

MARKETING RECAP

REAL FUN

BEACH

JUNE 2022

VisitPanamaCityBeach.com     



PUBLIC RELATIONS HIGHLIGHTS

- **Panama City News Herald** announced Panama City Beach's 2022 concert series lineup in their article "Sounds of summer: Panama City Beach concert series returns and the lineup is impressive."
- **House of Coco** shared a post on Panama City Beach titled "Come and Discover the Emerald Coast, Florida – Panama City Beach."
- **WMBB** reported on Panama City Beach's spring tourism numbers in an article titled "PCB sees highest number of tourists ever in March."
- **Southern Living** included St. Andrews State Park in an article titled "12 Best Beaches for Snorkeling in Florida."

MARKETING

June Marketing

Our "always on" digital campaign continued in June to support Spring and Summer travel planning with our tried and true partners and tactics that have proven to deliver results. This included native, display banners, pre-roll ads, YouTube, Streaming TV, competitive conquesting and our streaming audio partners Pandora and Spotify. We also continued with a new partner, Origin Media, who produced a custom :15 TV billboard that airs on big-screen connected TVs.

Misc. Projects

- Print + Digital Media Insertions
- Beacon Awards Video
- ESTO + Flagler Awards Videos
- Direct Flight Social Creative Campaign
- Publix Sports Park Signage Templates
- Publix Sports Park Informational & Welcome Signage
- Dads Who PCB Creative
- Q3 Creative

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



966,050 likes



42.6k followers



84.6k followers

Dads Who PCB Campaign



E-blast

In June, Visit Panama City Beach implemented the Dads Who PCB campaign. The purpose of the initiative was to drive visitation for Father's Day celebrations and increase brand association with family vacations in Panama City Beach.

Organic components included static social posts, emails, and blog post. Dads who visited were instructed to stop by the Visitor Center to pick up some free Dads Who PCB promo items including koozies, hats, and decals.



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

Instagram

"Who is ready to spend their weekend here?! @Lagoonpontoonspcb"

Likes: 2.2K Comments: 67 Impressions: 22.4K

Facebook

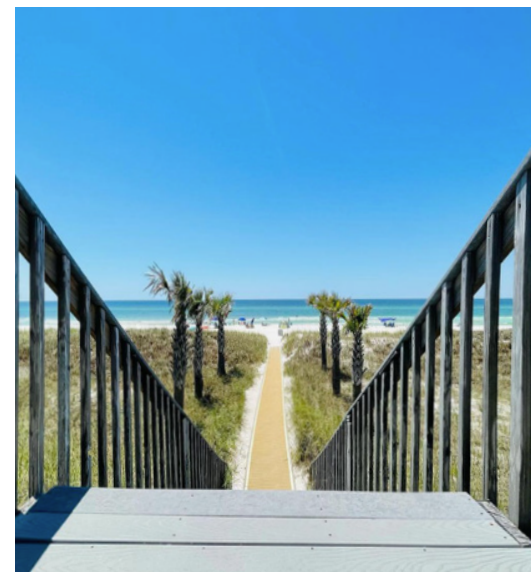
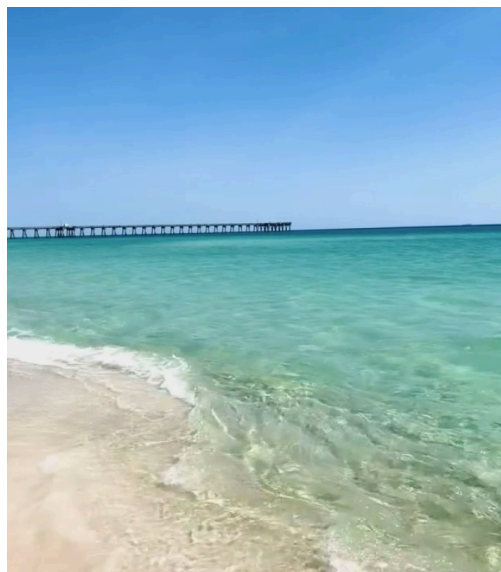
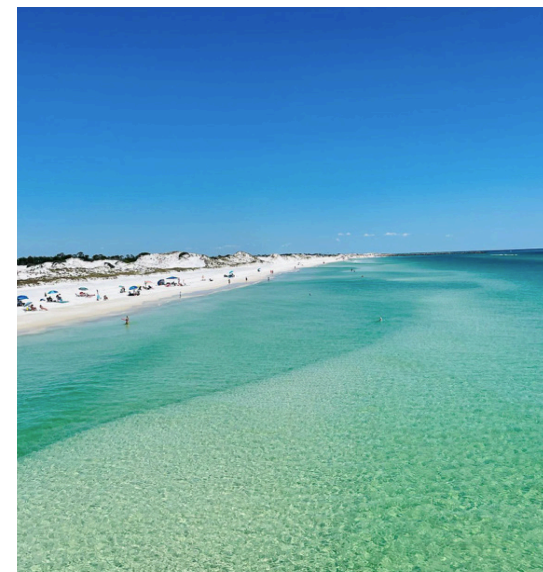
"Hello summertime! Happy first official day of summer from PCB."

Likes: 5.5k Comments: 1,460 Reach: 152k

Twitter

"Who wouldn't want to see this view on their Friday morning?"

Likes: 55 Retweets: 8 Impressions: 2.3K



JUNE FOCUS: REAL. FUN. FOURTH.

In the month of June, Visit Panama City Beach continued to promote the Real. Fun. Fourth activities to potential visitors.

The marketing department created billboards, social media and blog posts, and a website landing page to raise awareness for the 3 day event.

Billboard



E-blast

Panama City Beach
REAL FUN BEACH

MAKE YOUR **FOURTH** OF JULY
RED, WHITE AND PCBLUE

REAL. FUN. FOURTH. 2022!

Come celebrate the Red, White, and Blue in 2022, this July Fourth weekend at Panama City Beach! This Family-friendly, free celebration includes three nights of fireworks and unforgettable memories. Join us for spectacular views of the Gulf Coast's largest fireworks display and experience the majesty of PCB's independence day extravaganza.

FIND OUT MORE >

HOLIDAYS ARE BETTER AT THE BEACH

LIGHT UP THE BAY FIREWORKS
JULY 2 - PAPA JOE'S BAYSIDE

LIGHT UP THE GULF FIREWORKS
JULY 3 - BOARDWALK BEACH RESORT HOTEL & CONVENTION CENTER

FREEDOM ROCKS! FIREWORKS
JULY 3 - GRAND LAGOON

STAR SPANGLED SPECTACULAR: SYNCHRONIZED FIREWORKS
JULY 4 - M.B. MILLER COUNTY PIER & RUSSELL-FIELDS CITY PIER