

REAL FUN BEACH

2020 STATISTICS



SOCIAL & WEBSITE



835,947
FACEBOOK
LIKES



68.5K
INSTAGRAM
FOLLOWERS



44.1K
TWITTER
FOLLOWERS



1.3 MILLION
YOUTUBE
VIEWS



265,254
PANDORA
LISTENERS



3.7 MILLION
WEBSITE VISITS
IN 2020



1,049,328,700
TOTAL MEDIA
IMPRESSIONS

REAL. FUN. BEACH. ACCOLADES

**"#6 MOST
INSTAGRAMMED BEACHES IN THE WORLD" - TRAVEL +
LEISURE**

**"#7 THE BEST BEACHES YOU CAN DRIVE TO IN THE
CONTINENTAL US" - TRIPADVISOR**

**"BEST AFFORDABLE RESORT TOWN IN 2020" - BEST
PRODUCTS**

**"BEST DOG-FRIENDLY BEACHES IN THE US" - US NEWS &
WORLD REPORT**

**"#7 THE SOUTH'S BEST BEACH TOWN 2020" - SOUTHERN
LIVING**

**"TOP 10 BEST FAMILY VACATION DESTINATIONS IN
FLORIDA" - OYSTER**

**"2019 READERS CHOICE FOR BEST SPORTS DESTINA-
TION" - SPORTS EVENTS MAGAZINE**

**"2019 CHAMPIONS OF ECONOMIC IMPACT" - SPORTS
DESTINATION MAGAZINE**

ECONOMIC IMPACT



TOURISM INDUSTRY RESERVATIONS

- More than 50k jobs are created by the tourism industry reservations



FULL TIME JOBS

- Every 91 visitors supports a full time job in Bay County



LODGING REVENUE

- \$460,956,232 from lodging (hotel & rental) revenue



VISITOR STAYS

- Visitors spent a combined total of 18,307,917 days and nights in Panama City Beach



DIRECT VISITOR SPENDING

- There was a total of \$2.04 billion in visitor spending



ECONOMIC IMPACT

- The total economic impact was \$3.08 billion



INCREASED SPENDING

- There was a 7.36% increase in visitor spending

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MARKETING & PR INDUSTRY AWARDS

FL FESTIVALS & EVENTS 2020

- First Place Website for Beach Home for the Holidays
- First Place Television for Pirates of the High Seas Fest
- Second Place PR/Media Campaign for the New Year's Eve Beach Ball Drop
- Second Place for Billboard/Program/Event Guide for Pirates of the High Seas Fest
- Third Place Mobile App for Beach Home for the Holidays
- Third Place UNwineD Event Recap

VISIT FLORIDA FLAGLER AWARDS NOV 2019

- First Place "The Henry" Resource/Printed Material | Décor by the Shore
- Second Place "Silver" Social Media | Post Hurricane Campaign
- Third Place "Bronze" TV | Make it Yours

ADRIAN JAN 2020

- Make it Your Real. Fun. Beach. | Award: Silver
- Decor by the Shore | Award: Bronze
- Top 25 Most Extraordinary Marketing Minds | Jayna Leach

SPORTS TOURISM IMPACTS



103
SPORTING
EVENTS



84,000
VISITORS
ATTENDING



125,000
NIGHTS BOOKED
IN HOTELS



\$85 MILLION
IN ECONOMIC
IMPACT

MEDIA QUOTES

"Home to beautiful white sands, warm and sunny weather, and family-friendly activities for every age, this classic Florida Panhandle beach town just gets better and better." – TRACEY MINKIN, COASTAL LIVING 2019

"For Florida beachgoers, the siren's call of Panama City Beach doesn't stop at the sparkling aqua-blue waves or pillowy white sands. It lures you more still with local seafood dives, busy Pier Park shops, wild state parks, and even the nostalgic putt-putt courses." – KAITLYN YARBOROUGH, SOUTHERN LIVING 2020

"Move over, Orlando. There are no words to describe how deeply you will fall in love with Panama City Beach. This is the most family-friendly destination that you could imagine, bursting with affordable activities, sunshine, delicious food, and a whole lot of heart." – HEATHER XX, BLOGGER FOR DAILY MOM 2019

GROUP SALES

- 7,500 Group Room Nights Booked
- 5,000 Attendees
- 17 Groups
- \$1,112,200 Total Economic Impact
- *Represents First Quarter 2020*