

MARKETING RECAP REAL FUN BEACH AUGUST 2021



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

PUBLIC RELATIONS HIGHLIGHTS

- **Upscale Living** featured UNwineD festival in an article titled "Panama City Beach presents a Flair of Elegance and Style at UNwineD 2021." This is a result of hosting Leslie Royal for UNwineD 2021.
- **Travelgirl blog** highlighted Panama City Beach activities in the article "5 Water Adventures in Panama City Beach, FL."
- **Fishing Wire** featured Panama City Beach's ESTO awards in their article "Panama City Beach 'Chasin' the Sun' wins Destiny Award."
- **Florida Sportsman** featured Panama City Beach's new artificial reefs in an article titled, "Industrial Spools Used to Create New Artificial Reefs off Panama City Beach."



913,170 likes



42.5k followers



78k followers

MARKETING

July Marketing

Our "always on" digital campaign continues into August 2021 to support late Summer or Early Fall travel! We will continue partnerships with YouTube, Trip Advisor, Pandora and our custom content partner, VRBO. Tactics include our Brand Station, Sponsored Listening campaign, display banners, pre-roll ads, native ads, retargeting and competitive conquering. Social media channels, Facebook and Instagram, will continue with our Make It Yours, Visitors Guide Campaign, Summer/Fall Events Carousels and FB Poll ads. We will also introduce our new Empty Nesters and Snowbirds campaigns. Pinterest will also continue this month.

Misc. Projects

- Brand Guidelines and Logo Refresh
- Print + Digital Media Insertions
- PCB EDA Video Project
- FY22 Annual Plan
- Q3 MIY Refresh
- Flagler Award Submissions Videos
- October Photoshoot Planning
- Visit Florida Co-Op Program

Current Print Ad Insertions

VISIT Florida Magazine (Annual)
Florida Golf Alliance (July-December)
Lindy's Sports Annual
Convention South (August-September)

Pirates of the High Seas Fest Treasure Hunt



In the month of August, Visit Panama City Beach worked on the creative for the annual Pirates of the High Seas Fest. The marketing for this event had to be updated due to the event changing from an in-person festival to a hybrid event with virtual and in-person components.



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

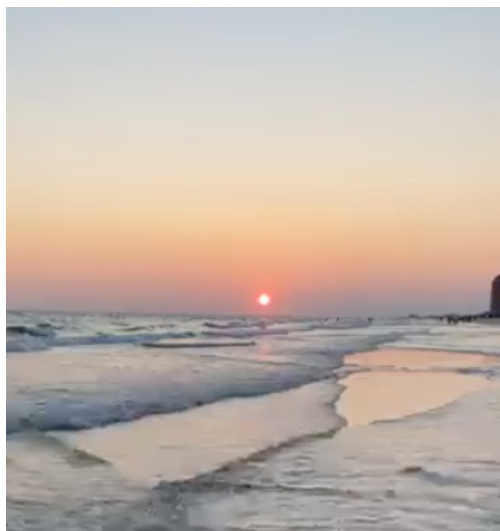
Instagram

"Are you a beach bum or a shopaholic? At @PierPark you can do it all in one afternoon."
Likes: 2.7K Comments: 83 Impressions: 36K



Facebook Live

"Summer sunsets and cool breezes!"
Likes: 12.2k Comments: 553 Reach: 68,603



Twitter

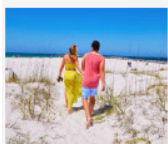
"Walking on sunshine"
Likes: 47 Retweets: 8 Impressions: 3.1K



AUGUST FOCUS: FISCAL YEAR 2022 MEDIA PLAN

After a successful summer, we turn our focus to the 2022 Media Plan. Our goal is to build brand awareness and perception of Panama City Beach across key audiences in core and new markets while remaining flexible and innovative in our strategies and executions. We will drive visitation by: engaging and holding onto PCB loyalists, securing repeat visitation among new visitors in 2021, stealing share from competing destinations, and continuing to target and raise awareness with new audiences.

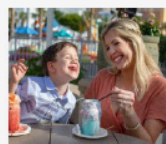
Key Audience Segments



Couples



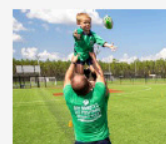
Long Weekend Families



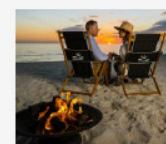
Young Families



Summer Families



Sports Families



Empty Nesters



Snowbirds