

MARKETING RECAP REAL FUN BEACH

APRIL 2021

VisitPanamaCityBeach.com



PUBLIC RELATIONS HIGHLIGHTS

- **Fodor's Travel** included Panama City Beach in a roundup of unexpected places for wildlife lovers.
- **Forbes** published a feature story on exploring the sophisticated side of Panama City Beach, highlighting where to stay, dining options and activities.
- **Business Insider** included a beachfront condo in Panama City Beach in a roundup of the best Airbnbs on Florida's Gulf Coast.

PRESS RELEASES

- Visit Panama City Beach's Lacey Rudd Named One of 30 Future Leaders of Destination Organization Industry



888,111 likes



42.9k followers



74k followers

MARKETING

April Marketing

Our "always on" digital campaign continues into May 2021 to support late Spring/early Summer travel! We will continue partnerships with YouTube, Trip Advisor, Pandora, Buzzfeed and Thrillist. Tactics include our Brand Station, Sponsored Listening campaign, display banners, pre-roll ads, and native ads. In May, we will continue the ramp up of custom content campaigns with Style Blueprint and Tiny Beans/Red Tricycle and begin initiatives with Travel Mindset. Social media channels, Facebook and Instagram, will continue with our Mother's Day campaign, Make It Yours, Visitors Guide Campaign, FB Poll ads and our Events Carousel. We will continue with the social campaign promoting the Chicago Direct Flight which launched at the end of April. Pinterest will also continue this month. This month, we will continue to promote UNwined through digital, social media, local TV and radio, along with drive market radio to drive ticket sales.

Misc. Projects

- Spring Q2 Mother's Day Campaign
- Brand Guidelines and Logo Refresh
- Print + Digital Media Insertions
- Weddings (Talking Dog Agency)

Current Print Ad Insertions

VISIT Florida Magazine (Annual)

Florida Golf Alliance (Jan-June)

Florida Saltwater Fishing Regulations (Jan-June)

Southern Living (May)

Texas Monthly (May)

Coastal Living (Spring)

Email Insertions

Resort Guide (5/18)

Spring Photoshoot:



In the month of April, Visit Panama City Beach held a spring photoshoot. These images will be used for future marketing materials and to showcase Panama City Beach, Shell Island and our celebrations that take place in our destination.



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

Instagram

"How many more days until this is your view?"
Likes: 2.7K Comments: 269 Impressions: 30K



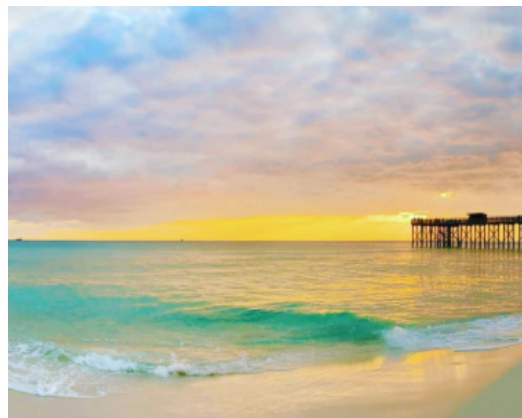
Facebook Live

"It's a perfect day at St. Andrews State Park!"
Likes: 2.6k Comments: 415 Reach: 122,052



Twitter

"Happy Easter from the #RealFunBeach!"
Likes: 85 Retweets: 12 Impressions: 4.8K



APRIL FOCUS: MOTHER'S DAY CAMPAIGN

In April, we focused on celebrating Mother's Day with our new paid campaign, "Moms Who PCB." We did this by encouraging moms to celebrate their Mother's Day in Panama City Beach.

Moms Who PCB Landing Page and Creative:

MOMS WHO PCB ARE THE BEST KIND OF FUN. ARE YOU ONE?

If you're a mom who chooses the Real.FUN. Beach. for your family's vacation, chances are you're a real fun mom - a PCB mom! You love bringing **adventure** and good times with you wherever you go, but you also love taking it easy and relaxing by the **water**. You're just as happy to discover new experiences as you are to slip into comfortable old faves. So this Mother's Day, **come to the place** where you can let your inner PCB Mom shine.

CELEBRATE THE PCB MOM IN YOU AND PLAN A TRIP TODAY.

MOMS WHO PCB BRING THE FUN WITH THEM.
THERE ARE A LOTS OF MOMS WHO PCB. WHICH TYPE ARE YOU?

