

# MARKETING RECAP

# REAL FUN

# BEACH

OCTOBER 2020



[VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)    

## PUBLIC RELATIONS HIGHLIGHTS

- **The New York Times** included Panama City Beach's 2020 tourism numbers and a quote from Dan Rowe in an article titled, "Sizing Up the Rural-Urban Travel Divide: Who's Up and Who's Down."
- **Trips to Discover** named Panama City Beach as one of the '8 Best Places to Surf in Florida.'
- **Travel Pulse** announced Panama City Beach's Upcoming Events and Developments on their website.

## PRESS RELEASES

- Panama City Beach Announces Upcoming Fall Events and Developments



858,214 likes



44.1k followers



70k followers

## MARKETING

### November Marketing

Our "always on" digital campaign continues in November to support Fall and Winter travel planning with our tried and true partners and tactics that have proven to deliver results. Partners include Trip Advisor, Adara and Pandora. Tactics include native, display banners, pre-roll ads, and our Brand Station. Social media channels, Facebook and Instagram, will continue with our updated Make It Yours messaging.

### Misc. Projects

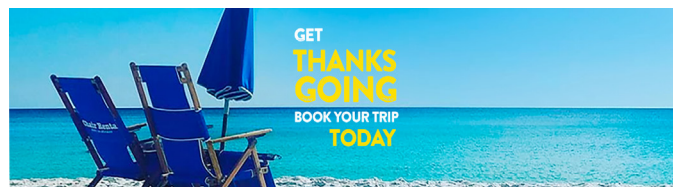
- October Board Meeting Presentation
- Q4 Digital Asset Refresh
- Foodie Pass Social Assets
- Thanksgiving and Winter Holidays Creative Concepting

### Current Print Ad Insertions

Florida Society of Association Executives (Annual)  
Georgia Society of Association Executives (Annual)  
Connect Meetings (Florida Meetings Guide)  
Ft. Rucker Welcome Guide (Annual)  
AAA Tourbook (Annual)  
VISIT Florida Magazine (Annual)  
2020 Travel Guide to Florida (Annual)  
Lindy's Sports Annual  
Sports Destination Management (Sept/Oct)

## Happy Thanks Beaching:

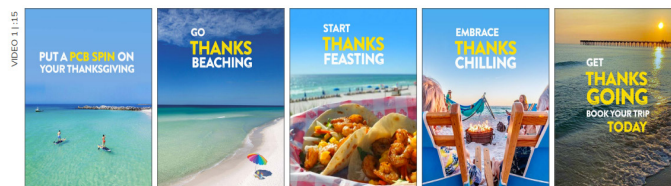
Thanksgiving Campaign Landing Page



Thanksgiving Campaign Videos

HAPPY THANKS-BEACHING | VIDEO :15

CHANNELS  





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

### Instagram

"Drop a heart if you wish you were here!"

•@connietrolly• #mypcb #realpcb #pcb

#panamacitybeach #panamacitybeachflorida"

Likes: 2.8K Comments: 183 Impressions: 32K



### Facebook Live

"Check out this sunset!"

Likes: 1.9K Comments: 226 Reach: 60,550



### Twitter

"Drop a heart if you wish you were here! #MyPCB"

Likes: 181 Retweets: 10 Impressions: 6.3K



## OCTOBER FOCUS: 2021 REAL. FUN. BEACH. GUIDE

In October, we focused on advertising for our 2021 Real. Fun. Beach. Guide. While we normally do a Fall/Winter and Summer/Spring Visitors Guide, we decided to make it an annual guide. We're getting hundreds of inquiries weekly for the Real. Fun. Beach. Guide.

