

# REAL FUN BEACH

## MARKETING RECAP JULY 2021



VisitPanamaCityBeach.com     

### PUBLIC RELATIONS HIGHLIGHTS

- **Only In Your State** featured Shipwreck Island Waterpark in an article titled, "This Tropical-Themed Waterpark in Florida with Its Own Pirate Ship Will Make Your Summer Epic."
- **Traze Travel** highlighted the destination's Fun.For.All. campaign in a feature titled "Panama City Beach Launches Accessible Travel Initiative."
- **Nation World News** shared information on Panama City Beach's Dog Beach at Pier Park earning a spot in the top 30 dog-friendly beaches by U.S. News & World Report.
- **Yahoo Sports** included Camp Creek Golf Course in a round-up titled, "Top public and private courses in Florida."

### MARKETING

#### July Marketing

Our "always on" digital campaign continued in July to support Summer and Fall travel planning with our tried and true partners including native, display banners, pre-roll ads, YouTube, Streaming TV, competitive conquering and our streaming audio partners Pandora and Spotify. We also launched another campaign with our digital partner Jun Group, who delivered outstanding site traffic and time on site in Q1. Our ads served in gaming apps and users were incentivized to engage with our ads to earn rewards within their game.

In July we also launched a campaign with music partner VEVO. Our ads played in music video content that VEVO's artificial intelligence has deemed "fun". This aligns the Real.Fun.Beach. with fun music content that people watch while they're in a positive state of mind.

#### Misc. Projects

- Print + Digital Media Insertions
- Publix Sports Park Informational & Welcome Signage
- Q3 Creative
- FY23 All-Agency Planning Session

#### Current Print Ad Insertions

- Florida Society of Association Executives (June - August)
- Fish Florida Magazine - Full page Ad and Destination Feature
- Georgia Society of Association Executives E-Newsletter
- Crossings Magazine - Spreadvertorial
- Visit Florida Official Florida Vacation Guide



975,069 likes



42.6k followers



85.2k followers



16,919 likes

## Sales Department Support

#### Billboard



In July, the Visit Panama City Beach sales and marketing departments developed a plan help drive group business to the area.

The marketing department will be producing group specific collateral to target corporate incentive travel from large companies throughout the Southeast. Digital billboards were placed throughout PCB to welcome the FLERA (Florida Local Environmental Resource Agencies) Annual Conference to the area.





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

### Instagram

"The beautiful sights & sounds of PCB  
@endlessbeachpcb #mypcb"

Likes: 2.3K Comments: 41 Impressions: 27.1K

### Facebook

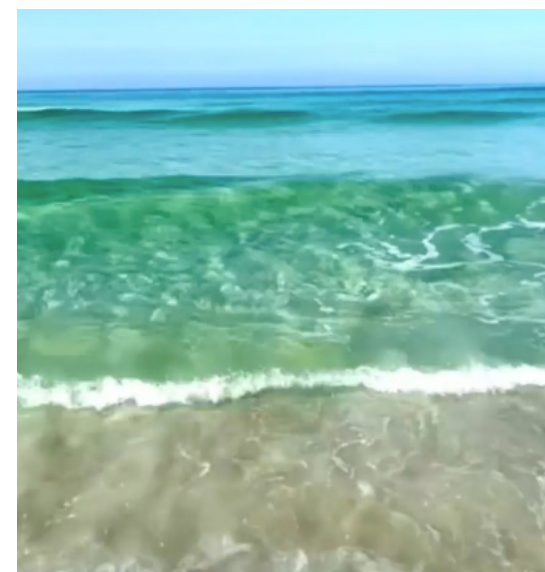
"Tune in for a live view of the Freedom  
Rocks! firework show"

Likes: 2.6k Comments: 485 Reach: 81k

### Twitter

"Summertime is the perfect time to get out  
on the water! Have you tried paddleboarding..."

Likes: 14 Retweets: 3 Impressions: 816



## JULY FOCUS: PIRATES OF THE HIGH SEAS & RENAISSANCE FEST SUPPORT

In July, Visit Panama City Beach began promoting Pirates of the High Seas & Renaissance Fest, taking place Columbus Day weekend. This year the festival is evolving to include a Renaissance component and the marketing department is making sure this is thoroughly promoted leading up to the event.

The marketing department already has billboards in rotation and has set up a website landing page. Social media posts, posters, rack cards, press releases and blog posts will follow shortly.

Billboard

