

REAL FUN BEACH

MARKETING RECAP AUGUST 2022



VisitPanamaCityBeach.com     

PUBLIC RELATIONS HIGHLIGHTS

- **Travel Daily News International** reported on the destination's new VP of Sales appointment in an article titled, "Visit Panama City Beach announces new Vice President of Sales."
- **The Travel** featured Panama City Beach in a story titled, "10 States That Offer The Best Summertime Beach Rentals."
- **A Luxury Travel Blog** shared an article detailing new openings in Panama City Beach.
- **Southern Living** included Panama City Beach and Shell Island in a story titled "The Best White Sand Beaches in Florida."
- **Luxury Travel Magazine** featured Panama City Beach in an article titled, "What's the most Beautiful Beach in America?"

MARKETING

August Marketing

Our "always on" digital campaign continued to support Fall 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. We launched a new partnership with GumGum who produce custom high-impact online ads that encourage people to engage with the PCB brand as they browse the internet.

Addressable TV returned, which is a broad awareness campaign that uses data to target our desired audience and reach them in broadcast television. We also launched partnerships with Expedia Canada, VRBO Canada, and Snowbird Advisor Canada to influence Winter Residents planning their travel.

We also focused on paid media efforts to reach Winter Residents, and promoting Pirates of the High Seas & Renaissance Fest. These campaigns will be supported in Display, Pre-Roll, Native ads, and paid social media.

Current Print Ad Insertions

- Florida Society of Association Executives (June - August)
- Georgia Society of Association Executives E-Newsletter
- Crossings Magazine - Spreadertorial
- Sports Destination Management E-mail blast



983,342 likes



42.7k followers



85.6k followers



25.4k likes

Visit PCB Wins Multiple Awards



In August, Visit Panama City Beach received multiple SunSational awards at the annual Florida Festivals & Events Association conference.

1st Place: Pirates Fest Billboards/Signage

1st Place: Pirates Fest Hybrid Event

1st Place: Pirates Fest Social Media Campaign

1st Place: UNwineD PR/Media Campaign

2nd Place: Pirates Fest Poster

2nd Place: Pirates Fest Event Recap



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

Instagram

"Go with the turquoise flow #mypcb
#realfunbeach #pcb"

Likes: 2.3K Comments: 41 Impressions: 27.1K

Facebook

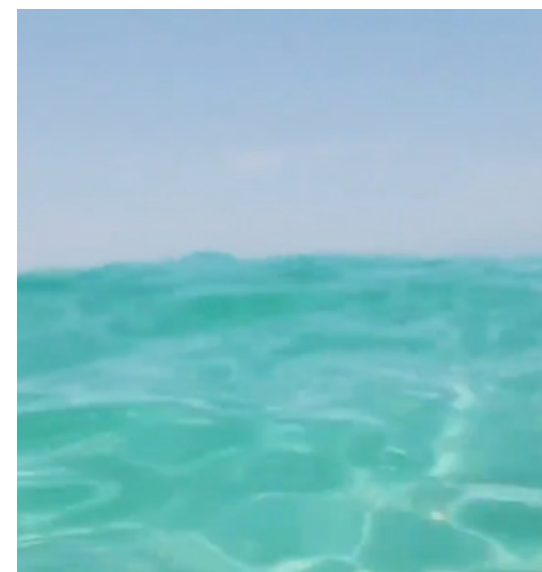
"Miranda Lambert is joining Morgan Wallen
as a headliner for Pepsi Gulf Coast Jam..."

Likes: 10.2k Comments: 11.8k Reach: 1.2 million

Twitter

"The beach was showing off today for
#NationalBeachDay."

Likes: 61 Retweets: 9 Impressions: 2k



AUGUST FOCUS: FALL EVENT SUPPORT

In August, Visit Panama City Beach continued to promote the many Fall events that take place in the area. These include the events produced by Visit Panama City Beach such as Pirates of the High Seas & Renaissance Fest, and Beach Home for the Holidays, as well as sponsored events.

These events are promoted because they help drive visitation during a traditionally slower time of the year. Tactics include social media posts, billboards, blog posts, newspaper ads, and more.

Billboards

