

MARKETING RECAP REAL FUN BEACH

OCTOBER 2021

VisitPanamaCityBeach.com



PUBLIC RELATIONS HIGHLIGHTS

- **Fishing Wire** shared Holiday Inn Resort's new partnership with "Chasin' the Sun" in an article titled "Chasin' the Sun TV Gets New Sponsor For Season."
- **Panama City News Herald** featured Panama City Beach's Sports Complex in their article "Panama City Beach Sports Complex hits homerun for economic impact this summer."
- **Fishing Wire** announced Panama City Beach's inaugural fishing rodeo in an article titled "Panama City Beach Fishing Rodeo Now Underway."
- **VIE Magazine** included Panama City Beach's event schedule in a roundup titled "Panama City Beach Announces Packed Calendar of Fall Events."



922,411 likes



42.5k followers



79k followers

MARKETING

October 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 and Pandora. Tactics include native, display banners, pre-roll ads, competitive conquering and our Brand Station. Social media channels, Facebook and Instagram, will continue with our updated Make It Yours messaging and Thanksgiving campaign. This month, we are kicking off our Winter Residents and Competitive Conquering campaigns as well as promoting our Beach Home for the Holidays event with digital and radio promotions.

Misc. Projects

- Brand Guidelines
- Print + Digital Media Insertions
- PCB EDA Video Project
- Q4 Refresh
- Double Red Flag Creative Update
- Decor By The Shore Creative Update
- Beach Home for the Holidays Creative
- PCB Give the Gift of Here

Current Print Ad Insertions

Sports ETA E-mails
Lindy's Sports Annual
Florida Golf Alliance (July-December)
Saltwater Fishing Guide (July-December)

Fall Event Support



In October, Visit Panama City Beach helped promote many of the popular Fall events that help drive year-round visitation. Billboards, eblasts, social media posts, live interviews, and blog posts are just some of the ways we helped to support these important events.



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

Instagram

"The tans may fade, but the PCB memories will last FUR-ever"

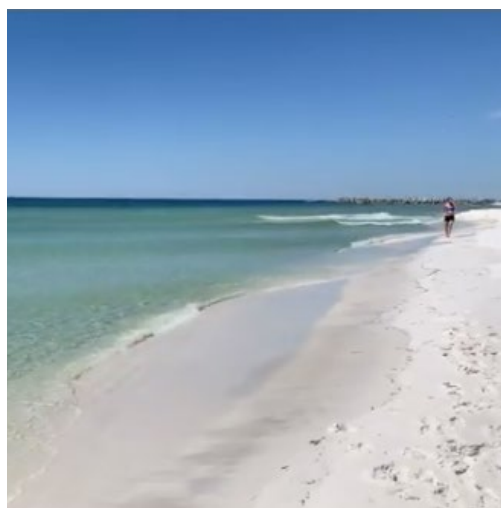
Likes: 2.2K Comments: 31 Impressions: 23.5K



Facebook Live

"It's a gorgeous day at Shell Island!"

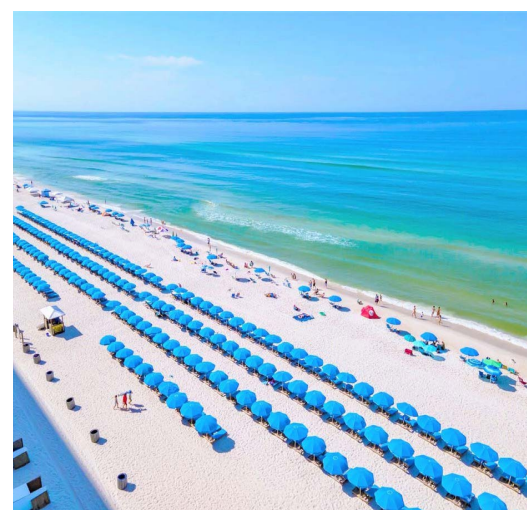
Likes: 8.2k Comments: 278 Reach: 34,614



Twitter

"27 miles of white sand beach + turquoise water are waiting for you!"

Likes: 60 Retweets: 7 Impressions: 3.1K



OCTOBER FOCUS: BEACH HOME FOR THE HOLIDAYS

In the month of October, Visit Panama City Beach worked on the creative for Beach Home for the Holidays. This event will be the first predominantly in-person event produced by Visit Panama City Beach since before the pandemic started. The marketing department is supporting the event by creating billboards, posters, online ads, social media posts, press releases, eblasts, signage and various other event related items.

Posters



Billboards

