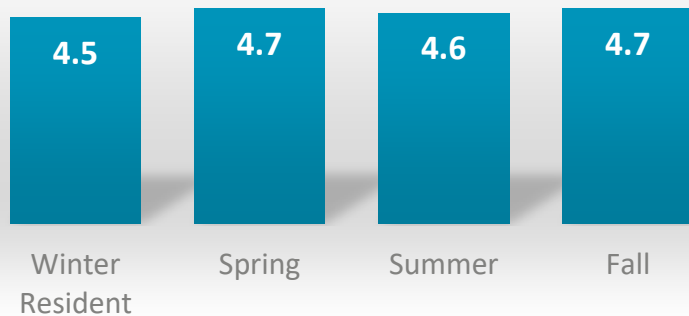
Type of Accommodation Occupied



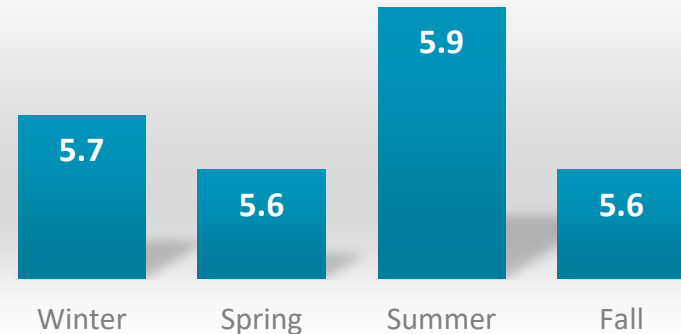
Average Party Size



Visitor Satisfaction



Length of Stay



* excludes winter residents, whose average length of stay was 67.0 days

OPERATIONS STRATEGY



IMPORTANCE

APPROACH

TACTICS

In addition to the functional departments that direct the destination marketing activities of promoting Panama City Beach as a tourist destination, the TDC Operations Department is responsible for overseeing beach renourishment, beach maintenance, landscaping select areas within the tourist corridor, as well as ensuring available resources are used in accordance with established policies, procedures and are accounted for properly.

To increase departmental efficiency and accountability, expenditures that span multiple departments or expenditures that fall under the direction of the President's Office are maintained within the Operations Department. These include all accounting, administrative functions, payroll, research, share supplies, etc.



Operations Overview

IMPORTANCE

APPROACH

TACTICS

The TDC takes its responsibility for managing and expending tourist development tax funds very seriously. We have implemented policies, practices and procedures that guarantee the checks and balances are in place to ensure funds are used in an appropriate manner.



IMPORTANCE

APPROACH

TACTICS

- Articulate established policies and procedures to all members of the TDC staff to ensure compliance.
- Follow established standards for accounting, financial management, human resources, record creation and retention.
- Continually review established policies and procedures to ensure they provide the framework and appropriate guidance necessary for staff to achieve their operational responsibilities. If revisions, clarifications, or additions are needed, work with the Board of Directors to facilitate the changes.
- Regularly communicate with members of the Board of Directors on issues related to the operation of the TDC.
- Work with appropriate members of the TDC staff to ensure all contracts for work to be performed are properly negotiated and monitored in order for the expected result of the contract to be achieved.
- Work with TDC staff to ensure shared resources within the Operations Budget are effectively utilized across all departments.
- Work with TDC staff to ensure all budgets are maintained and expenditures are within the parameters established by the Board of Directors.



MARKETING & COMMUNICATIONS STRATEGY



Marketing Overview

IMPORTANCE

APPROACH

TACTICS

Marketing Panama City Beach as a tourist destination is the primary activity of the TDC, accounting for 40 percent of the entire budget. For FY 2020, the Panama City Beach CVB will continue to grow the REAL. FUN. BEACH. brand by tying the marketing and public relations campaigns directly to the brand. The primary campaign, “Make It Yours 2.0,” will continue to build loyalty and brand evangelism among current visitors, as well as attract new visitors to the market.



Universal



Control



IMPORTANCE

APPROACH

TACTICS



Visit Panama City Beach Creative

By highlighting the wide range of activities and amenities to suit visitors' travel styles, preferences and interests, we show how Panama City Beach is different from other beach destinations.

Our campaign is an invitation to "Make It Yours," and creates a sense of belonging for the first-time visitors and returning visitors alike.

ECO ADVENTURE | ADRENALINE | FAMILY BEACH | ROMANCE | FOODIE | ENTERTAINMENT

- Personas will continue to promote our current personas for 2020 and will be adding 2 more: Foodie & Entertainment
- New Itinerary Building and Persona Itinerary Creative for all 6 personas will be implemented on the Visit PCB website, Rack Cards/brochures and app
- New branded tradeshow booth creative and assets will be executed to take the Real. FUN. Beach. brand to the next level
- Continue putting the consumer at the center of our brand by extending the use of UGC throughout our 2020 campaign
- Expand the use of more personalized messages with our audience to increase engagement with the brand




IMPORTANCE
APPROACH
TACTICS

Media Objectives & Strategy

- Execute last year's strategies that remain relevant
- Introduce key learnings from Hurricane Michael (social successes)
- Address all segments and stages of vacation planning
- Targeting will continue based on dynamic segmentation modeling
- Customize against seasons, geography, events and annual support
- To be a digital first organization with quantifiable metrics ie., quality site traffic, higher engagement
- Continue to build on the success of the MAKE IT YOURS 2.0 campaign by enhancing and expanding the personalization, dynamic segmentation and targeting

Dynamic Segmentation

We want people to feel like they *belong* in Panama City Beach. Visit Panama City Beach will continue to strengthen year-round dynamic segmentation

ADVENTURE		
LOCAL CULTURE		
THRILLS		



IMPORTANCE

APPROACH

TACTICS



Marketing Partners - With the support of Luckie & Co., Lou Hammond Group, Simpleview, Brand Networks, our Agencies of Record, we will focus on an integrated approach that leverages the activities of the operational departments, as well as our industry partners to help communicate our story through a variety of media and messages.

Digital First – As more travel decisions are being made on mobile platforms, the TDC will leverage the strength of the PCB brand through innovative digital-first campaigns. These “thumb-stopping” campaigns will showcase Panama City Beach as a dynamic beach destination that offers the experiences consumers crave.

- The next evolution of dynamic segmentation will be tested through different messaging and creative
- We will look for ways to incorporate advocacy into our 2020 strategy to build an invincible brand fueled by our audience (How Do You PCB)
- Focus on content partners that over-delivered in 2019, gave turnkey service and impacted site KPI's (like BuzzFeed, Thrillist, Zynga)
- Seek fresh, innovative partners with unique offerings that compliment our brand

IMPORTANCE

APPROACH

TACTICS



Interactive Marketing - Search engine optimization, marketing for VisitPanamaCityBeach.com, deployment email automation and monthly e-newsletters to our database are all core strategies for the upcoming year, along with utilizing new and emerging digital technology.

- Dynamic Content Module continues to enable Visit PCB to create content areas specific to Profiles set in the CMS. Profiles based on Geographic Location (e.g. in market vs. out of market) and interests. This allows us to display targeted content built for various User Profiles.
- Special Event App platform continues to enable Visit PCB to deploy a full featured app for special events allowing for push notifications, in app message center, special offers and more.
- New Google DMO Partnership supports working with Google to become a leading local guide for Panama City Beach on Google and assists Panama City Beach partners in completing their Google Business verification in real time.
- Conversion Rate Optimization will continue through 2020 as a high priority within our digital marketing strategy (leads, visitor guide downloads, eNewsletter sign Ups, increased engagement, etc.).
- Updated Email Automation with new Act-On Platform through Simpleview will allow Visit PCB to streamline marketing automation efforts. Marketing automation will incorporate systems, workflows and machine learning to increase engagement with our visitors.

IMPORTANCE

APPROACH

TACTICS



Social Media

Goals: 1 Million Facebook Followers and 75k Instagram Followers

The TDC’s website is a conduit for visitors to connect with the destination, easily plan their vacation and experience user-generated content across a variety of social media platforms. Engagement on Facebook remains high, with 790,000+ likes and 50,000+ followers on Instagram.

Facebook, Instagram, Twitter, Google, YouTube, Pinterest and Snapchat continue to see marked growth. Visit PCB will set goals for each platform and continue to expand platform mix, driving greater reach on existing platforms and expanding into new platforms.

- Brand Networks will continue as our Paid Social Media Strategy Partner
- Crowdriff Platform will be utilized for User Generated Content
- Utilize existing influencer/PR talent to create content for paid social
- Pinterest early testing results showed extremely high CTR well above industry benchmarks and we will continue to incorporate and elevate this platform in 2020
- Due to strong Snapchat results in 2019, we will continue to refine in 2020
- Incorporate AR into the PCB experience using Snapchat Lenses and Branded Experiences (Instagrammable locations)
- Sports and Chasin’ the Sun Social Media Support will continue
- Incorporate successful post hurricane campaigns of “I Am Thankful” and How Do You PCB?”

Marketing Overview

IMPORTANCE

APPROACH

TACTICS

Traditional Media – Television, radio, and print advertising will comprise the majority of our traditional media campaigns.

The campaigns, based on the brand position of REAL. FUN. BEACH., will highlight how Panama City Beach offers consumers authentic, fun experiences with friends and family on vacation and highlight our “Make It Yours” copy and call to actions.



IMPORTANCE

APPROACH

TACTICS

Video – The TDC has developed an extensive library of b-roll video content that can be repurposed and edited into short, compelling videos to reach highly targeted consumers looking for the experiences that PCB offers.

The marketing team will continue to push these real FUN videos out to targeted consumers and specific niche audiences like the eco-friendly, adventure, romance, fishing and special events, along with scenic/inspirational videos and Instagram Stories.

Videos will be a mix of authentic/organic, 360 and targeted creative

New 360:

- Quality | 5k Stereoscopic Video
- A plethora of Platforms: YouTube VR, Vimeo and Facebook
- Proven engagement



IMPORTANCE

APPROACH

TACTICS



Public Relations - Continue the partnership with Lou Hammond Group to position Panama City Beach as the all American Real. FUN. Beach. through the following methods:

- Press Release distribution
- Press Visits – Group and Individual Trips | Influencers | Mommy Bloggers etc. Continue to target Niche Influencers like Diving, Fishing, Foodie, etc.
- Media Missions/Deskside visits in key markets like Dallas, Houston, Atlanta, Birmingham, Chicago and New York
- Promotions | Broadcast Outreach
- Proactive pitching
- Reactive news bureau
- Integrated strategic planning with the team (Make It Yours Campaign)
- Brand messaging (Real. Fun. Beach. Tees) and storytelling
- Public awareness (Beach Flags, Leave Only Footprints Ordinance, etc.)
- Community Education and Outreach | Local Brand Ambassadors
- Public relations and social media strategy support for Chasin’ the Sun Fishing Show will continue
- Crisis Communication support was instrumental in 2018. We will implement learnings from Hurricane Michael.



IMPORTANCE

APPROACH

TACTICS

Real. FUN. Event. support

The Marketing Department will continue to support the Real. FUN. Special events. to help drive demand in key periods to impact tourism for the destination. The marketing support will keep all creative within the brand standards of Visit Panama City Beach and also work to target and support new audiences within our dynamic segmentation.

- Special Event overviews for each Visit PCB signature event will continue to be created to include the event goal, opportunity statement, creative assets, budget and results
- Special Event marketing support for Visit PCB signature events along with continued marketing support for partner events via the special event support marketing template will continue for 2020



IMPORTANCE

APPROACH

TACTICS

Real. FUN. Sports. support

The Marketing Department will continue to support the Real. FUN. Sports. events to help drive demand in key periods to impact tourism for the destination. The marketing support will keep all creative within the brand standards of Visit Panama City Beach.

- A dedicated strategic media plan will be implemented to promote Panama City Beach as a world class destination for sports
- Work with SFM to position the Panama City Beach Sports Complex as the premier, all purpose outdoor venue in the southeast with the primary focus on amateur sports events that will economically impact Panama City Beach during the non-peak months
- Support with creative and collateral development, social media, public relations, etc.
- Support for Tradeshows



COMING SUMMER 2019

Get ready for the ultimate game plan - it's here now! Claim 365 days of Panama City Beach Sports Complex. You'll also experience the Southeast's best variety of experiences with state-of-the-art facilities. That's why it's the perfect destination for your next sporting event.

REAL. FUN. SPORTS.
Book now at PLAYPANAMACITYBEACH.COM

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STAY AHEAD OF THE GAME

COMING SUMMER 2019

BOOK NOW



Marketing Overview

IMPORTANCE

APPROACH

TACTICS

SOUTHEAST

Gorgeous Beaches

In Panama City Beach, find turquoise waters, sparkling beaches and plenty of family-friendly activities.

Panama City Beach has long been known across the Southeastern USA for its 41 km (26 miles) of pristine, white sand beaches and clear turquoise waters. But the addition of some international airport routes from the north is beginning to showcase this Florida destination.

With several cruise companies, 300 public beach access points and the new Park shopping and entertainment complex, Panama City Beach is a great spot for a wonderful vacation. Countless accommodations options include:

beachfront resorts, hotels, rental houses and high rise condos with stunning views of the Gulf of Mexico. Enjoy the beach, discover family friendly hotels, great dining overlooking the Gulf and more! And large convention areas perfect for lodging and public meetings.

They call on shopping centers, golf courses and fishing on every day of an amusement park. After watching the sunset from the town's beachfront to enjoy the sun's warm rays.



VisitPanamaCityBeach.com | VisitTheUSA.com/Florida



Sales Department Marketing Support | International Marketing & Public Relations

Sales

Continue to work with the Sales Department on a dedicated sales media plan, sales specific creative, collateral and Panama City Beach branded Tradeshow Booth.

2020 will include a dedicated photo shoot to capture compelling images to support all sales tactics.

International

Our International Program is a joint initiative of the Marketing and Sales teams. Our continuing development of business relationships within the international travel-trade and media is critical to expanding international visitation to Panama City Beach.

Through partnership opportunities with VISIT FLORIDA, Brand USA and through our international representation firms, Lieb Management (Germany) and Gosh PR (UK), emphasis on 2020 will be to take our international marketing to the next level.

A dedicated strategic plan targeting international media, tour operators, OTA's, Influencers etc., will be implemented in 2020.

International Tradeshows – support on marketing and public relations

International Tour Operator FAM Trips/Media Visits – amplify our international brand awareness by hosting tour operators and International media and Influencers.

Northwest Florida Tourism Council Cooperative Efforts – Collaborate with Northwest Florida destinations on a targeted international campaign to extend the reach of our collective efforts.

IMPORTANCE

APPROACH

TACTICS

Panama City Beach Partner Support

- Partner Marketing and PR Roundtables
- Continue to develop a robust series of co-op marketing selections to our partners. Analyze campaign results, gather partner feedback and adjust the programs as necessary to make it the most successful.
- Facebook Lives | Promoted Posts | Print | Radio | Email Sweepstakes | Targeted Digital Display etc.
- Partner Toolkits will be provided to partners to effectively communicate the Visit PCB brand and special event collateral support
- Crisis Communications support for partners by building a platform where we can communicate with them during a crisis like a Closed Facebook Group

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Get the most for your money with Emerald View Resorts. From Gulf front condos to unique beach homes, we have something for every need and budget! Book direct and save 15% now!
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COUNTY-GARÉS RESORT PROPERTIES
County-Garés has the largest selection of vacation properties located on the sugar white sands of Panama City Beach. Book four nights or more and save 15% with promo code COB04nights15!

SHORES OF PANAMA
Shores of Panama is a Gulf-front luxury resort loaded with amenities including a 18,000 square foot beachfront pool complex. Save 20% on four nights or more with promo code S0P04nights20!

888-402-5165
ShoresOfPanama.com

Visit Panama City Beach was live — at Shipwreck Island Water Park.

Published by Michealean Stewart [?] · August 6 at 2:40 PM · Panama City Beach

We're live today at Shipwreck Island Water Park - named one of the top 3 water parks in the country by TripAdvisor!

Visit Panama City Beach
Published by Michealean Stewart [?] · July 18 at 1:46 PM

It's not too late to book your summer vacation! Enjoy this beautiful view from these 2 bedroom condos, located right on the beach at Summerhouse Condominiums Rentals of Panama City Beach --> <http://bit.ly/SummerhousePCB>

Marketing Overview

IMPORTANCE

APPROACH

TACTICS

The detailed marketing plan will be presented to the TDC/CVB Board of Directors at its October Board Meeting.



SALES STRATEGY



Sales Overview

IMPORTANCE

The sales team's main charge is to position Panama City Beach domestically and internationally as a fast emerging group meetings and thriving leisure destination in Northwest Florida. The sales team is focused on initiatives for the current year as well as a five year plan.

APPROACH

TACTICS

Using innovative approaches we will continue to gain momentum to build year-round business. We will accomplish these goals by nurturing strong relationships with our partners, increasing our presence within our core markets and maintaining a base of loyal PCB customers.



IMPORTANCE

APPROACH

TACTICS

The sales team has undergone a team transformation and is adopting new initiatives and sales strategies for 2020 and beyond. Market segment coverage is as follows:

Renee Wuerdeman, Vice President of Sales

- Associations
- Corporate
- Government
- Religious
- Group Tours

Helen Adami, Director of Destination Sales

- International and Domestic Travel
- Consumer

Harrison Moon, Sales Coordinator

- Family Reunions
- Weddings
- Fraternal
- Military
- Consumer



IMPORTANCE

APPROACH

TACTICS

Primary Initiatives

Sales Marketing Plan

An enhanced plan to include a print and digital ads plan, relevant pictures and video for markets segments, profile sheets and power point presentations

Strategic industry tradeshow participation and industry memberships

Tradeshow participation continues to evolve to ensure we are participating in the appropriate opportunities that serve our destination

Partner Engagement Meetings

Monthly meetings involving the Visit PCB team and hospitality partners, meetings with individual hotels, attractions. Restaurants, shopping and entertainment venues

Hosted Buyer Conferences

Appointment shows to be hosted in Panama City Beach

Services and Booking Incentives

Enhance current level of services expected by meet planners and travel influencers



IMPORTANCE

APPROACH

TACTICS

Systems and practices are put in place to follow sales progression from initial sales contact to booking. This assists the team to accomplish targeted sales initiatives.

Marketing

Partner with the marketing department to grow leisure and group sales presence in the marketplace with a sales marketing plan:

- Tradeshow and membership organizations coverage in both print and digital
- A sub brand to mirror CVB branding (REAL.FUN.MEETINGS.)
- Content for digital programs and collateral
- Upgrade digital platform content

Digital Programs

The use of innovative digital programs used for lead generation, sales progression, and follow-up completes the connections made trade and appointment shows

- Cvent – a digital platform used by meeting planners destination searches and RFP delivery directly to the CVB and partners who participate in the program. Cvent is the most widely used program of this type
- SendSites – a digital design format allowing us to create and send visually compelling sales information to clients
- Simpleview – CRM used by the CVB. The sales department utilizes the sales and membership/partner modules for sales follow through with potential bookings and account and partner maintenance



IMPORTANCE

APPROACH

TACTICS

Attendance at tradeshows and hosted buyer conferences create opportunities to meet one-on-one with potential clients and produce leads.

Consumer Shows – Travel shows in key domestic drive and fly markets are an important vehicle to increase awareness of Panama City Beach as a tourist destination within our target audiences.

- Southern Women’s Shows – Atlanta, Charlotte and Nashville are three and four-day consumer shows geared to women, with an estimated attendance of 30,000 per show
- New York Times Travel Show - allows the TDC to target NE travelers as well as New York based national travel professionals and travel media
- AAA Ohio – provides an opportunity for the TDC to reach AAA members in the Ohio market.
- Travel & Adventure Shows – Atlanta and Dallas allows the TDC to target travelers in the greater feeder cities and regions

Domestic Travel Tradeshows – Group travel shows provide opportunities to interact with domestic tour operators and other group travel organizers.

- VISIT FLORIDA Trade Events
- ITT Military Shows – provide an opportunity to reach active duty military, active duty military and their families, and veterans across the Southeast US as they plan and coordinate both individual travel and military reunions
- American Bus Association and Boomers-in-Groups target the Group Tour market



IMPORTANCE

APPROACH

TACTICS

Leisure – International, Domestic and Consumer trade and pre-set appointment shows in with tour operators, travel agents, receptive operators and a partnership with VISIT Florida: World Travel Market London, International Travel Berlin, International Pow Wow, International Inbound Travel Association, VISIT Florida for Florida Huddle, Travel and Adventure Shows Atlanta and Dallas, Southern Women’s Shows Charlotte and Nashville

Meetings and Conventions - Trade shows, conferences and pre-set appointments with meeting planners: Connect Marketplace, Connect Georgia and Connect Faith, Visit Florida - Florida Encounter, Rendezvous South, Christian Meetings and Conventions Assn., Destinations Southeast, Meeting Professionals International

Memberships

American Bus Association

Group Tour Family

Your Military Reunion Connection

Georgia Society of Association Executives

International Inbound Travel Association

Meeting Professionals International

Christian Meetings & Conventions Assn.

Florida Society of Association Executives

Destinations International

US Travel Association



IMPORTANCE

APPROACH

TACTICS

Meetings and Conventions

We will continue to position Panama City Beach as a viable meetings and conventions destination in Northwest Florida.

Position Visit Panama City Beach as the booking engine in the hospitality community

Through strong local partnerships within our industry we will grow all market segments. We will focus on being an important part of the booking process by becoming the primary source lead source for new business. Create active partner sales initiatives:

Sales Missions

Site inspections

Tradeshow co-ops

FAM tours

Increase and maintain an account base

We will continue to grow a pre-qualified account base and maintain productive accounts through focused sales initiatives:

Attendance at tradeshows, hosted buyer shows

Membership in industry organizations

Building relationships with third-party organizations

Upgrading our presence with digital lead platforms



IMPORTANCE

APPROACH

TACTICS

Leisure International and Domestic Travel

The marketing and sales teams will continue to partner on the leisure international and domestic sales initiatives focusing on maintaining and developing business relationships with the international travel-trade and media communities as this is key to expanding international visitation to Panama City Beach. Partnership opportunities with VISIT FLORIDA, Brand USA, and through our international representation firms, Lieb Management (Germany) and Gosh PR Gosh (UK), emphasis in FY 2020 will be placed on furthering these relationships with European travel influencers.

Domestic tradeshow, hosted buyer and consumer events will continue to build our visitor base within the US and Canada

Partner engagement will be redefined within the leisure market through the Partner Engagement Meeting in addition to workshops and promotion of co-ops with our hotels and resorts

VISIT FLORIDA and Brand USA have developed cooperative marketing relationships with Expedia expanding our ability to offer direct to consumer opportunities for our lodging partners without having to involve tour operators and other intermediaries



IMPORTANCE

APPROACH

TACTICS

International Tradeshows – We will continue to attend international tradeshows, in partnership with VISIT FLORIDA. Our participation in these opportunities increase awareness of Panama City Beach with tour operators, receptive operators, and travel media from key countries across the globe

Partnership with Tour Operators – Through our efforts to date, we have connected lodging properties with a number of tour operators in the UK and Germany. We will continue to develop and strengthen these relationships in the UK and Germany by focusing on our relationships with Virgin Holidays, Funway, US Air Tours, and Thomas Cook and Florida-based receptive tour operators

International Tour Operator FAM Trips/Media Visits – A continued effort to build international awareness of Panama City Beach as a tourist destination we will focus on hosting tour operators and travel media FAMs with travel influencers

Increase international B2C communications – We will continue to partner with VISIT FLORIDA and Brand USA on cooperative marketing campaigns in Canada, UK and Germany. Expedia will be a primary marketing partner in these programs

Northwest Florida Tourism Council Cooperative Efforts – There remains an interest to create a an international campaign to extend the reach of our collective efforts. Visit PCB will



IMPORTANCE

APPROACH

TACTICS

Partner Engagement Meetings

Monthly meetings with hospitality partners from the hotel/resort, attraction, dining, shopping and entertainment community are held the third Thursday morning of each month. The purpose of the meeting is to foster partner relationships enabling us to work together as strong, cohesive sales force focused on booking new leisure and group business in PCB.

Hosted Buyer Conferences

These conferences provide face to face appointments between meeting and travel influencers from all market segments and hospitality suppliers. We have a goal to host 6 of these meetings in 3 years (we have booked 5) bringing approximately 335 influencers to PCB with opportunities to host familiarization tours.

Current hosted buyer conferences:

SPORTS, The Relationship Conference – 100 Influencers September 9-12, 2019

Visit Florida, Florida Encounter - 60 Influencers November 20-22, 2019

Small Market Meetings Summit – 25 Influencers

Select Traveler Conference – 75 Influencers

Going on Faith Conference – 75 Influencers

Arrowhead Conferences & Events – Tentative, hosting the 21 Meeting planners who work for this organization



IMPORTANCE

APPROACH

TACTICS

Service and Booking Incentives

Conference Services and Incentives

Continue to offer services that have become industry standards and enhance the program to be competitive an meet planner expectations:

- | | |
|-----------------------------|-------------------------|
| Welcome packets | Registration Assistance |
| Destination planning guides | Concierge |
| Itineraries | Step on Guides |
| Site Visits | Spouse Programs |
| FAMS | Incentives and Grants |

Booking Incentives

It has become commonplace for meeting planers to inquire about incentives offered by the CVB. A grant program through the state is being researched for groups that demonstrate a history of, or a potential to attract overnight visitors. This program will put us on par with many destinations in our competitive set.



SPECIAL EVENTS STRATEGY



Special Events Overview

IMPORTANCE

APPROACH

TACTICS

Special events continue to be a focus area to help increase visitation to Panama City Beach throughout the year, with particular emphasis during the spring and fall. Research has shown that our visitors will increase the frequency of their visits when given a compelling reason to do so. Outside of the peak summer season, festivals and special events help spur this type of travel.

Additionally, fun, unique and well-orchestrated festivals and special events can have a halo effect for destinations and create intangible benefits by spurring interest in the destination even if the potential visitor is unable to attend a specific event.

We will continue to foster, and advise, relationships with organizations throughout the destination to create and assist with special events that have the potential to drive incremental demand for Panama City Beach as a tourist destination.



Special Events Overview

IMPORTANCE

The TDC operates several high-profile events throughout the year. These events include: Pirates of the High Seas Fest, Beach Home for the Holidays, the Panama City Beach Mardi Gras Music Festival featuring the Krewe of Dominique Youx Parade, and the award winning UNwined Festival.

APPROACH

TACTICS

The TDC will collaborate with outside organizations on festivals, concerts and special events that take place throughout the year. This collaboration includes: sponsorships, in-kind or paid advertising support and events operations assistance. Additionally, the TDC will continue to develop, manage, host and publicize signature events designed to increase visitation to the destination. These events include: New Year's Eve Beach Ball Drop, Food Truck Festivals of America, Emerald Coast Boat & Lifestyle Show, Oktoberfest, PCB Scottish Festival, Emerald Coast Cruizin' (Fall & Spring), Seabreeze Jazz Festival, Florida Jeep Jam, Thunder Beach (Fall & Spring), SandJam and Pepsi Gulf Coast Jam.

The TDC will continue to support and add events to the calendar as we strive to make Panama City Beach a year-round destination. All the events supported by the TDC must strengthen, extend, and leverage the brand of Real.Fun.Beach.



IMPORTANCE

APPROACH

TACTICS

- Maintain relationships with existing events, as well as work together to enhance the events through available resources including sponsorship, advertising/marketing, venue/barricade support or event management.
- Engage the industry partners, through workshops, on events, market trends and new opportunities that will create incremental demand for the destination.
- Use innovative event themes to support and extend the REAL.FUN.BEACH brand and create additional awareness and demand for Panama City Beach.
- Develop and manage budgets for each event to ensure the TDC is able to effectively and efficiently execute a quality events within established budget parameters.
- Attend and engage in Industry tradeshow and conferences to reach industry decision leaders; attend educational event seminars; and showcase the destination's venue to potential event partners.
- Continue to be involved with Board's and Committee's of special event conferences.
 - Florida Festivals & Events Association
 - Pollstar
 - International Entertainment Buyers Association (IEBA)
- Foster relationships with national artist agencies such as WME, Live Nation, UTA, Paradigm, AEG Live, etc. and explore opportunities to enhance current events or produce new events.
- Coordinate annual events calendar of events taking place in Panama City Beach.



VISITOR SERVICES STRATEGY



IMPORTANCE

APPROACH

TACTICS

The Visitor Services staff serve an important role for visitors who are comparing vacation destinations, as well as those visitors who have made the decision to come to Panama City Beach, but desire additional information to enhance their vacation. We will implement strategies to help potential visitors choose Panama City Beach over competitive destinations, and encourage current visitors to do more, stay longer, and visit more frequently, while reinforcing the REAL.FUN.BEACH. Brand.

In FY 2020, the TDC will have an active role in the operation of the US231 Florida Welcome Center, through the Northwest Florida Tourism Council. This Welcome Center was slated to be closed on July 1, 2019 due to significant cuts in VisitFlorida's budget. Given the Center's importance to the region, the Council - comprised of the official destination marketing organizations for the gulf-front counties of northwest Florida - stepped up to continue to operate the Center. The Center costs approximately \$500,000 per year to operate. These costs are shared among the members of the Council. The shift in operational governance will allow the TDC to be able to enhance its presence, including additional marketing materials and activations in the Center.



Visitor Services Overview

IMPORTANCE

APPROACH

TACTICS

Taking advantage of the updated and enhanced Visitor Information Center space, the Visitor Services staff will focus on providing attentive, personalized service by meeting and greeting visitors as they enter the center and walking them to the brochure displays of interest. The staff will also encourage visitors to utilize CVB resources – Visitors Guide, websites, etc. – as the preferred source of information throughout their stay in Panama City Beach. The style of service will cultivate, support and celebrate a “visitor-centric” ethic that supports quality visitor experiences through unpretentious but attentive customer service.



IMPORTANCE

APPROACH

TACTICS

- Maintain and enhance standards of excellence in answering visitors' questions about the destination, whether by phone, at the airport, in the Visitor Information Center, or an off-site location.
- Actively interact with guests visiting the Visitor Information Center and encourage guests to use the TDC's website as their primary, trusted information source while visiting Panama City Beach.
- During major tournaments at the Sports Complex, major special events and city-wide conferences, provide off-site visitor information services to extend the reach of the Visitor Information Center.
- Handle fulfillment of Visitor Guide requests.
- Execute seasonal Panama City Beach activations at the US231 Welcome Center.
- Develop digital and printed itineraries for each Make it Yours personas that can be distributed online and through the TDC's Visitor Information Centers and the US231 Welcome Center
- Rotate free-standing kiosk displays in Visitor Information Center to highlight events, eco-tourism, and other unique and memorable aspects of Panama City Beach.
- Create and maintain an Instagram location outside of the Visitor Center.
- Expand and enhance retail items available for sale in the Visitor Center.
- Organize the TDC's National Tourism Day events.
- Raise visibility within the community by having a presence at community events.
- Conduct themed events/activities to highlight upcoming events/seasons.
- Organize Winter Resident Appreciation Days.
- Organize Winter Resident Events, including Homecoming, Senior Prom and the Grand Finale.



SPORTS MARKETING STRATEGY



IMPORTANCE

APPROACH

TACTICS

As evidenced by the TDC’s \$39 million investment in the Panama City Beach Sports Complex, amateur athletic tournaments are a central component of the TDC’s strategy to generate incremental visitor demand. In FY 2020, we will continue to target our key sports markets of softball and baseball, as well as emerging markets in both tournaments, such as soccer and lacrosse and sporting events, including as road races, beach, water and indoor sports that support this goal while staying with industry trends.

A centerpiece of our efforts will be the new sports complex. With existing overflow, we expect the facility to operate near capacity during the summer months, in addition the complex will focus on hosting tournaments that occur outside our peak travel season. We will coordinate efforts between the City and Sports Facilities Management (SFM) to maximize utilization of all available tournament facilities, including Frank Brown Park and the Panama City Beach Sports Complex. There has been a proven demand on rectangular fields for a variety of sports such as soccer, lacrosse, football, ultimate Frisbee, rugby and field hockey. With the addition of the new sports complex, 12 month use and business for the destination will be created.

Visitors coming to Panama City Beach to participate in or experience a tournament or sporting event generate over \$100,000,000 in direct visitor spending with a total economic impact in excess of \$170,000,000.

Additionally, as outlined in the Strategic Plan, we will continue the planning of a proposed indoor facility to further diversify our product offerings and our ability to drive incremental year-round visitor demand.



IMPORTANCE

APPROACH

TACTICS

Attracting, fostering and growing tournaments and sporting events requires a multifaceted approach that includes acting as a liaison and partnering the events right holders with the local partners that can help bring the event to fruition. These partners include local governments for the use of athletic facilities, accommodations and others.

Additionally, financial assistance in terms of sponsorships, bid fees, and host fees may be required to secure the events. By securing national, regional and large-scale events in Panama City Beach, local businesses, as well as local governmental partners benefit by having increased revenues from out of town visitors attending the events.

The TDC understands the standards required to host tournaments that will generate visitation and promote tourism may be higher than what is required for local play. The TDC remains committed to continue collaborating with local governments in making necessary enhancements to the public venues to ensure they are maintained in a tournament-ready condition.



IMPORTANCE

APPROACH

TACTICS

- Attend tradeshows and conferences, including:
 - Sports ETA, TEAMS, Connect, SPORTS-The Relationship Conference are sports conferences where attendance is vital for national exposure and networking. The Florida Sports Foundation Annual Summit attendance keeps us up-to-date on the State's sports initiatives and grant funding opportunities. The NSA, ISA, USSSA , NFCA, AAU and WSL National Conventions are important conventions to attend, and be seen, as we maintain leadership in diamond and multi-sport abilities. With the addition of the new sports complex, additional travel will include rectangular sports conventions such as US Soccer and US Lacrosse.
 - We will make sure that staff maintains the highest industry accreditation and engages in conference committee opportunities.
- Provide financial assistance in terms of sponsorships, bid fees and host fees:
 - Sponsorships – paid to the event right holders, conferences and conventions: NSA/ISA/USSSA Convention Outings/Booth, Gulf Coast Collegiate Classics, WSL, Arnold High Basketball Classic, Sports ETA/TEAMS/Connect/SPORTS Relationship conferences, 9/11 Stair Climb, and other sporting events – such as Gymnastics, Cheer, Dance, & Golf - occurring in Panama City Beach
 - Bid Fees – paid to the event right holders to secure events: baseball - Grand Slam World Series and USSSA; softball – NSA Worlds, USSSA Worlds, USFA, and WSL, Beach Volleyball, Soccer Tournaments, Florida Ironman and Gulf Coast Ironman 70.3.
 - Host Fees – paid to local public athletic venues, including Frank Brown Park and other local overflow facilities to offset the costs of hosting the events: FL/AL High School Fastpitch Challenge, GCSC Fastpitch Classic, USSSA Worlds, NSA Fall World Series, USSSA Fastpitch on the Beach, AAU Regional Basketball, USFA and WSL World Series.



IMPORTANCE

APPROACH

TACTICS

- Conduct workshops to facilitate communication between current and potential events right holders with local tourism businesses.
- Host Sports Conferences and FAM trips with qualified event rights holders.
- Enter into strategic partnership arrangements with organizations that have the ability to bring multiple tournaments to Panama City Beach.
- Continue to pursue grant opportunities to offset cost of events.
- Remain current with trending sports opportunities such as e-sports and International events.
- Continue working with other local facilities/entities that may have inventory not available in Panama City Beach ex; Tommy Oliver Stadium, to increase visitation and developing County-wide events.
- Maintain and develop strategic relationships with national publications to insure the destination has maximized exposure.



COMMUNITY SUPPORT STRATEGY



IMPORTANCE

APPROACH

TACTICS

Panama City Beach is a large beach destination generating approximately of \$2.9 billion in economic impact (direct, indirect and induced), with over 16,500 overnight accommodations available to visitors and over a thousand small businesses serving our visitors. These independent, small businesses are the lifeblood of the Panama City Beach experience. To effectively tell the Panama City Beach story, in order to have potential visitors select Panama City Beach over all other destinations, the TDC needs to engage and partner with these businesses. We need to know their story. The tapestry of these businesses is one of the differentiating factors that make Panama City Beach special.

Many of these businesses have limited advertising budgets to market themselves. Through a robust cooperative marketing program, the TDC will provide affordable opportunities to Panama City Beach tourist businesses to advertise and promote the goods and services they offer. Getting more partners involved with the TDC will assist in extending our brand and bringing Real.Fun.Beach. to life. We also gain a better understanding of the needs of our partners which will assist us in planning for future events, campaigns and marketing activities.

The TDC also actively partners with non-profit organizations, like the Northwest Florida Tourism Council, Panama City Beach Chamber of Commerce, Bay County Chamber of Commerce and the Grand Lagoon Coalition, that are actively engaged in enhancing tourism to Panama City Beach.

Additionally, the TDC provides support, which is limited by statute, to Bay County and the City of Panama City Beach. This support helps offset the costs of lifeguards and public safety, as well as ensuring the facilities Aaron Bessant Park and Frank Brown Park are maintained at a level to attract incremental visitation to Panama City Beach.



IMPORTANCE

To engage our partners, the TDC must create value and clearly demonstrate the importance of their participation in our programs - to answer the question, “what’s in it for me?”

APPROACH

To this end, we revamped our approach to cooperative marketing. The TDC publishes the Visitors Guide, which is produced on a biannual basis in order to provide up-to-date and relevant content to visitors as they make their travel planning decisions and allow our partners to adjust their marketing messages by season. The TDC also offers co-op marketing opportunities on an ongoing basis throughout the year to help our partners leverage their advertising budgets and take advantage of opportunities as they arise.

TACTICS

One of the most important aspects of the TDC is listening to the needs of our partners, and that role extends to all members of the TDC staff. As we go forward, it is important for all the management team to reach out and interface with our partners in order for the industry to fully appreciate all that the TDC does in marketing Panama City Beach as a tourist destination. This outreach activity takes on many forms, including one-on-one, sending out industry newsletters and updates, hosting workshops and seminars, and participating in community activities.

Panama City Beach offers a wide variety of superlative experiences, showcased in the TDC’s Make it Yours personas, that extend beyond the traditional activity of “hanging out on the beach.” In FY 2020, the TDC will assist partners on strategies to showcase these experiences that can be incorporated into our targeted marketing campaigns.



IMPORTANCE

APPROACH

TACTICS

- Develop Partner Engagement toolkit in order to effectively communicate all the goods and services the TDC has to offer.
- Working with the publisher of the Visitors Guide and the Marketing Department, develop a dynamic cooperative marketing sales kit that outlines the various cooperative marketing opportunities.
- Continually survey industry partners on their marketing needs and work with the Marketing Department on the development of new cooperative programs each quarter.
- Develop a brand toolkit that will assist industry partners in incorporating Real.Fun.Beach. into their messaging without diluting the brand or creating brand confusion.
- Each functional department of the TDC will host workshops on issues of interest to industry partners.
- To highlight the importance of tourism to the local community and its economy, the TDC will host National Tourism Month activities during the month of May.
- Partner with Visit Florida and other communities in Northwest Florida, through the Northwest Florida Tourism Council, on regional marketing initiatives.
- Maintain a presence in the Panama City Beach Chamber of Commerce's Circuit Magazine that highlights the importance of tourism to our community and how the TDC carries out its mission.
- Maintain CRM system with current partner contact information.
- Revamp industry communications – extranet landing site, newsletters, etc. – to increase readership and participation.



TOURISM DEVELOPMENT STRATEGY



IMPORTANCE

APPROACH

TACTICS

The Tourism Development Department’s projects have allowed the TDC to expand the channels available to market Panama City Beach as a tourist destination. These projects include the development of the Panama City Beach Sports Complex, Celebration Tower, “Chasin’ the Sun” television program and *Visit Panama City Beach* Visitor Magazine. With the impacts of Hurricane Michael on Mexico Beach and Panama City, the TDC’s marketing, public relations and other destination marketing support for these communities are directed through this department.

In support of the TDC’s strategic plan and long term-recovery taskforce efforts, special projects and the development of additional venues to support incremental tourism are also a function of this department. Ultimately, the tourism development activities help drive incremental visitation and awareness through corporate relationships, cutting-edge media and new tourism products. Its goals are to:

- Generate additional sources of revenue;
- Develop additional venues to support the TDC’s strategic plan and hurricane recovery efforts;
- Support Mexico Beach and Panama City CDCs until such time their tourist development tax receipts are sustainable;
- Assist local entities (e.g., City of Panama City Beach, Bay County Chamber of Commerce, PCB Chamber of Commerce, Bay Economic Development Alliance, Grand Lagoon Coalition) that are actively involved in advancing tourism-related activities;
- Establish and leverage relationships with consumer brands to enhance *Visit Panama City Beach* programs and elevate the “REAL. FUN. BEACH.” brand; and,
- Produce and deliver creative, compelling content and tourism products that take PCB’s story to new audiences.



IMPORTANCE

In FY 2020, we will implement sales strategies to aggressively pursue corporate investment as a means to enhance existing tourism assets and drive revenue for the new Panama City Beach Sports Complex.

APPROACH

TACTICS

At present, Triumph Gulf Coast has not acted on the TDC’s grant application (submitted March 2018) and our efforts remain focused on securing these funds. Meanwhile, the PCB Sports Complex offers unprecedented opportunities to generate sponsorship revenue via naming rights, vendor agreements, signage and activations.

Departmental goals include offsetting a significant portion of “Chasin’ The Sun” production costs, sourcing new corporate sponsorships, developing existing brand relationships to their full potential and identifying opportunities to generate additional funding via grant programs.

Sponsorship sales efforts will incorporate recommendations contained in *Revenue Maximizer™*, an asset identification and valuation service provided by Premier Partnerships. This customized, multi-tier packaging strategy will address sponsorship hierarchy, pricing and target categories.

We will position *Visit Panama City Beach* as an investment vehicle for companies to reach millions of visitors and, by doing so, increase awareness and sales. Aligning our brand with America’s top corporate brands also elevates the reputation of Panama City Beach among visitors and the community at large.



IMPORTANCE

APPROACH

TACTICS

The TDC will aggressively seek corporate sponsorships by pursuing:

- National companies that offer products/services with universal appeal or target the coastal vacation experience or amateur sports;
- Bay County-based companies that have high visibility and offer products/services targeted to visitors or see value in aligning themselves with Panama City Beach as a way to build community awareness, foster goodwill or underwrite local events; and,
- Private businesses interested in forming partnership alliances that add value to the sponsorship proposition.

The TDC will actively seek new sources of revenue to supplement programs traditionally funded through the Tourist Development Tax by:

- Leveraging opportunities to monetize assets associated with the new Panama City Beach Sports Complex;
- Identifying opportunities to monetize a wider variety of TDC assets (website, social media, events);
- Continuing to evolve the CTS-TV sponsorship model to generate cash investments; and,
- Sourcing and applying for grants offered by governmental agencies, private corporations, foundations or other entities for the express purpose of promoting tourism-related activities.



Tourism Development Overview

IMPORTANCE

APPROACH

TACTICS



A cornerstone of Tourism Development Department efforts is the award-winning Discovery Channel television series, “Chasin’ The Sun,” filmed entirely in Panama City Beach.

- Showcases world-class fisheries – *offshore, bay, pier, surf, backwater creeks*
- Episodes feature popular species – *redfish, pompano, grouper, snapper, tarpon, kingfish*
- Highlights recreational diving – *artificial reefs, lionfish eradication, near shore wrecks*
- Focus on the coastal lifestyle and outdoor recreation
- All full episodes available for viewing on demand at ChasinTheSunTV.com, Amazon Prime, Vudu, Outdoors.com and Youtube.
- Related programming includes monthly fishing report, event activations, outdoor journalist FAM trips, social media, e-newsletters, contests, public relations, industry involvement and *Visit Panama City Beach* magazine articles.



2020 SEASON FIVE

Air Dates	January – June
Broadcast Weeks	26
Original Episodes	13 (each airs 2x)
Day/Time	Saturdays 8:00am EST



Tourism Development Overview

IMPORTANCE

APPROACH

TACTICS



REACH

99 million U.S. & Canada Households

AVAILABILITY

All 210 U.S. DMAs

QUICK FACTS

- Discovery Communications' #1 global brand
- #1 non-sports network among U.S. men

Full episodes also available on demand



chasinthesuntv.com



Tourism Development Overview

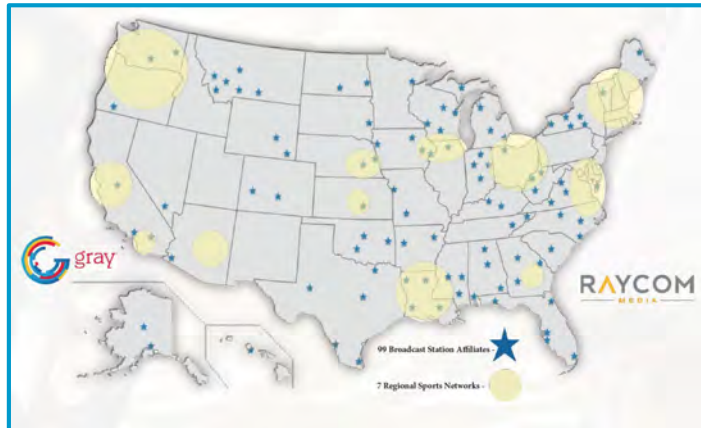
IMPORTANCE

APPROACH

TACTICS



In Q4 2019, syndication of “Chasin’ The Sun” on the Outdoor America platform will deliver an audience across broadcast, digital and social media channels in key visitor markets.



99 Broadcast Station Affiliates + 7 Regional Sports Networks
58 Million U.S. Television Households



135 Television Station Websites
75 Million Monthly Unique Users



IMPORTANCE

APPROACH

TACTICS

The Tourism Development Department's FY 2020 efforts will include:

- Continued progress toward fully leveraging brand relationships through cross-promotions, event activations and sharing of digital content across media platforms.
- Identifying sources of tourism-related grant funding and submitting applications as appropriate.
- Continued growth of "Chasin' The Sun" social media engagement using video, contests and strategies to encourage User Generated Content (UGC).
- Expanding relationships with existing rights holders to develop co-op sponsorship programs.
- Identifying cross-promotional opportunities involving multiple sponsors and facilitating joint activations to maximize their combined investments.



IMPORTANCE

APPROACH

TACTICS

Panama City Beach Vacation Magazine

The marketing team will continue to work with Rowland Publishing to provide curated content to potential visitors and subscribers.

- Mailed to Visit PCB subscribers – current subscriber list is in excess of 38,000 households
- Distributed through the TDC Visitor Information Centers, Visit Florida Visitor Information Centers, Sales Trade Shows, Media Missions



TOURISM DEVELOPMENT STRATEGY – SPORTS COMPLEX BUDGET & PROGRAM OF WORK





Sports Complex Overview

The Panama City Beach Sports Complex opened during the summer of 2019. Although construction was complicated by Hurricane Michael, the herculean efforts of the contractors, owner's representatives, TDC and CVB staff, the opening was only delayed by 45 days and the project came in on budget.

The opening of this complex marked a new chapter in the TDC's commitment to diversifying Panama City Beach's tourism industry and driving incremental visitation to further strengthen the local economy.

Sports Facilities Management conducts the day to day operations of the complex on behalf of the TDC. The TDC is responsible for covering any revenue subsidies necessary to operate the complex. Based upon the pro forma, the TDC anticipates the park will achieve profitability in the fifth year of operation.

REAL. FUN. SPORTS





Vision

Panama City Beach Sports Complex seeks to be a year-round sports destination attraction that allows Panama City Beach to host rectangle field sport events such as soccer, football and lacrosse like they have never been able to do before, while having the opportunity to continue to further support and grow the many baseball & softball events that are already present in Panama City Beach.

We strive to deliver the highest-quality competitive play, and related personal experiences for teams, clubs, tournaments, and affinity organizations.



REAL. FUN. SPORTS





State of the Business

REAL. FUN. SPORTS.

- Strong interest from Event Rights Holders to host events in our destination
 - 15 events planned to close out the 2019 calendar
 - 50 events currently planned to be hosted at the complex for the 2020 calendar year
- Community engagement and support
 - Bay United Soccer Club
 - Panama City Beach Dolphins (Tackle Football)
 - Others soon to come
- Revenues and Expenses are both up
 - Full-time staff cost
 - Part-time labor cost
 - Utilities expenses





2020 Goals & action plans

REAL. FUN. SPORTS

- Financials
 - Revenues and Expenses are both up
 - Full-time & Part-time labor cost
 - Utilities expenses
- Marketing
 - Grand Opening
 - Media Coverage / Social Media
- Business Development
 - Events
 - Sponsorships
- Community Involvement
 - Sports Clubs
 - School District
 - Leagues / Programs
 - Chamber
- Staffing
 - Hiring
 - Training
 - Development





PANAMA CITY BEACH SPORTS COMPLEX
 Summary FY 2020 Budget
 October 1, 2019 through September 30, 2020

	19-Oct	19-Nov	19-Dec	20-Jan	20-Feb	20-Mar	20-Apr	20-May	20-Jun	20-Jul	20-Aug	20-Sep	12 Month
INCOME													
40300 - Soccer	14,000	19,500	43,600	11,200	14,400	20,000	9,600	20,800	0	2,400	2,000	14,400	171,900
40400 - Football	8,000	12,000	6,000	0	6,000	0	0	0	0	3,000	0	0	35,000
40500 - Lacrosse	0	8,000	0	6,000	2,600	0	6,000	0	5,200	0	0	0	27,800
40600 - Baseball	13,000	0	0	6,500	3,000	22,100	22,100	15,600	71,000	30,250	26,000	6,500	216,050
40600 - Softball	0	7,800	0	0	0	6,500	0	0	0	27,000	6,000	6,000	53,300
40800 - Youth Recreation	6,000	4,500	0	0	1,500	6,000	6,000	1,500	0	0	0	0	25,500
41000 - Other Field Income	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
41500 Food and Beverage	53,380	53,380	26,690	7,117	7,117	7,117	7,117	7,117	26,690	53,380	53,380	53,380	355,865
41900 - Sponsorship & Other Revenues	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	200,000
TOTAL INCOME	114,046	124,846	95,957	50,484	54,284	81,384	70,484	64,684	122,557	135,696	107,046	99,946	1,121,415

Proportion (Monthly) of Revenue By Month 10.2% 11.1% 8.6% 4.5% 4.8% 7.3% 6.3% 5.8% 10.9% 12.1% 9.5% 8.9% 100.0%

COST OF GOODS SOLD													
50000 - Part Time Labor Costs	20,528	22,472	17,272	9,087	9,771	14,649	12,687	11,643	22,060	24,425	19,268	17,990	201,855
50300 - Soccer	700	975	2,180	560	720	1,000	480	1,040	0	120	100	720	8,595
50400 - Football	400	600	300	0	300	0	0	0	0	150	0	0	1,750
50500 - Lacrosse	0	400	0	300	130	0	300	0	260	0	0	0	1,390
50600 - Baseball	1,300	0	0	650	300	2,210	2,210	1,560	7,100	3,025	2,600	650	21,605
50700 - Softball	0	780	0	0	0	650	0	0	0	2,700	600	600	5,330
50800 - Youth and Rec Programs	900	675	0	0	225	900	900	225	0	0	0	0	3,825
51500 - Food & Beverage	16,121	16,121	8,060	2,149	2,149	2,149	2,149	2,149	8,060	16,121	16,121	16,121	107,471
51910 - Adv. Hard Cost	833	833	833	833	833	833	833	833	834	834	834	834	10,000
51900 - Sponsor. Comm.	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,334	3,334	3,334	3,334	40,000
Total Cost of Goods Sold	44,115	46,189	31,979	16,913	17,762	25,725	22,893	20,784	41,649	50,709	42,857	40,249	401,821

Gross Profit	\$ 69,931	\$ 78,657	\$ 63,978	\$ 33,571	\$ 36,522	\$ 55,659	\$ 47,591	\$ 43,900	\$ 80,908	\$ 84,987	\$ 64,189	\$ 59,697	\$ 719,594
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EXPENSES

REAL. FUN. SPORTS





PANAMA CITY BEACH SPORTS COMPLEX
 Summary FY 2020 Budget
 October 1, 2019 through September 30, 2020

REAL. FUN. SPORTS.

	19-Oct	19-Nov	19-Dec	20-Jan	20-Feb	20-Mar	20-Apr	20-May	20-Jun	20-Jul	20-Aug	20-Sep	12 Month
60000 - Advertising & Marketing	3,367	3,367	3,367	3,367	3,367	3,367	3,367	3,367	3,367	3,367	3,367	3,367	40,400
60400- Bank Service & Accounting	2,981	3,197	2,619	1,710	1,786	2,328	2,110	1,994	3,151	3,414	2,841	2,699	30,828
61000- Legal & Professional Fees	208	208	208	208	5,208	208	208	208	208	208	208	208	7,500
62000 - General & Administrative Expenses	3,954	3,454	3,454	3,954	3,454	3,454	3,954	3,454	3,454	3,954	3,454	3,454	43,450
63300 - Insurance Expenses	4,280	4,338	4,182	3,937	3,957	4,104	4,045	4,013	4,326	4,397	4,242	4,954	50,776
64000 - Supplies & Services	667	667	667	667	667	667	667	667	667	667	667	667	8,000
65010- Admin. Salaries/Bonus	24,917	24,917	24,917	24,917	24,917	24,917	24,917	24,917	24,917	24,917	24,917	49,913	324,000
65070 - Mgmt Company	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	174,000
66000 - Payroll Expenses & Payroll Taxes	4,485	4,485	4,485	4,485	4,485	4,485	4,485	4,485	4,485	4,485	4,485	8,985	58,320
67200 - Repairs & Maintenance	23,816	23,816	23,816	23,816	23,816	23,816	23,816	23,816	23,816	23,816	23,816	23,816	285,790
68600 - Utilities	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	9,500	114,000
Other Miscellaneous Expenses													0
TOTAL EXPENSES	92,675	92,449	91,715	91,060	95,657	91,345	91,568	90,921	92,391	93,225	91,997	122,062	1,137,064

NET OPERATING INCOME													
(LOSS)	(22,743)	(13,792)	(27,737)	(57,489)	(59,134)	(35,686)	(43,977)	(47,020)	(11,483)	(8,237)	(27,807)	(62,365)	(417,470)





The Future

- Expansion of Events Booked
 - 2 event weekends
 - Proven facility opens up prestige's events
- Event Differentiation
 - Non-traditional sports
- New sources of Revenue
 - Streaming
 - Amenity Partner
 - Team building / Meeting room rentals
- Updated 10 Year Pro-Forma
 - Profitability by 5th year of Operation



REAL. FUN. SPORTS



SEASONAL STRATEGIES & DYNAMIC SEGMENTATION



Seasonal Strategies

The TDC has a stated goal of driving incremental visitor demand each and every month of the year. By developing and supporting targeted campaigns, initiatives and events that appeal to various market segments that have a propensity to travel at different times, we have been successful in achieving this goal. Our seasonal strategies outline and memorialize the tactics that support this goal.

Dynamic Segmentation

The addition of Luckie & Co., supported by our partnership with Brand Networks and Facebook, has allowed the TDC to more efficiently get the RIGHT creative message, in front of the RIGHT consumer, at the RIGHT time. Following is a description of each of the key segments we are targeting through our advertising messages.

With our 2020 strategy, we want to multidimensionality of the experience in PCB to everyone. We won't be targeting a specific persona during a specific time of the year but instead using the personas throughout the entire year because we don't want to turn anyone off from the destination by just showing adrenaline when they may be interested in eco-adventure or vice versa. Mass Media will be a universal message featuring all of the personas, as we get visitors lower in the funnel we will be targeting them more specifically with personas they show interest in through re-targeting.

All of this will be presented in our strategy/creative presentation for 2020.



Segments	Motivation	Communication Platform	Seasonality	Channel Preferences
Couples	Relaxation, connect, experiencing local culture	Endless possibilities to explore new adventures. Make them feel that they can make the most of their trips (events, culinary, experience, parks)	Q1 (before and after Spring Vacation) Q3 (after fall break) Q4 (Post Holiday)	social media (Instagram) streaming tv and streaming radio, heavy influencers
Young Families	Convenience, new traditions, ease in visitation and planning process)	Position destination as a family friendly place and for multiple need. Make them feel their stay is going to be worth to share with others	Q1 (before and after Spring Vacation) Q3 (after fall break) Q4 (Post Holiday)	social media (Instagram and Facebook), streaming tv and radio, email, and influencers
Empty Nesters	Affordable and easy access	Be aspirational but not unattainable. Vacationing at PCB is at their fingertips	Q1 (before Spring Vacation) Q2 (Extended family trip) Q3 (after fall break) Q4 (Weekends visit)	radio, broadcast television, direct mail, social media (Facebook),search
Winter Residents	Lifestyle, hospitality, variety	Communicate active lifestyle (Wellness, shopping, relaxation, social life, culinary) and variety of activities to spend time. Highlight local hospitality and reasons why they will feel like at home	Q1 - Q4 (Long - Stay)	radio, broadcast television, email, social media (Facebook),search
Summer Stay	Options, Lifestyle and traditions	Breath of family - friendly experiences but also communicate lifestyle (Wellness, dining out and entertainment)	Q1 (Holidays) Q2 (Spring Vacation) Q3 (Summer vacation) Q4 (Fall Break)	streaming TV, radio, social media (Instagram and Facebook), email and native
Long Weekend	Affordable and easy access	Be aspirational but not unattainable. Vacationing at PCB is at their fingertips. Accessibility and variety play a big role	Q1 (Holidays) Q2 (Spring Vacation) Q3 (Summer vacation) Q4 (Fall Break)	tv, radio, social media (facebook), email, mobile couponing

Dynamic Segmentation Overlay by Seasonality and Personas

DYNAMIC SEGMENTATION | BY SEASON FOR 2019 & 2020

COUPLES



Q1 (Before/After Spring Vacation)
Q3 (After Fall Break)
Q4 (Post Holiday)

SUMMER FAMILIES



Q1 (Holidays)
Q2 (Spring Vacation)
Q3 (Summer vacation)
Q4 (Fall Break)

LONG WEEKEND



Q1 (Holidays)
Q2 (Spring Vacation)
Q3 (Summer vacation)
Q4 (Fall Break)

YOUNG FAMILIES



Q1 (Before/After Spring Vacation)
Q3 (August)
Q4 (Post Holiday)

EMPTY NESTERS



Q1 (Before Spring Vacation)
Q2 (Extended Family Trip)
Q3 (After Fall Break)
Q4 (Weekend Visit)

WINTER RESIDENTS



Q1 – Q4 (Long Stay)

SPRING/
SUMMER

We target all of our audiences as noted above with our MIY messaging, but we tested dynamic banners against couples to determine their various motivations for travel.

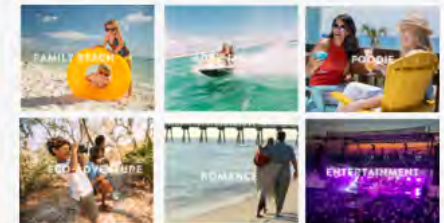
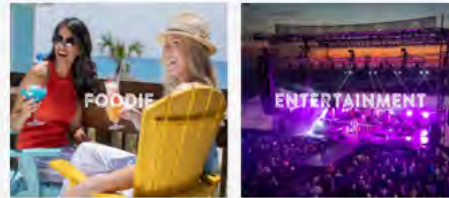
FALL

We target all of our audiences as noted above with our MIY messaging, but we tested dynamic banners against young families to determine their various motivations for travel.

WINTER

We target all of our audiences as noted above with our MIY messaging, but we will test dynamic banners against winter residents to determine their various motivations for travel.

The three segments picked for testing with the dynamic banners were chosen based on which audience would have the highest business impact for that season.



Dynamic Segmentation Overlay by Seasonality

SUMMER STAY FAMILIES

Age: 35-55, Above average – upper income, professional leaders and college educated

Interest: Florida, sports, fitness, arts, culture, nightlife

Behavior: Family vacations

Relationship status: Married

Summer Stay Families work hard so they can enjoy the finer things in life and believe life is all about balance. They love to stay active and enjoy dining out and nights out with friends. They tend to take on leadership positions at work and at home, but wishes planning vacations could be less of a burden.

LONG WEEKEND

Adults, 25-55, in a relationship (can be married, engaged, cohabitating, or in a relationship) | service industry + blue collar | Middle Income

Interests: Florida, Local Sports, Nascar, Fishing and hunting, movies

Behavior: Domestic Travel Goal | break in the routine | spoil family

Long Weekend Families seek destinations that provide a break or escape in their everyday routine. When visiting a destination, they are interested in experiencing activities as a family.

Dynamic Segmentation Overlay by Seasonality

K.I.S. FAMILIES (Kids In Strollers) | Young Families

Parents, oldest child < 5

Upper - mid to upscale income | young - middle age (25-44) | professionals

Interests: Florida

Behavior: Family Vacations

Young families are interested in destinations with a wide variety of activities offerings that perfectly combine outdoor recreation and experiencing nature. Their primary motivators are to have a fun family time and build lasting memories. Visits are usually planned and don't depend on school calendars, which represents a more flexible visitation frequency.

WINTER RESIDENTS

Above average-upper income | 55+ | Retired, professionals | college+ ed

Interests: Florida, Domestic Travel Goal | Better weather + outdoor activities

Behavior: Exploring culture & history, understanding things thoroughly and staying active

Winter Residents are looking to escape colder weather at home – Upper South, Midwest and Canada. They love outdoor activities

SEASONAL STRATEGIES
WINTER



Seasonal Strategy - Winter

IMPORTANCE

Historically, Winter sees the greatest fluctuations in year-to-year performance. The uncertain economic climate and marginal weather have been contributing factors to the annual variations.

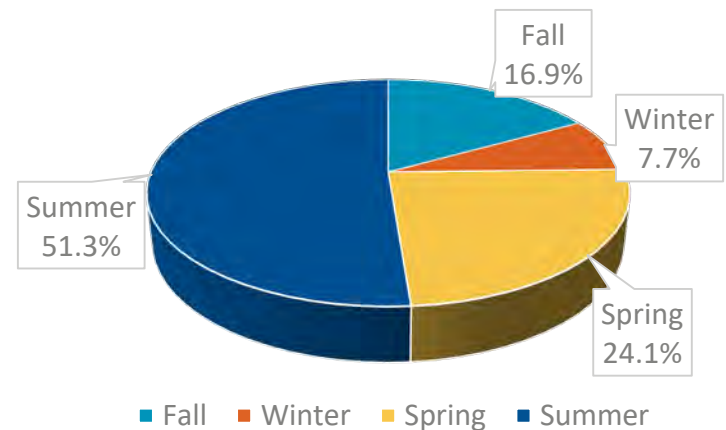
APPROACH

The Winter Season accounts for approximately 7.7% of annual revenue. Even though revenue created over this 90-day period is about on par with April, the revenues generated during the Winter Season along the beach help keep businesses open and preserve jobs.

TACTICS

Our winter visitors generally fall into two categories – Families traveling to the beach during the Christmas – New Year holidays (many coming specifically for the Beach Ball Drop) and Winter Residents looking to escape colder weather at home – Upper South, Midwest and Canada.

Revenue by Season



Seasonal Strategy - Winter

IMPORTANCE

Our winter strategy focuses on creating fun, memorable experiences for our Winter Residents under the basic premise, “We can’t control the weather, but we can ensure that a visit to Panama City Beach is all about FUN!” Word of mouth, social media and public relations were the primary vehicles for spreading the message.

APPROACH

TACTICS

Since implementing this strategy in FY 2011, revenues have increased by 71.6%. In the previous decade, revenues only grew by 41.3%.

Seasonal Key Statistics

	Lodging Revenue	Visitor Spending	Visitor Days
December	\$ 9,428,720	\$ 35,869,882	385,938
January	\$ 9,902,260	\$ 40,352,938	441,747
February	\$ 14,567,380	\$ 54,886,500	586,103
Total	\$ 33,898,360	\$ 131,109,320	1,413,788



IMPORTANCE

APPROACH

TACTICS

In order to continue executing our strategy of making Panama City Beach the destination known for fun and further leveraging the Real.Fun.Beach. brand, we will:

- Continue to support the Beach Ball Drop through an event sponsorship, as well as execute targeted social media, public relations and digital campaigns.
- Execute targeted social media, public relations and digital campaigns highlighting our Winter Resident Activities and special events.
- Promote winter visitation through consumer shows in the Midwest, Northeast and Canada
- Continue to develop, support and implement components of our Winter Resident program, including:
 - Winter Resident Appreciation Days
 - Homecoming, Senior Prom, Grande Finale
 - Sponsorship of State Days
 - Sponsorship of non-profit cultural events that appeal to Winter Residents
 - Sponsorship of GCSC Winter Residents educational programs
- Host the Annual Mardi Gras and Music Festival.
- Continue publishing the Visitors Guide on a quarterly basis to provide more relevant and topical information to potential visitors as they are planning their vacations.
- Promote the network airings of Chasin' the Sun TV Season Three premiering in January, to create demand and incremental visitation among outdoor enthusiasts.



SEASONAL STRATEGIES SPRING



Seasonal Strategy - Spring

IMPORTANCE

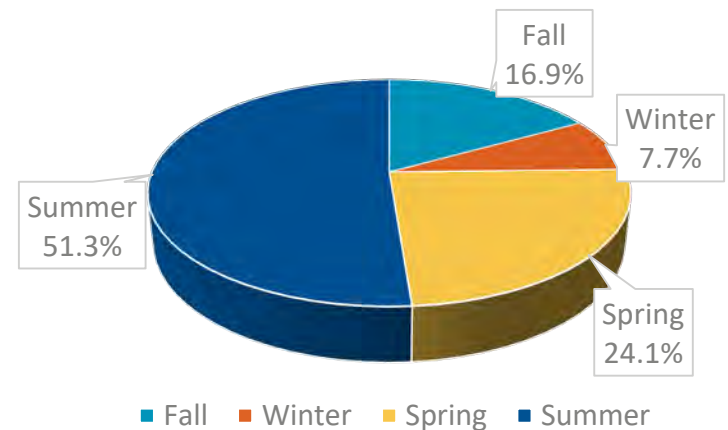
APPROACH

TACTICS

Spring is second only to summer in its economic importance to Panama City Beach, accounting for 24.1% of annual revenues. During the Spring season, fluctuations in monthly revenues between the months of March and April clearly demonstrate the importance of family travel over the Easter holiday. In years when Easter occurs in March, March revenues increase while April revenues suffer. When Easter is late and occurs in April, the converse is true.

Signature special events like the UNwined, Seabreeze Jazz Festival, Sand Jam, Jeep Beach Jam and Thunder Beach, along with the desire of families to head to Panama City Beach after long, cold winter months, drive much of the Spring season revenues.

Revenue by Season



Seasonal Strategy - Spring

IMPORTANCE

APPROACH

TACTICS

Panama City Beach enjoys high of top of mind recognition as a Spring destination. The approach the TDC utilizes to market the beach focuses on aggressive public relations strategy, leveraging interest in Spring to highlight the beach on a year-round basis. In addition, the TDC will deploy integrated marketing campaigns focusing on family travel to the beach and supporting the signature events that occur in the Spring.

Sports tournaments and sporting events are also important demand drivers in April and May.

Seasonal Key Statistics

	Lodging Revenue	Visitor Spending	Visitor Days
March	28,435,680	113,064,444	1,203,196
April	32,506,340	127,608,651	1,332,404
May	42,967,280	171,408,463	1,818,209
Total	103,909,300	412,081,558	4,353,809



IMPORTANCE

APPROACH

TACTICS

- Conduct media missions to New York and other key cities in the 1st Quarter to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- Leverage latent media interest in Spring into larger destination stories that promote travel to Panama City Beach throughout the year.
- Continue to support the Scottish Festival, Seabreeze Jazz Festival, Jeep Beach Jam and other signature events throughout the season.
- Execute targeted, integrated social media, public relations and advertising campaigns highlighting travel to Panama City Beach in the Spring.
- Continue to develop and support tournaments and sporting events throughout the Spring season.
- Attend Consumer trade shows to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- On peak travel days, take the “Visitor Center To Go” to the Florida Welcome Centers at I-10 and US 231 to encourage visitors without lodging reservations to make Panama City Beach their destination of choice.
- Continue publishing the Visitors Guide on a biannual basis to provide relevant and topical information to potential visitors as they are planning their vacations.



SEASONAL STRATEGIES SUMMER



Seasonal Strategy - Summer

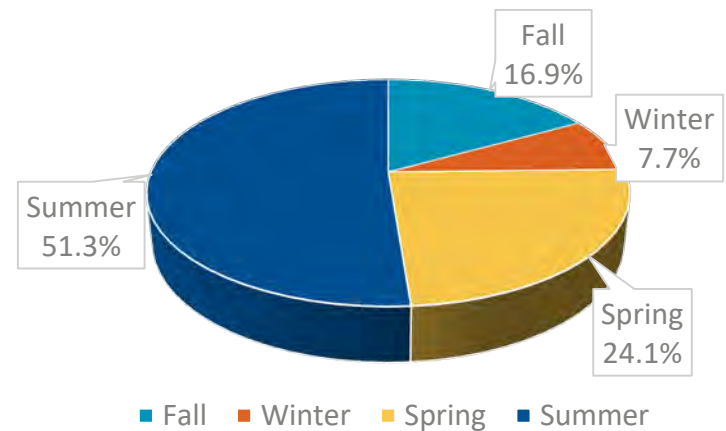
IMPORTANCE

APPROACH

TACTICS

The 92 days of the Summer months constitute half of revenue generated by Panama City Beach.

Revenue by Season



Seasonal Strategy - Summer

IMPORTANCE

APPROACH

TACTICS

Panama City Beach is first and foremost a summer, family beach destination. During June and July, all of our marketing, sales, sports marketing, special events, and visitor services strategies focus on driving additional interest in Panama City Beach as a family destination. After schools are back in session for the Fall in early August, we expand our messaging to appeal to families with young children that have not entered school and adults traveling without children.

Youth baseball and fastpitch softball tournaments provide a base of business for June and July, while adult softball is our strongest sports component in August.

Seasonal Key Statistics

	Lodging Revenue	Visitor Spending	Visitor Days
June	77,108,780	313,587,278	2,979,100
July	98,940,620	387,434,281	3,683,876
August	38,008,920	173,244,143	1,768,295
Total	214,058,320	874,265,702	8,431,271



Seasonal Strategy - Summer

IMPORTANCE

APPROACH

TACTICS

- Conduct media missions to New York and other key cities in the 1st Quarter to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons
- Execute targeted social media, public relations, broadcast and digital campaigns highlighting travel to Panama City Beach in the Summer.
- Continue to develop and support tournaments and sporting events throughout the Summer season.
- Attend Consumer trade shows to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- On peak travel days, take the “Visitor Center To Go” to the Florida Welcome Centers at I-10 and US 231 to encourage visitors without lodging reservations to make Panama City Beach their destination of choice.



SEASONAL STRATEGIES
FALL



Seasonal Strategy - Fall

IMPORTANCE

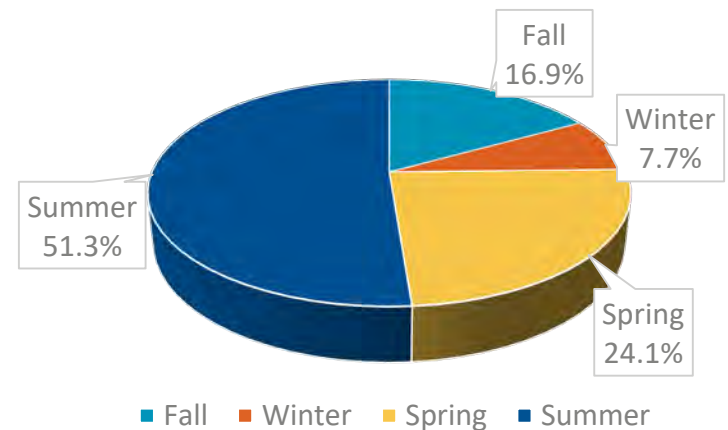
APPROACH

TACTICS

The TDC Board of Directors believes the Fall season has potential for strong revenue growth and is of critical importance to Panama City Beach. Barring a storm event in the Gulf of Mexico, the Fall season has arguably some of the best weather all year, and yet, the Fall season has grown and now constitutes 16.9% of annual revenues. Kids going back to school, college football and the upcoming holiday season contribute to the difficulty in driving Spring-like revenue totals in the Fall.



Revenue by Season



Seasonal Strategy - Fall

IMPORTANCE

To overcome the obstacles that impede visitation in the Fall, the TDC Board of Directors set the strategic direction of creating, supporting and fostering Special Events throughout the Fall to give visitors a reason (an excuse) to come back to the beach in the Fall. Since implementing this strategy in 2010, revenues for the Fall have increased over 118.7%.

APPROACH

TACTICS

Special events occur almost every weekend during September and October. Gulf Coast Jam, The Lobster Festival, Pirates of the High Seas Fest, Thunder Beach, Emerald Coast Cruzin' and Beach Home for the Holidays help drive incremental visitation and top of mind awareness.

Seasonal Key Statistics

	Lodging Revenue	Visitor Spending	Visitor Days
September	32,411,560	132,212,918	1,298,302
October	25,784,420	105,421,143	1,091,776
November	11,839,340	51,585,167	559,879
Total	70,035,320	289,219,228	2,949,957



IMPORTANCE

APPROACH

TACTICS

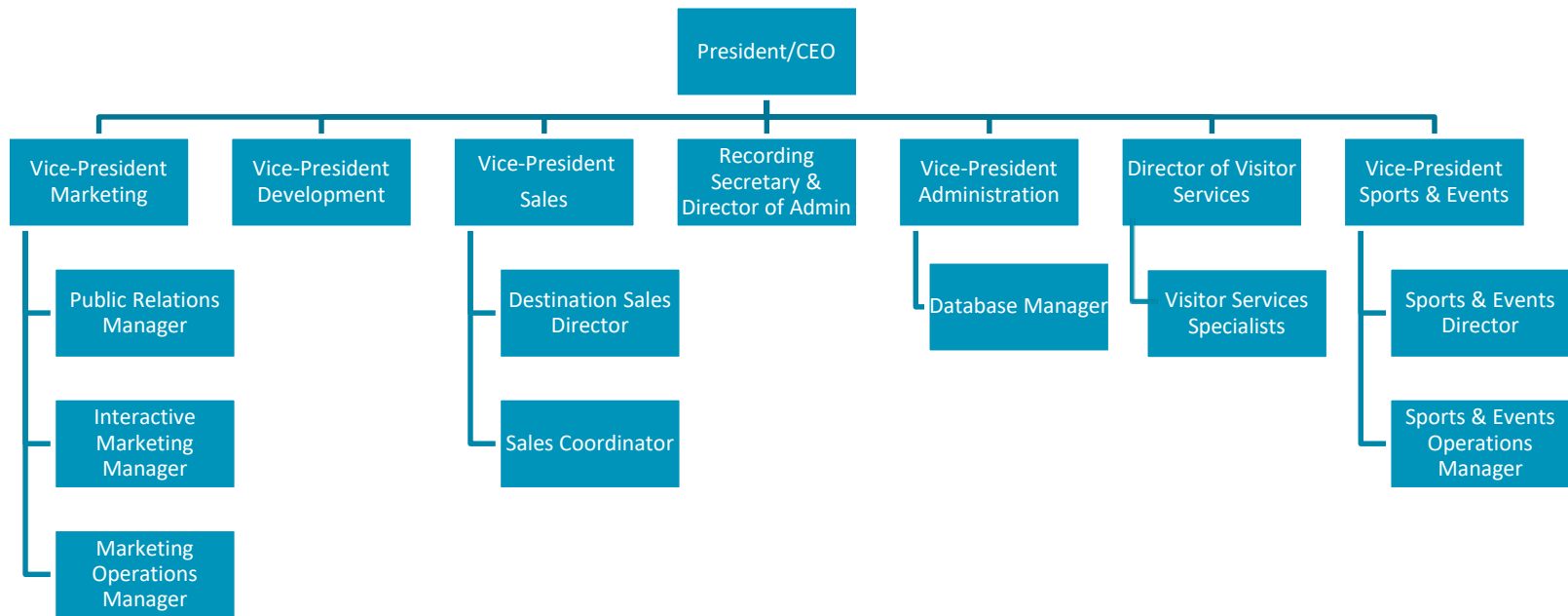
- Conduct media missions to New York and other key cities in the 1st Quarter to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons
- Execute targeted social media, public relations and advertising campaigns highlighting travel to Panama City Beach in the Fall.
- Conduct an integrated in-market campaign during the Summer and Fall to encourage return visitation.
- Continue to develop and implement strategies to grow TDC owned and operated events in the Fall – Pirates of the High Seas Fest, and Beach Home for the Holidays.
- Continue to develop and support tournaments and sporting events throughout the Fall season.
- Attend consumer trade shows to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- On peak travel days, take the “Visitor Center To Go” to the Florida Welcome Centers at I-10 and US 231 to encourage visitors without lodging reservations to make Panama City Beach their destination of choice.
- Continue to support Fall events, including Gulf Coast Jam, Oktoberfest, Thunder Beach, and Emerald Coast Cruzin’ through event sponsorships, as well as executing targeted social media, public relations and digital campaigns.
- Continue to sponsor the Florida Ironman.
- Continue publishing the Visitors Guide on a biannual basis to provide relevant and topical information to potential visitors as they are planning their vacations.



ORGANIZATIONAL CHART



Organizational Chart



THANK YOU

