

MARKETING RECAP REAL FUN BEACH DECEMBER 2021



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

PUBLIC RELATIONS HIGHLIGHTS

- **News4** shared Panama City Beach's 2022 events calendar in an article titled "Panama City Beach announces 2022 events."
- **Panama City News Herald** featured this year's record-breaking Beach Home for the Holidays event in their article "PCB Beach Home for the Holidays event with Josh Turner draws record crowds."
- **Travel Awaits** included Panama City Beach in their roundup of "6 Unique New Year's Eve Celebrations on the Gulf Coast."
- **Travel Pulse** highlighted Panama City Beach's Beach Ball Drop in a piece titled "This Coastal Florida Town's Beach Ball Drop Is A Fantastic Countdown To 2022."

MARKETING

December Marketing

Our "always on" digital campaign continued in December to support Winter travel planning with our tried and true partners and tactics that have proven to deliver results. Partners include Trip Advisor and Pandora. This month, we are starting campaigns with custom content partners - Jun Group and Meredith. Tactics include native, display banners, pre-roll ads, competitive conquering and our Brand Station. This month, we are running MIY, Competitive Conquering, Valentine's Day, Mardi Gras and UNwined messaging across digital channels. Social media channels, Facebook and Instagram, will continue with our updated Make It Yours messaging, Valentine's Day, Competitive Conquering campaigns. We will be promoting the Mardi Gras and UNwined events on social as well and Mardi Gras on radio.

Misc. Projects

- Print + Digital Media Insertions
- PCB EDA Video Project
- Make It Yours Q1 Refresh
- Fun For All Logo Creative
- Valentine's Day Creative

Current Print Ad Insertions

Lindy's Sports Annual
Florida Golf Alliance (Jan-June)
Saltwater Fishing Guide (Jan-June)
Sports Events (January issue)
Southern Living (Jan/Feb issue)



928,774 likes



42.5k followers



80.1k followers

12 Stays of Christmas Facebook Promotion



In December, Visit Panama City Beach brought back the popular 12 Stays of Christmas Facebook promotion. Each day we gave away a stay in Panama City Beach with restaurant certificates, attraction passes, concert tickets, and more. Winners were drawn at random if they liked and shared the post, tagged a friend, and responded to our PCB related questions.



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

Instagram

"PCB sunsets are a picture perfect way to end the day"

Likes: 2.0K Comments: 24 Impressions: 23.3K

Facebook Live

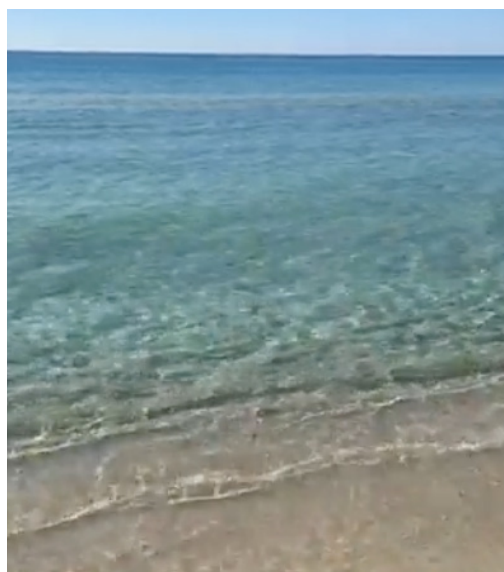
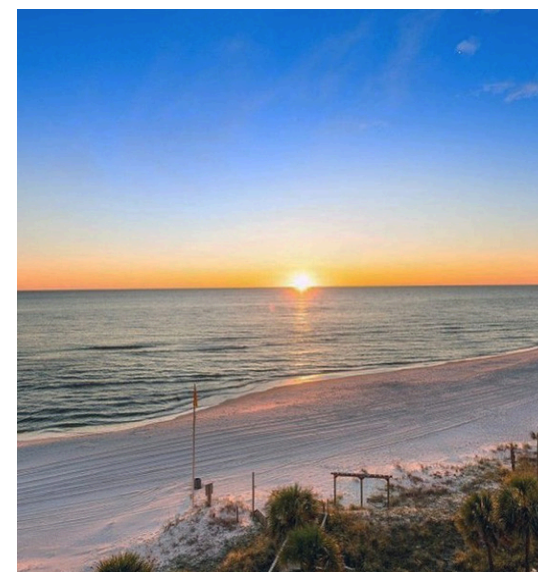
"Tune in for a beach break! How many days until this is your view?"

Likes: 5.4k Comments: 295 Reach: 30,302

Twitter

"Spotted: Santa vacationing in PCB after his big day! Merry Christmas & Happy Holidays..."

Likes: 60 Retweets: 5 Impressions: 3.2K



DECEMBER FOCUS: SPRING EVENT SUPPORT

In the month of December, Visit Panama City Beach worked on the creative for several spring events including the PCB Mardi Gras and Music Festival, and UNwineD. The marketing department is supporting the events by creating billboards, posters, online ads, social media posts, press releases, eblasts, signage and various other event related items.

Billboards

