

MARKETING RECAP REAL FUN BEACH APRIL 2022

[VisitPanamaCityBeach.com](https://www.visitpanamacitybeach.com)



PUBLIC RELATIONS HIGHLIGHTS

- **The Points Guy** shared news of new Hyatt Place properties opening across America through 2021, including in Panama City Beach.
- **WMBB** reported on Panama City Beach hosting the first-ever NAIA National Championship Invitational beach volleyball tournament at Russell-Fields pier on April 21.
- **Fishing Wire** included a preview of Reel Reef Collaboration, the April 9 episode of Chasin' The Sun" presented by Visit Panama City Beach.
- **WMBB** posted an article on Seabreeze Jazz Festival titled, "Seabreeze Jazz Festival brings boom to local economy."
- **U.S. News and World Report** shared Shipwreck Island Water Park in Panama City Beach in an article titled, "The 33 Best Water Parks in the USA."

MARKETING

April Marketing

Our "always on" digital campaign continued in April to support Spring and Summer travel planning with our tried and true partners and tactics that have proven to deliver results. This includes native, display banners, pre-roll ads, YouTube, Streaming TV, competitive conquering and our streaming audio partners Pandora and Spotify.

Misc. Projects

- Print + Digital Media Insertions
- Beacon Awards Video
- ESTO + Flagler Awards Videos
- Direct Flight Social Creative Campaign
- Sports Complex Logo Brand Guidelines Update
- Moms Who PCB campaign
- MIY Q2 Creative
- Fun For All Video

Current Print Ad Insertions

Florida Golf Alliance (Jan-June)

Saltwater Fishing Guide (Jan-June)

Georgia Society of Association E-mail

Small Market Meetings E-Newsletter

Christian Meetings & Conventions Association E-Newsletter

Visit Florida Official Florida Vacation Guide



951,894 likes



42.6k followers



82.9k followers

Moms Who PCB Campaign



In April, Visit Panama City Beach launched the Moms Who PCB campaign. The initiative sought to drive visitation for Mother's Day celebrations and increase brand association with family year-round vacations in Panama City Beach.

The campaign involved both paid and organic strategies that included pre-roll video ads, Instagram stories, and paid static ads. Organic components included static social posts, emails, and a "Moms Who PCB" landing page on the Visit Panama City Beach website.



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

Instagram

"Keep the Monday blues away - get to the #RealFunBeach! @endlessbeachpcb"

Likes: 2.4K **Comments:** 37 **Impressions:** 28.2K

Facebook

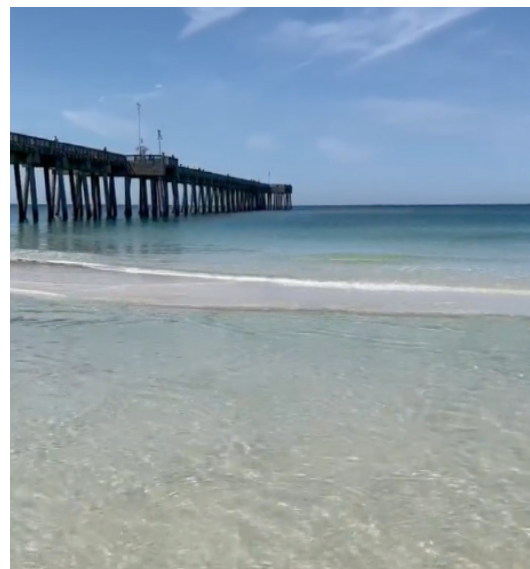
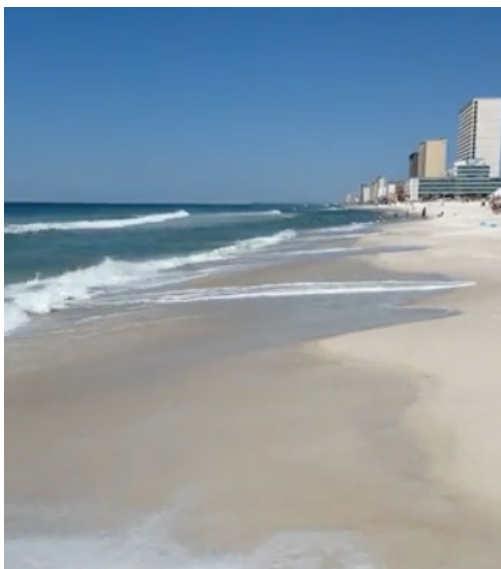
"HAPPY SUN DAY"

Likes: 10.4k **Comments:** 552 **Reach:** 68.2k

Twitter

"Low tides & good vibes.
#WednesdayMotivation"

Likes: 67 **Retweets:** 14 **Impressions:** 4.2K



APRIL FOCUS: SPRING EVENT SUPPORT

In the month of April, Visit Panama City Beach continued support for spring events including Seabreeze Jazz Festival, Thunder Beach Spring Motorcycle Rally, and the Visit Panama City Beach IRONMAN 70.3 Gulf Coast.

The marketing department created billboards, social media and blog posts, and website pages to raise awareness for the events.

