

# MARKETING RECAP REAL FUN BEACH JUNE 2021

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

## PUBLIC RELATIONS HIGHLIGHTS

- **Travel Pulse** included Panama City Beach in their list of the 10 Trending July 4 US Travel Destinations.
- **Travel & Leisure** featured Panama City Beach's Schooners Last Local Beach Club in an article titled, "America's Best Outdoor Bars."
- **USA Today** included Panama City Beach in their list titled "Hit the road: 9 great American road trips to take this summer."

## PRESS RELEASES

- 10 Action-Packed Reasons to Drive to Panama City Beach this Summer

## MARKETING

### July Marketing

Our "always on" digital campaign continues 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 (Jan-June)
- Florida Saltwater Fishing Regulations (Jan-June)
- Lindy's Sports Annual
- Sports Events (July)



899,972 likes



42.5k followers



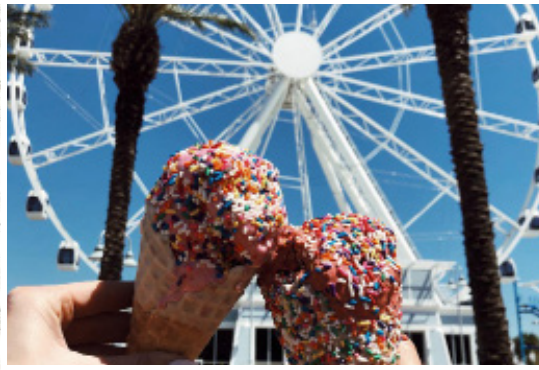
77k followers

## Summer Concert Series:



June was spent promoting the Summer Concert Series held at Aaron Bessant Park. Above, you can see one of the billboards that will be in rotation through September 7.





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

### Facebook Live

#### Instagram

"PCB + summer sunsets = happiness"

Likes: 3.6K Comments: 56 Impressions: 37K

"Tune in for a live view from Days Inn Beach, A Pirates Paradise!"

Likes: 1.5k Comments: 147 Reach: 108,691

#### Twitter

"Good morning from paradise"

Likes: 113 Retweets: 12 Impressions: 8.5K



## JUNE FOCUS: REAL. FUN. FOURTH.

Following UNwined at the beginning of June, we turned our focus to our annual Real. Fun. Fourth. event. The event was extremely successful with a total of four fireworks shows over three days.

Real. Fun. Fourth. Logo:



Real. Fun. Fourth. Print Ad:

