

# MARKETING RECAP REAL FUN BEACH JULY 2021



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

## PUBLIC RELATIONS HIGHLIGHTS

- **Southern Living** included Panama City Beach in their list of the "Best Southern Beaches for Avid Shellers" and in their roundup of the "25 Most Festive Small Towns in the South for a Charming Christmas Getaway."
- **Rent Cafe** highlighted Panama City Beach as one of the "Top 20 Comeback Travel Destinations of 2021."
- **Florida Currents** featured Panama City Beach's coffee shop The Pour in their article titled "Coffee Fuels Bigger Calling."
- **Yahoo Finance** included Panama City Beach in an article titled, "Budget-Friendly Getaways That Are Perfect For Solo Travel."



905,127 likes



42.5k followers



78k followers

## MARKETING

### July Marketing

Our "always on" digital campaign continued into July 2021 to support late Summer travel! We will continue partnerships with YouTube, Trip Advisor, Pandora and our custom content partner, Travel Mindset, and later in the month we will begin a partnership with travel focused partner – VRBO. Tactics include our Brand Station, Sponsored Listening campaign, display banners, pre-roll ads, native ads, retargeting and competitive conquering. Social media channels, Facebook and Instagram, will continue with our Make It Yours, Visitors Guide Campaign, Chicago Direct Flight, Summer Events Carousel and FB Poll ads. Pinterest will also continue this month.

### Misc. Projects

- Brand Guidelines and Logo Refresh
- Print + Digital Media Insertions
- 2021 Board Meeting
- FY22 Annual Plan
- Q3 MIY Refresh
- Flagler Award Submissions Videos
- ESTO Awards Submission
- Visit Florida Co-op Program

### Current Print Ad Insertions

VISIT Florida Magazine (Annual)

Florida Golf Alliance (July-December)

Florida Saltwater Fishing Regulations (July-December)

Lindy's Sports Annual

Sports Events (July)

## Pirates of the High Seas Fest



In the month of July, Visit Panama City Beach worked on the creative for the annual Pirates of the High Seas Fest. This event takes place over Columbus Day weekend, and has become one of PCB's most popular events.



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

### Instagram

"Dig your toes in the sand & relax on the  
World's Most Beautiful Beaches"

**Likes: 3.1K Comments: 59 Impressions: 34K**



### Facebook Live

"This is not your typical Hampton Inn & Suites! With a  
completely custom design that brings the splendor..."

**Likes: 1.3k Comments: 219 Reach: 178,890**



### Twitter

"Summertime vibes"

**Likes: 95 Retweets: 16 Impressions: 6.4K**



## JULY FOCUS: Q3 CREATIVE REFRESH

After a successful summer, we turn our focus to refreshing some of our PCB creative for the 3rd quarter of the year. Some of the revamped campaigns include: Facebook poll ads, Pandora displays, and digital display banners.

