

# MARKETING RECAP REAL FUN BEACH MAY 2021

VisitPanamaCityBeach.com



893,910 likes



42.6k followers



76k followers

## PUBLIC RELATIONS HIGHLIGHTS

- **Forbeds** included Panama City Beach's UNwineD and Gulf Coast Jam festivals in an article titled "Your Guide To The Classic Resort Experience Along Northwest Florida's Emerald Coast."
- **GOODLife Magazine** posted an article titled "Panama City Beach Shares Top 10 Outdoor Activities."
- **Newsweek** included Panama City Beach in their list of The 25 Most Popular Beaches in America.

## PRESS RELEASES

- Visit Panama City Beach's Lacey Rudd Named One of 30 Future Leaders of Destination Organization Industry

## MARKETING

### April Marketing

Our "always on" digital campaign continues into June 2021 to support Summer travel! We will continue partnerships with YouTube, Trip Advisor, Pandora and our custom content partners – Style Blueprint, Tiny Beans/Red Tricycle and Travel Mindset. Tactics include our Brand Station, Sponsored Listening campaign, display banners, pre-roll ads, and native ads. Social media channels, Facebook and Instagram, will continue with our Make It Yours, Visitors Guide Campaign, Chicago Direct Flight, and FB Poll ads. Pinterest will also continue this month.

### Misc. Projects

- Brand Guidelines and Logo Refresh
- Print + Digital Media Insertions
- 2022 Annual Planning
- PCB Through Our Eyes
- Custom Content (Red Tricycle, TinyBeans, Style Blueprint, Visitor's Guide)
- PCB Eda Video
- Flagler Awards Submissions Videos
- PCB Q3 MIY Refresh

### Current Print Ad Insertions

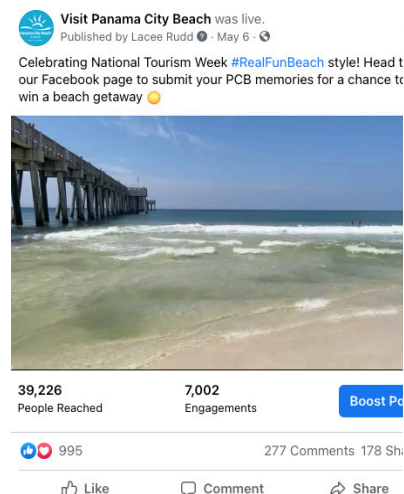
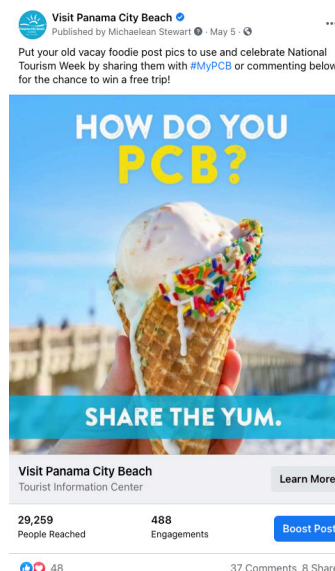
VISIT Florida Magazine (Annual)

Florida Golf Alliance (Jan-June)

Florida Saltwater Fishing Regulations (Jan-June)

VIE Magazine (June)

## National Tourism Week:



In the month of May, Visit Panama City Beach promoted our National Tourism Week campaign on social media platforms. We held a giveaway for tourists to enter by showing us their PCB memories.





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

### Instagram

"Our favorite view is emerald and blue"

Likes: 4.5K Comments: 80 Impressions: 40K

### Facebook Live

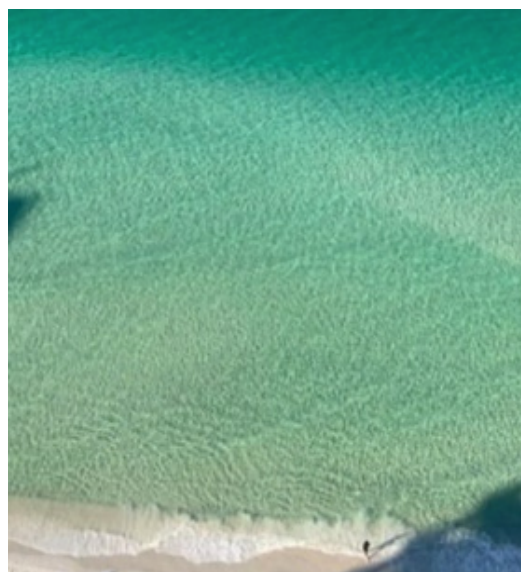
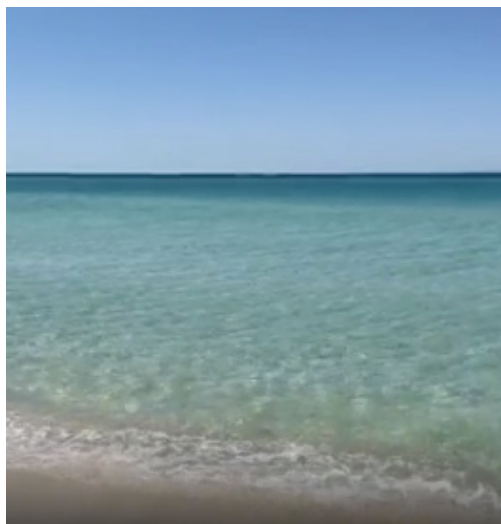
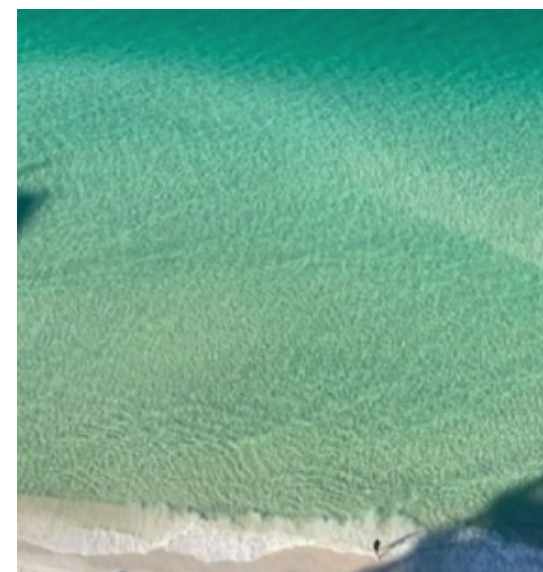
"Our favorite view is emerald blue <3"

Likes: 2.1k Comments: 913 Reach: 70,233

### Twitter

"Our favorite view is emerald and blue"

Likes: 72 Retweets: 9 Impressions: 2.6K



## MAY FOCUS: UNWINE 2021

We spent May preparing for this year's UNwineD Festival. We used both digital and print ads to promote the festival while keeping ticket buyers up to date on what to expect from the festival through our event Facebook page.

### UNwineD Landing Page:



### UNwineD Print Creative:

