

MARKETING RECAP REAL FUN BEACH MARCH 2022

VisitPanamaCityBeach.com



PUBLIC RELATIONS HIGHLIGHTS

- **MyNewOrleans.com** reported on Panama City Beach's new dining, accommodation, and attraction updates for 2022 in an article titled, "Beach Bound: What's Nouveau on the Coast."
- **Max My Money** included Panama City Beach in a round-up article titled, "25 Affordable Beach Getaways to Help You Escape Winter."
- **BringFido.com** featured Panama City Beach's dog friendly offerings for travelers in an article titled, "(Almost) No Room at the Inn: Summer's Hottest Dog-Friendly Destinations"
- **Wherever Family** shared an article highlighting spring activities throughout Panama City Beach, in a story titled, "Spend Spring in Panama City Beach."

MARKETING

March Marketing

Our "always on" digital campaign continued in March to support Winter/Spring travel planning with our tried and true partners and tactics that have proven to deliver results. Partners include Trip Advisor and Pandora.

This month we added new partners to our custom content executions which include Macaroni Kid and Travel Mindset. Monthly Tactics include native, display banners, pre-roll ads, YouTube, Streaming TV, competitive conquering and our Pandora Radio Station, PCBeachRadio. In March we also added Addressable TV to the marketing mix to support MIY.

Misc. Projects

- Print + Digital Media Insertions
- Make It Yours Q1 Refresh
- Fun For All Video
- National Tourism Week Video
- TikTok Strategy and Creative Platform

Current Print Ad Insertions

Lindy's Sports Annual

Florida Golf Alliance (Jan-June)

Saltwater Fishing Guide (Jan-June)

Reunions Magazine

Visit Florida Official Florida Vacation Guide



950,160 likes

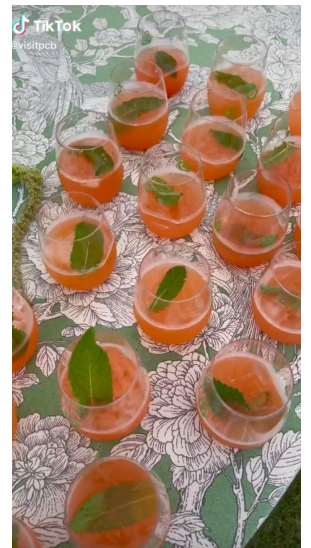
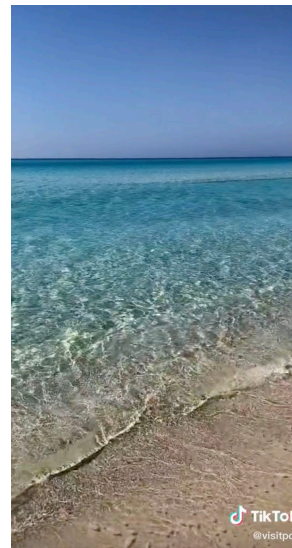


42.6k followers



82.2k followers

VisitPCB is on TikTok!



In March, Visit Panama City Beach continued to grow the new destination TikTok page. This page showcases many of the fun things to do in Panama City Beach. In March, we featured scenic beach imagery, UNwineD, and water activities. To date, the page has received 6,240 likes.



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

Instagram

"Crystal clear views today #MyPCB
#RealFunBeach"

Likes: 3.1K Comments: 36 Impressions: 37K

Facebook

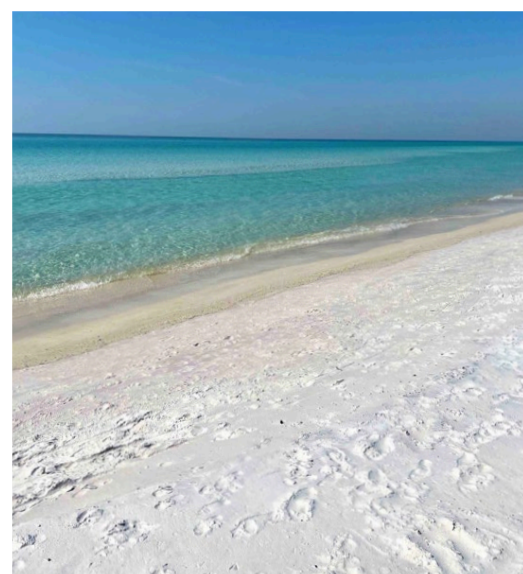
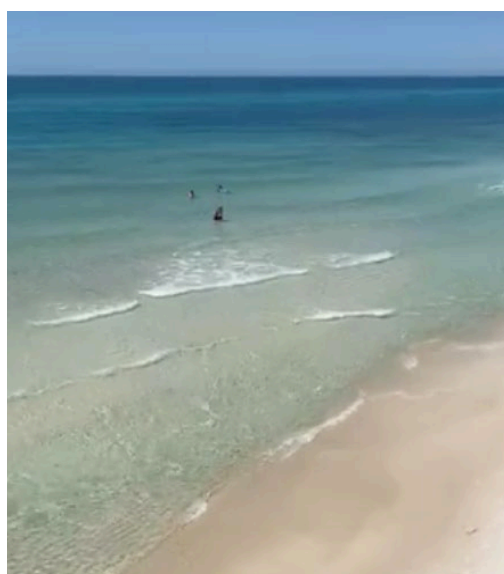
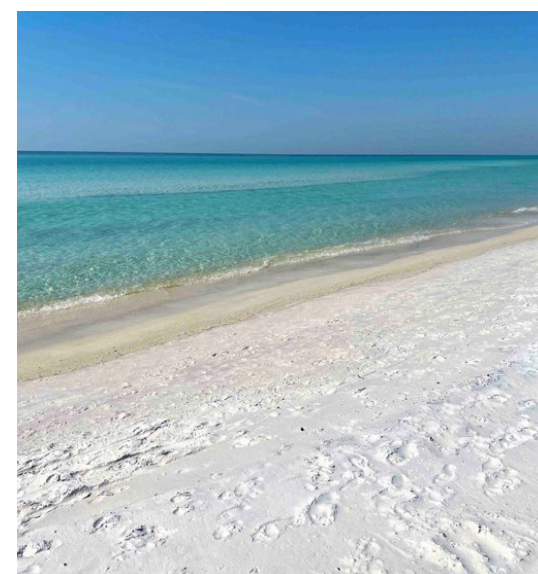
"Take a beach break and enjoy the views
from the County Pier"

Likes: 82k Comments: 631 Reach: 80k

Twitter

"Crystal clear views today.
#MyPCB"

Likes: 104 Retweets: 12 Impressions: 37K



MARCH FOCUS: FUN FOR ALL

In the month of March, Visit Panama City Beach continued to work on the Fun For All accessibility campaign. The goal is to raise awareness of PCB's barrier-free beaches, attractions, and eateries. Visit PCB has created a dedicated accessibility page on the website, created a blog post, and press release. We also hosted influencer Cory Lee, who travels around the world and shows destinations from a wheelchair user's perspective.

