

MARKETING RECAP REAL FUN BEACH

SEPTEMBER 2021

VisitPanamaCityBeach.com



PUBLIC RELATIONS HIGHLIGHTS

- **30A.TV** shared Panama City Beach's Keep PCB Beautiful announcement in an online article titled, "Panama City Beach Launches New Campaign with Keep PCB Beautiful."
- **AARP** included Panama City Beach in their roundup of 8 Beach Towns Perfect for Fall Getaways.
- **Connect Meetings** featured Panama City Beach's Sports Complex in an article titled "Panama City Beach Sports Complex Draws Big Numbers to Florida."
- **Market Watch** included Panama City Beach in a list of 5 Hottest Destinations in America Right Now for a Fall Vacation.
- Kristin Finan shared about her hosted visit to Panama City Beach in a blog post for **Austin Travels**.



942,705 likes



42.5k followers



79k followers

MARKETING

September Marketing

Our "always on" digital campaign continued into September 2021 to support late Summer and Early Fall travel! We continued partnerships with YouTube, Trip Advisor, Pandora and our custom content partner, VRBO. Tactics include our Brand Station, Sponsored Listening campaign, OTT, 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, Empty Nesters, Winter Residents and FB Poll ads. Pinterest also continued this month. Later in the month, we promoted the Virtual Pirates Fest along with the in-destination festivities.

Misc. Projects

- Brand Guidelines and Logo Refresh
- Print + Digital Media Insertions
- PCB EDA Video Project
- FY22 Annual Plan
- Double Red Flag Creative Update
- October Photoshoot Planning
- PCB Thanksgiving Holiday Campaigns
- Visit Florida Co-Op Program

Current Print Ad Insertions

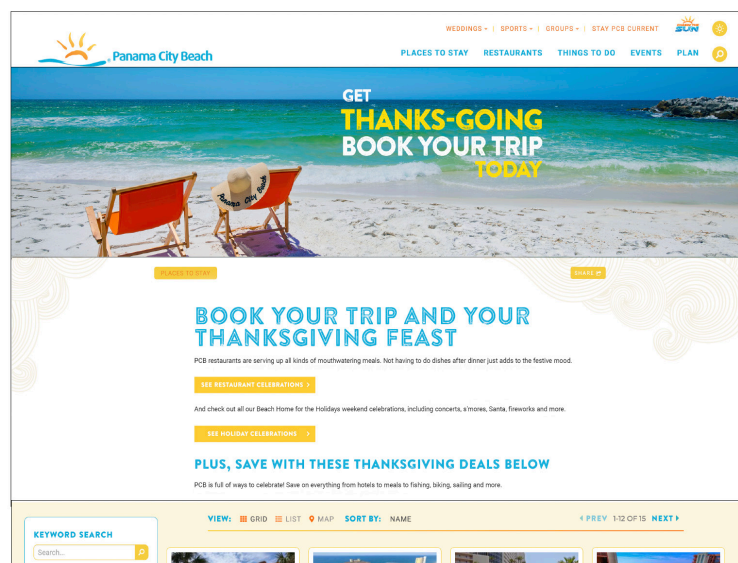
Sports ETA

Sports Events (October)

Florida Golf Alliance (July-December)

Saltwater Fishing Guide (July-December)

Happy Thanks-Beaching



In the month of September, Visit Panama City Beach worked on the Happy Thanks-Beaching campaign to help drive visitation during the Thanksgiving holiday. The landing page on the Visit Panama City Beach website will be the perfect place for visitors to plan their holiday trip with special offers from accommodations, and restaurants, and a link to the Beach Home for the Holidays event page.



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

Instagram

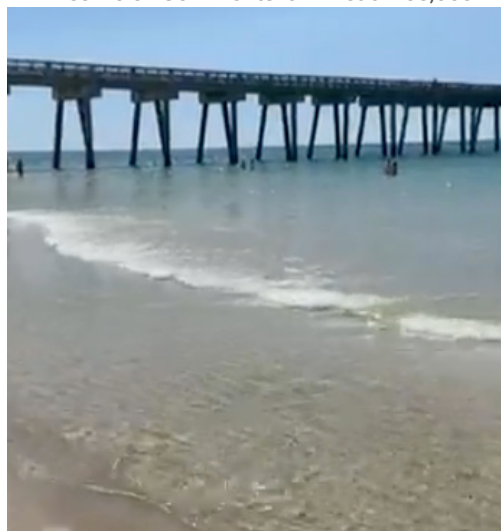
"These blue hues will fix your Monday blues."
Likes: 3.2K Comments: 60 Impressions: 36K

Facebook Live

"These turquoise views are sure to fix the Monday blues"
Likes: 10.3k Comments: 592 Reach: 58,553

Twitter

"Today we remember those we lost 20 years ago. We will forever honor the brave heroes..."
Likes: 64 Retweets: 12 Impressions: 3.6K



SEPTEMBER FOCUS: PIRATES OF THE HIGH SEAS TREASURE HUNT

In the month of September, Visit Panama City Beach completed the creative for the Pirates of the High Seas Treasure Hunt. This event was adapted this year from a festival with large gatherings to a hybrid virtual and in-person event. The marketing department supported the event by creating billboards, posters, online ads, social media posts, press releases, eblasts, signage and various other event related items .

Newspaper Ads



Billboards

