

# MARKETING RECAP REAL FUN BEACH FEBRUARY 2021



[VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)    

## PUBLIC RELATIONS HIGHLIGHTS

- **Travel Pulse** included Panama City Beach in their article, "10 Trending US Travel Destinations for Summer 2021."
- **The Fishing Wire** posted a preview of the *Offshore Heritage* episode of "Chasin' The Sun."
- **The Fishing Wire** published the "Chasin' The Sun" February Fishing Report in an article titled, "Tips and Tricks for February Fishing in Panama City Beach."

## PRESS RELEASES

- Save on a Spring Vacation in Panama City Beach
- Panama City Beach Recognized By TripAdvisor as #2 Emerging Destination in the World



**874,663 likes**



**43.1k followers**



**72k followers**

## MARKETING

### February Marketing

Our "always on" digital campaign continues into March 2021 to support Spring travel planning! Partners include Trip Advisor, Adara, Pandora, BuzzFeed and Thrillist. Tactics include our Brand Station, display banners, pre-roll ads, native and Google Discovery ads. Social media channels, Facebook and Instagram, will continue with our Make It Yours, Visitors Guide Campaign and our Events Carousel. Pinterest will also continue this month. This month, we are starting to promote Unwined through digital and social media to drive ticket sales.

### Misc. Projects

- April Photoshoot
- Q1 Digital Media Refresh
- Q2 Digital Media Refresh + New Creative
- Print + Digital Media Insertion
- Weddings (UGA Initiative)
- Spring Campaign (Mother's Day)
- Partner Co-Op Templates
- Q3/Q4 Planning

### Current Print Ad Insertions

VISIT Florida Magazine (Annual)  
Florida Golf Alliance (Jan-June)  
Florida Saltwater Fishing Regulations (Jan-June)  
Sports Events (Dec - Annual)  
Coastal Living (Spring)  
Better Homes & Gardens (March)

### Email Insertions

Sports Travel (3/16)  
Sports ETA (Feb-April)

## February Accolade:



Panama City Beach was included in VacationRenters's list of "10 Trending US Travel Destinations for Summer 2021." The article even mentioned that we were rated #3 by TripAdvisor.





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

### Instagram

"Pathway to Paradise #Friday Feeling"

**Likes:** 2.5K **Comments:** 45 **Impressions:** 157K



### Facebook Live

"A perfect sunset to wrap up the weekend"

**Likes:** 2.8k **Comments:** 1,219 **Reach:** 191,812



### Twitter

"The groundhog may have seen his shadow, but we're predicting six more weeks of sunshine #groundhogsdays"

**Likes:** 53 **Retweets:** 9 **Impressions:** 3.6K



## FEBRUARY FOCUS: ENCOURAGING SPRING TRAVEL

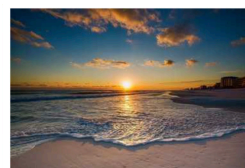
In February, we began our spring travel campaign. We encouraged partners to add their spring specials to our website in an effort to bring more families to Panama City Beach.

Spring Specials page:

[PLAN](#) | [SPECIAL OFFERS](#) | [SPRING SPECIAL OFFERS](#)

## SPRING SPECIAL OFFERS

Spring is on the horizon! Shake off those winter blues and make plans to make memories in Panama City Beach this spring! In addition to scuba diving, fishing and cruising, Panama City Beach offers vibrant shopping, sporting and dining experiences that will exceed your expectations. Whether you're seeking out thrilling adventures or rest and relaxation, Panama City Beach offers the getaway your family has been waiting for.



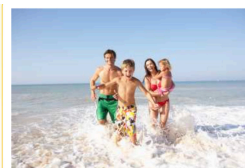
**\$325 DOWN FOR YOUR 2021 VACATION**

**VALID: NOVEMBER 22, 2019 - JANUARY 1, 2022**

[Panhandle Getaways](#)

[QUICK VIEW](#)

[LEARN MORE](#)



**20% OFF - SPRING TO THE BEACH!**

**VALID: MARCH 19, 2021 - MAY 28, 2021**

[Resort Collection](#)

[QUICK VIEW](#)

[LEARN MORE](#)



**20% OFF - SPRING TO THE BEACH!**

**VALID: MARCH 19, 2021 - MAY 28, 2021**

[Edgewater Beach and Golf](#)

[QUICK VIEW](#)

[LEARN MORE](#)

