

MARKETING RECAP REAL FUN BEACH JANUARY 2021

VisitPanamaCityBeach.com



PUBLIC RELATIONS HIGHLIGHTS

- **Tripadvisor** named Panama City Beach the number two "Emerging Destination in the World" for 2021. This was syndicated to USA Today and Forbes.
- **The Fishing Wire** included information on *All Eyes on Deck*, season six episode two of "Chasin' The Sun."
- **Southern Living** included Panama City Beach's Conservation Park in a round-up of "Pet-Friendly Parks and Beaches" in the January/February 2021 issue.

PRESS RELEASES

- Panama City Beach Recognized by Tripadvisor as No. 2 Emerging Destination in the World
- Five Romantic Ways to Celebrate Valentine's Day in Panama City Beach
- "All Eyes on Deck" in New Episode of "Chasin' The Sun"



871,746 likes



43.1k followers



71k followers

MARKETING

January Marketing

Our "always on" digital campaign continues into February 2021 to support Winter travel planning with our tried and true partners and tactics that have proven to deliver results. Partners include Trip Advisor, Adara, and Pandora. This month, Vevo will join our partner list along with limited custom content partners – BuzzFeed and Thrillist. Tactics include our Brand Station, display banners, pre-roll ads, native and new Google Discovery ads. Social media channels, Facebook and Instagram, will continue with our Make It Yours Campaign. Within those two channels, FB Poll ads will begin and our Visitors Guide campaign will be re-start. Pinterest will also be re-introduced as a social media channel this month..

Misc. Projects

- Q2/Q3 Planning
- Spring Travel Campaign
- April Photoshoot
- BuzzFeed - Outdoor Adventures & Quiz
- UNwineD - Print & Digital Media Assets

Current Print Ad Insertions

VISIT Florida Magazine (Annual)
Florida Golf Alliance (Jan-June)
Florida Saltwater Fishing Regulations (Jan-June)
Sports Events (Dec – Annual)

Email Insertions

Beach Guide (February)
Sports ETA (Feb-April)

January Accolade:



In January, Tripadvisor announced its 2021 Travelers Choice Best of the Best Awards. Panama City Beach was named the #2 Emerging Destination in the World for this award. We were only one of two domestic locations chosen for this award!



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

Instagram

"On the pontoon • If you've never experienced a pontoon ride to Shell Island then you need to add it to your bucket list!"

#mypcb #realfunbeach #pcb

#panamacitybeach #panamacitybeachflorida"



Facebook Live

"Take a break and enjoy this live view from the #RealFunBeach!"

Likes: 2.6k Comments: 667 Reach: 87,009



Twitter

"A little sunset sizzle! Where's your favorite place to catch a #PCB sunset? @ej_adventures_"

Likes: 64 Retweets: 9 Impressions: 4.9K



JANUARY FOCUS: RENEWING TRIPADVISOR PAGE ENGAGEMENT

In January, we ramped up our focus on our Tripadvisor page. We are working to increase engagement by posting on the page weekly.

Tripadvisor page:

