

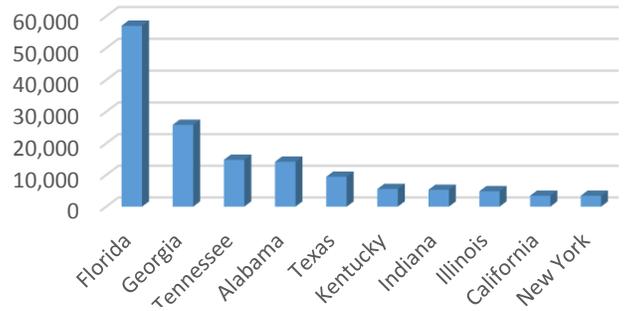
## October 2016 Activity Dashboard

### WEBSITE DATA

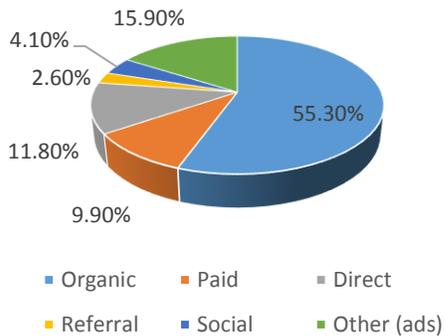
#### WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	<b>190,241</b>	165,744
Length of Session (minutes)	<b>1:59</b>	2:12
Page Views Per Session	<b>1.96</b>	2.61
% of Unique Visits	<b>62.86%</b>	63.72%

#### WEBSITE VISITORS Top States



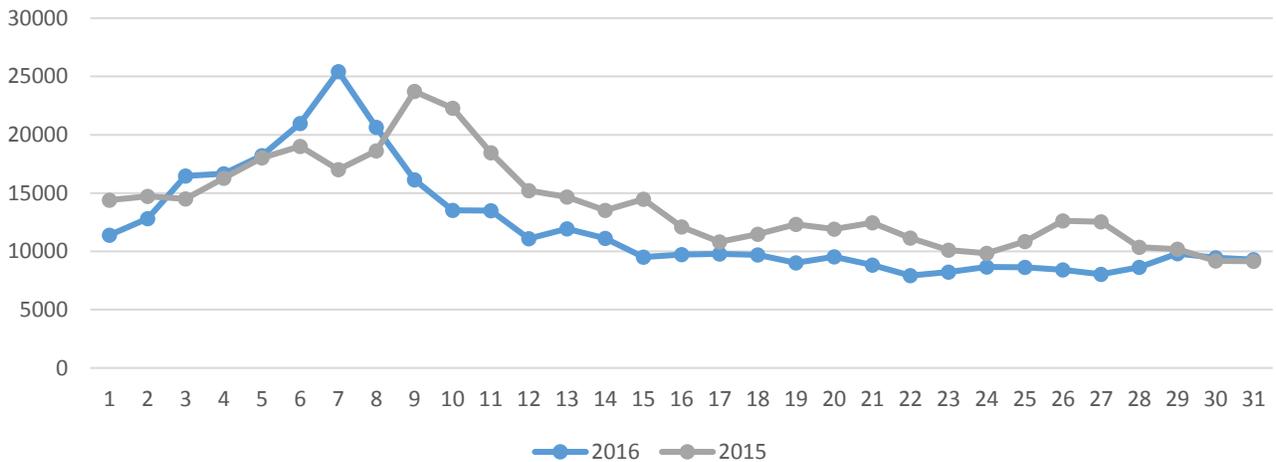
#### WEBSITE TRAFFIC SOURCES



#### TOP WEB PAGES

1. homepage	54,216	6. pirates/festival-schedule	13,650
2. webcam	35,063	7. holidays	11,037
3. events	20,818	8. attractions&entertainment	9,445
4. thingstodo	16,673	9. placestostay	9,370
5. piratesofthehighseas	13,686	10. attractions	7,296

#### WEBSITE TRAFFIC – October 2015 vs. 2016



**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 13,891,028

Earned Media 80,707,543

*PR Coverage Includes:*

**MEN'S JOURNAL**



**FOOD & WINE**



**Tampa Bay Times**

**TWITTER**

@Visit\_PCB New Followers: 709  
Impressions: 144K  
Total Followers: 32K

@ChasinTheSunTV New Followers: 3  
Impressions: 1,758  
Total Followers: 139

**INSTAGRAM**

@Visit\_PCB New Followers: 300  
Total: 16.9K

@ChasinTheSunTV New Followers: 16  
Total: 251

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

Likes: 440,373

Total Impressions: 2,525,643

City	People Reached
Louisville, KY	7,661
Marietta, GA	7,525
Nashville, TN	6,787
Columbus, GA	5,215
Panama City, FL	4,822
Indianapolis, IN	4,777
Dothan, AL	4,776
Houston, TX	4,694
Knoxville, TN	4,140
Atlanta, GA	3,832

**Chasin' the Sun TV**

Likes: 1,663

Total Impressions: 24,695

City	Your Fans
Panama City, FL	134
Panama City Beach, FL	90
Lynn Haven, FL	76
Upper Grand Lagoon, FL	73
Southport, FL	28
Callaway, FL	20
Lower Grand Lagoon, FL	19
Parker, FL	15
Cedar Grove, FL	14
Bayou George, FL	13

FACEBOOK & INSTAGRAM—PAID

Paid Facebook Impressions:

N/A

Paid Instagram Impressions:

N/A

**Visit Panama City Beach**  
August 25 at 3:19pm · 🌐

Fall is event season in Panama City Beach - live music, pirates, vintage cars and more!



**Pirates of the High Seas Fest** [Learn More](#)

**Emerald Coast Cruizin Car Show**

**Visit Panama City Beach**  
August 25 at 3:19pm · 🌐

Here's why locals love Fall in Panama City Beach



**Fall is full of FUN events** [Learn More](#)

**Great deals abound this Fall**

**Visit Panama City Beach**  
September 6 at 10:42am · 🌐

Eco-friendly beach lovers rejoice! Panama City Beach has a 100% natural beach area, St. Andrew's State Park.

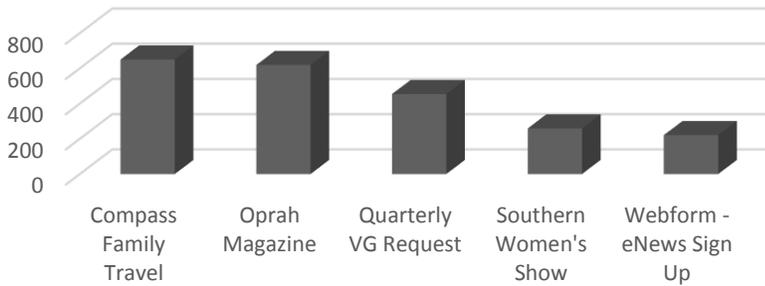


**SIDE OF PCB**

VISITPANAMACITYBEACH.COM [Learn More](#)

**VISITOR DATA**

**INQUIRIES --Top Sources**



**VISITOR GUIDES**

October Subscriptions	536
Total Subscriptions	21,338
Mailed to date (2016)	N/A

**AIRPORT ACTIVITY  
Deplanements**

<u>September</u>	<u>September</u>
<u>2016</u>	<u>2015</u>
<b>37,084</b>	<b>37,875</b>
<u>YTD 2016</u>	<u>YTD 2015</u>
<b>350,560</b>	<b>350,968</b>

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

**VISITORS**

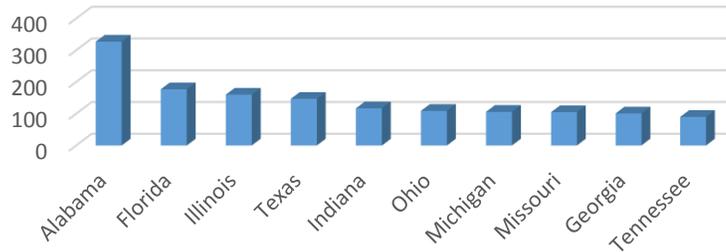
<u>Visitor Info Center</u>	<u>Airport Desk</u>
<b>1,734</b>	<b>845</b>

**PANDORA RADIO**

September unique listeners:	32,788
Total unique listeners*:	102,253

\*launched January 18

**INQUIRIES – Top States**



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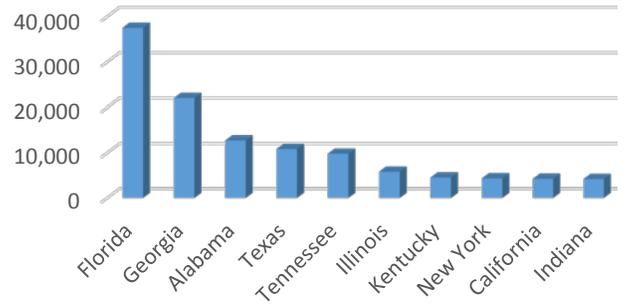
## November 2016 Activity Dashboard

### WEBSITE DATA

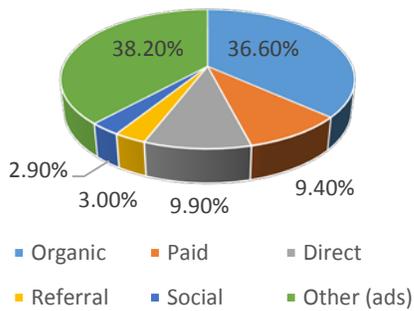
#### WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	<b>169,549</b>	111,160
Length of Session (minutes)	<b>1:31</b>	2:14
Page Views Per Session	<b>1.78</b>	2.66
% of Unique Visits	<b>66.28%</b>	66.28%

#### WEBSITE VISITORS Top States



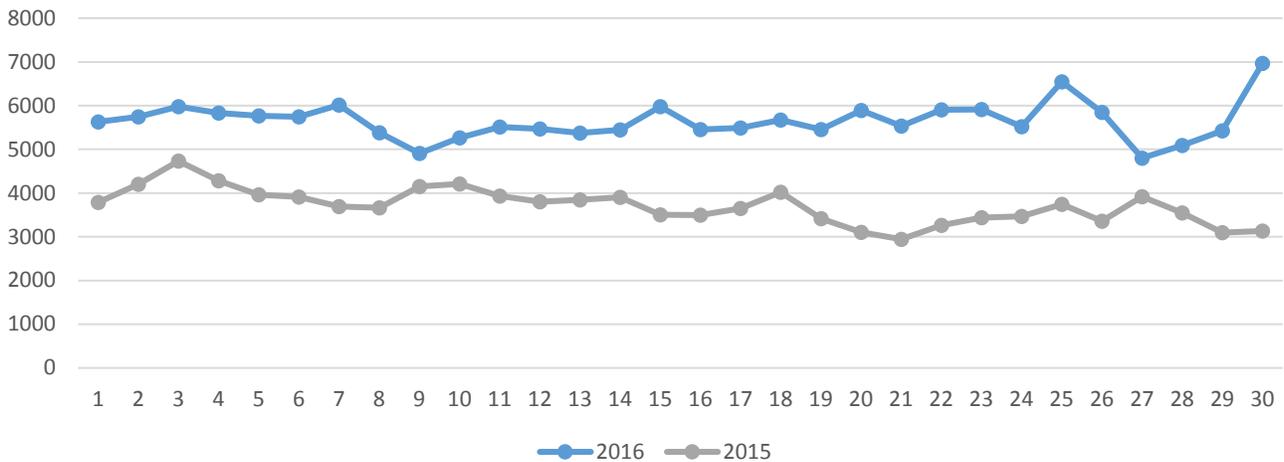
#### WEBSITE TRAFFIC SOURCES



#### TOP WEB PAGES

1. homepage	53,020	6. events/NYE	8,500
2. holidays	47,625	7. placestostay	6,517
3. webcam	18,666	8. attractions&entertainment	6,221
4. events	14,882	9. attractions	4,530
5. thingstodo	12,089	10. restaurants	4,317

#### WEBSITE TRAFFIC – November 2015 vs. 2016



**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 18,896,612  
Earned Media 7,979,615

*PR Coverage Includes:*



**Orlando Sentinel**



**COASTAL LIVING**



**Houston Style Magazine**

**TWITTER**

@Visit\_PCB New Followers: 588  
Impressions: 37K  
Total Followers: 32.6K

@ChasinTheSunTV New Followers: 1  
Impressions: 918  
Total Followers: 140

**INSTAGRAM**

@Visit\_PCB New Followers: 300  
Total: 17.1K

@ChasinTheSunTV New Followers: 13  
Total: 235

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

Likes: 442,111  
Total Impressions: 6,765,668

City	Your Fans
Columbus, GA	5,106
Marietta, GA	4,716
Tallahassee, FL	4,013
Nashville, TN	3,775
Atlanta, GA	3,711
Panama City, FL	3,707
Dothan, AL	3,433
Louisville, KY	3,264
Panama City Beach, FL	2,847
Montgomery, AL	2,399

**Chasin' the Sun TV**

Likes: 1,761  
Total Impressions: 66,554

City	Your Fans
Panama City, FL	136
Panama City Beach, FL	90
Lynn Haven, FL	79
Upper Grand Lagoon, FL	73
Panama City, Panamá ...	52
Southport, FL	29
Lower Grand Lagoon, FL	19
Callaway, FL	19
Parker, FL	16
Bayou George, FL	14

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

5,965,662

Links Clicks:

88,963

CTR: 2.22%\*

\*Industry Benchmark is 0.87%



Visit Panama City Beach

Written by Brand Networks Media Manager [?] · October 26 ·

Ring in 2017 at the Beach with Panama City Beach's New Year's Eve Ball Drop!



NYE Beach Ball Drop

NYE Beach Ball Dro

Beach ball countdown to midnight

Kids' beach ball dro

Learn More



Visit Panama City Beach

Written by Brand Networks Media Manager [?] · October 26 ·

Start a FUN family tradition Thanksgiving Weekend with PCB at Beach Home for the Holidays



PCB for the Holidays

PCB for the Holidays

FREE Christmas Concerts

Visit Santa & Mrs. Claus

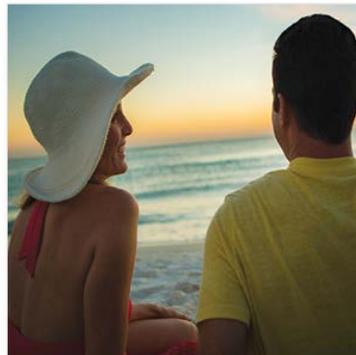
Learn More



Visit Panama City Beach

Written by Brand Networks Media Manager [?] · December 2 at 11:43am ·

Calling all sun-seekers! Plan your Winter getaway to Panama City Beach with these deals



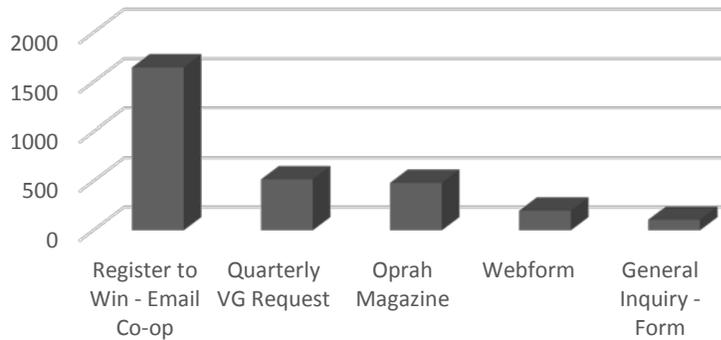
Find the perfect place to stay in PCB

Fresh Gulf seafood ignites your senses

Book Now

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

November Subscriptions	661
Total Subscriptions	24,269
Mailed to date (2016)	135,924

### AIRPORT ACTIVITY Deplanements

<u>September</u>	<u>September</u>
<u>2016</u>	<u>2015</u>
<b>37,084</b>	37,875
<u>YTD 2016</u>	<u>YTD 2015</u>
<b>350,560</b>	350,968

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

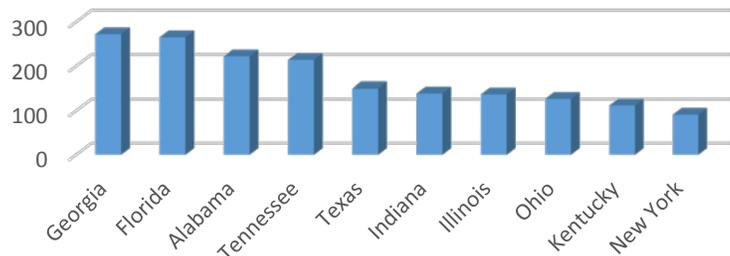
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
<b>1,618</b>	<b>1,015</b>

### PANDORA RADIO

November impressions:	3,390,418
November clicks:	8,123

### INQUIRIES – Top States



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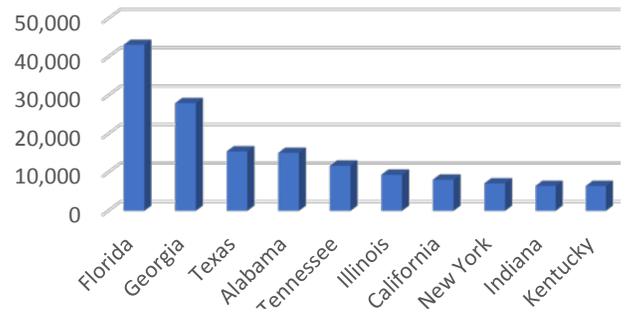
## FEBRUARY 2017 ACTIVITY DASHBOARD

### WEBSITE DATA

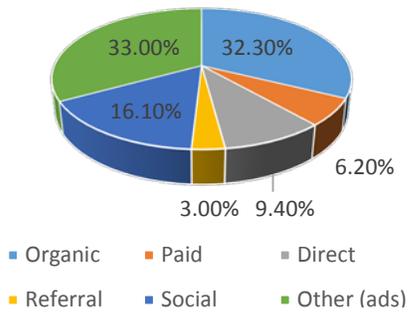
#### WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	<b>237,272</b>	121,120
Length of Session (minutes)	<b>2:07</b>	2:21
Page Views Per Session	<b>2.22</b>	2.72
% of Unique Visits	<b>71.17%</b>	68.69%

#### WEBSITE VISITORS Top States



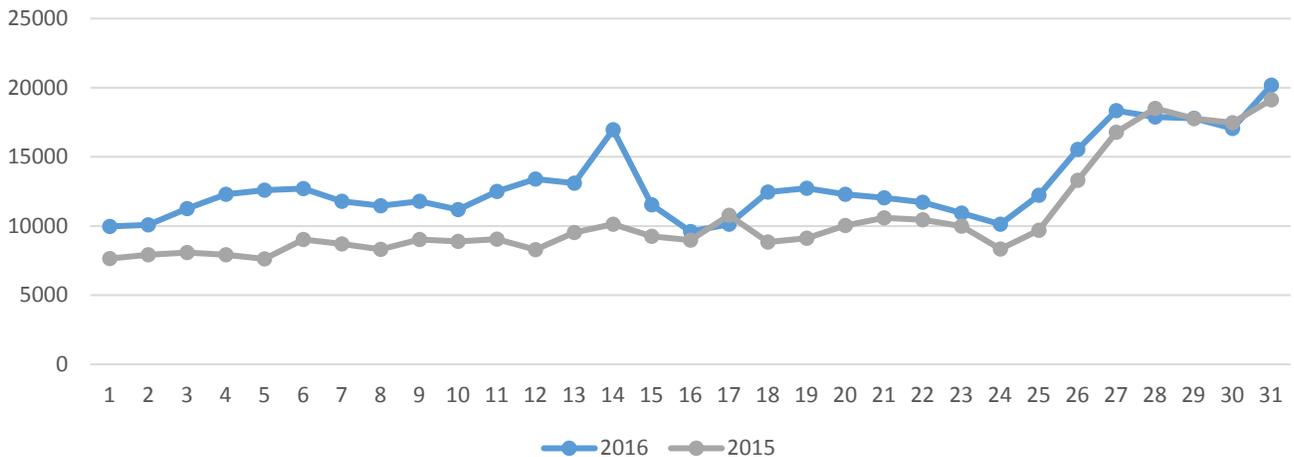
#### WEBSITE TRAFFIC SOURCES



#### TOP WEB PAGES

1. NYEBeachBallDrop	76,245	6. restaurants	15,381
2. homepage	67,056	7. placestostay/specialoffers	14,126
3. thingstodo	23,493	8. placestostay	9,504
4. events	19,619	9. attractions&entertainment	6,669
5. webcam	18,590	10. registertowin	6,370

#### WEBSITE TRAFFIC – December 2015 vs. 2016



**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 12,917,928

Earned Media 13,574,994

*PR Coverage Includes:*



**TWITTER**

@Visit\_PCB New Followers: 600  
Impressions: 28K  
Total Followers: 33.2K

@ChasinTheSunTV New Followers: 10  
Impressions: 6,121  
Total Followers: 150

**INSTAGRAM**

@Visit\_PCB New Followers: 200  
Total: 17.3K

@ChasinTheSunTV New Followers: 31  
Total: 266

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

Likes: 446,750

Total Impressions: 15,824,234

City	Your Fans
Columbus, GA	5,106
Marietta, GA	4,716
Tallahassee, FL	4,013
Nashville, TN	3,775
Atlanta, GA	3,711
Panama City, FL	3,707
Dothan, AL	3,433
Louisville, KY	3,264
Panama City Beach, FL	2,847
Montgomery, AL	2,399

**Chasin' the Sun TV**

Likes: 1,805

Total Impressions: 37,357

City	Your Fans
Panama City, FL	136
Panama City Beach, FL	90
Lynn Haven, FL	79
Upper Grand Lagoon, FL	73
Panama City, Panamá ...	52
Southport, FL	29
Lower Grand Lagoon, FL	19
Callaway, FL	19
Parker, FL	16
Bayou George, FL	14

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

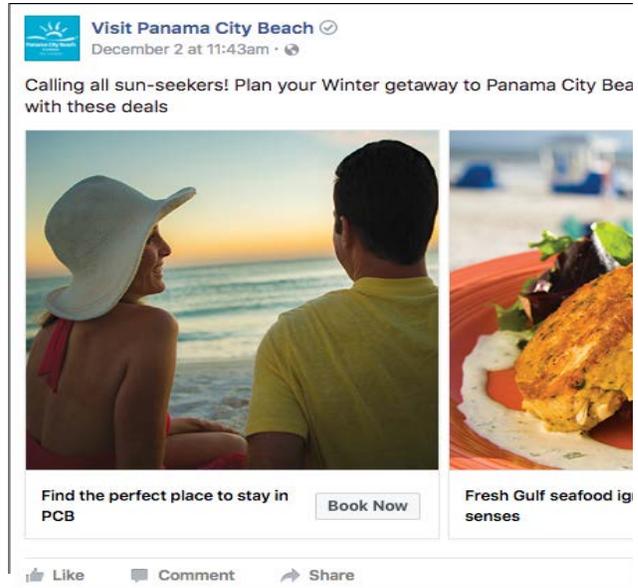
13,980,750

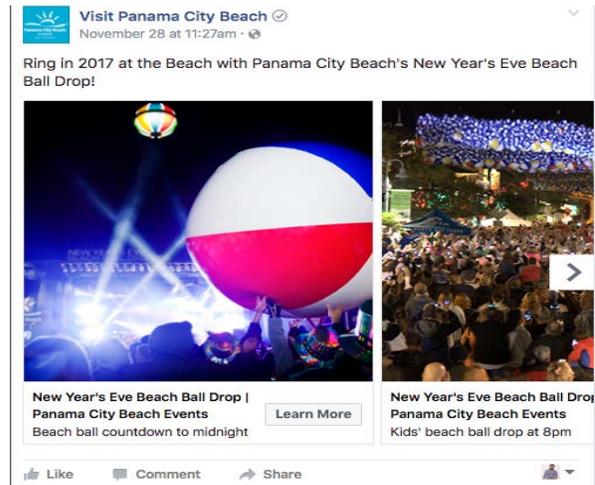
Links Clicks:

180,822

CTR: 1.29%\*

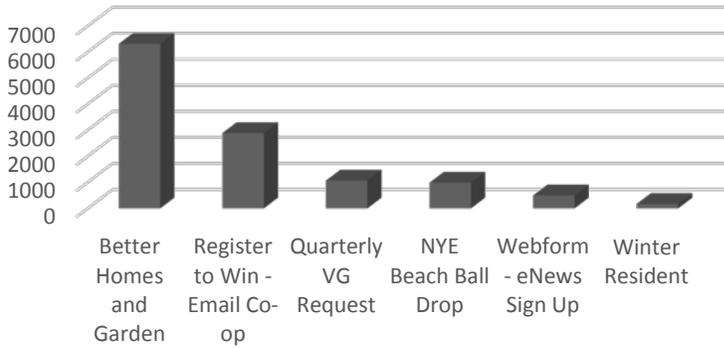
\*Industry Benchmark is 0.87%





**VISITOR DATA**

**INQUIRIES --Top Sources**



**VISITOR GUIDES**

December Subscriptions	604
Total Subscriptions	25,799
Mailed to date (2016)	143,491

**AIRPORT ACTIVITY  
Deplanements**

<u>October</u>	<u>October</u>
<u>2016</u>	<u>2015</u>
40,279	39,080
<u>YTD 2016</u>	<u>YTD 2015</u>
390,839	390,048

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

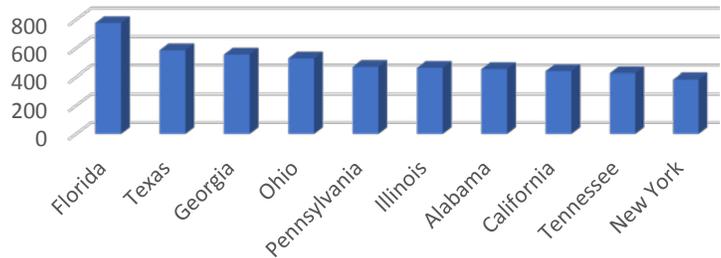
**VISITORS**

<u>Visitor Info Center</u>	<u>Airport Desk</u>
2,003	723

**PANDORA RADIO**

December impressions: 1,025,972  
Unique listeners 2016: 154k  
Avg. of 17.05 minutes per session

**INQUIRIES – Top States**



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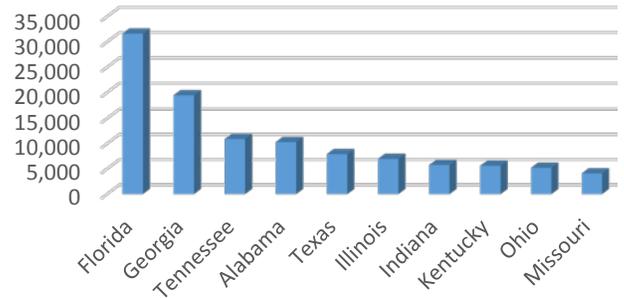
## January 2017 Activity Dashboard

### WEBSITE DATA

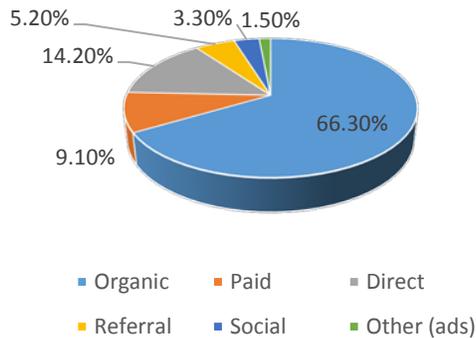
#### WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	<b>158,375</b>	154,815
Length of Session (minutes)	<b>2:33</b>	2:42
Page Views Per Session	<b>2.45</b>	2.91
% of Unique Visits	<b>70.55%</b>	72.31%

#### WEBSITE VISITORS Top States



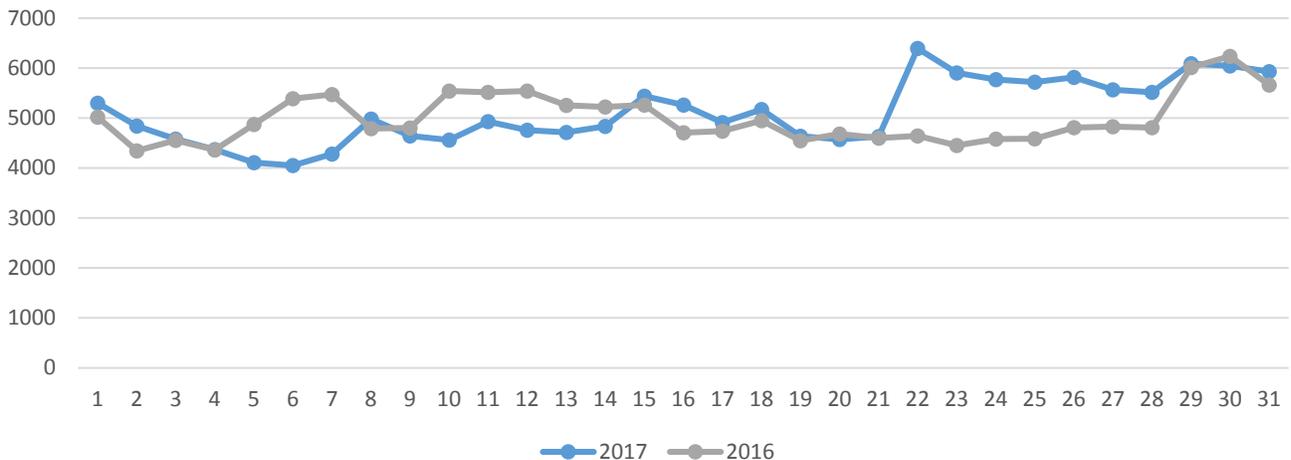
#### WEBSITE TRAFFIC SOURCES



#### TOP WEB PAGES

1. homepage	44,944	6. placestostay/beachhouses	11,874
2. webcam	25,786	7. attractions&entertainment	11,460
3. thingstodo	21,857	8. placestostay/condos	10,243
4. events	18,481	9. attractions	8,808
5. placestostay	16,282	10. restaurants	7,745

#### WEBSITE TRAFFIC – January 2016 vs. 2017



## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media **12,917,928**

Earned Media 42,898,491

*PR Coverage Includes:*

CONDÉ NAST

meetings  
PEOPLE + PLACES TODAY

YAHOO!

lonely planet

### TWITTER

@Visit\_PCB New Followers: 525  
Impressions: 85.4K  
Total Followers: 33.7K

@ChasinTheSunTV New Followers: 8  
Impressions: 10.5K  
Total Followers: 158

### INSTAGRAM

@Visit\_PCB New Followers: 200  
Total: 17.5K

@ChasinTheSunTV New Followers: 20  
Total: 286

### FACEBOOK—ORGANIC

#### Visit Panama City Beach

Likes: 447,412

Total Impressions: 2,550,245

City	Your Fans
Columbus, GA	5,132
Marietta, GA	4,803
Tallahassee, FL	3,969
Nashville, TN	3,778
Panama City, FL	3,710
Atlanta, GA	3,463
Dothan, AL	3,462
Louisville, KY	3,263
Panama City Beach, FL	2,899
Montgomery, AL	2,344

#### Chasin' the Sun TV

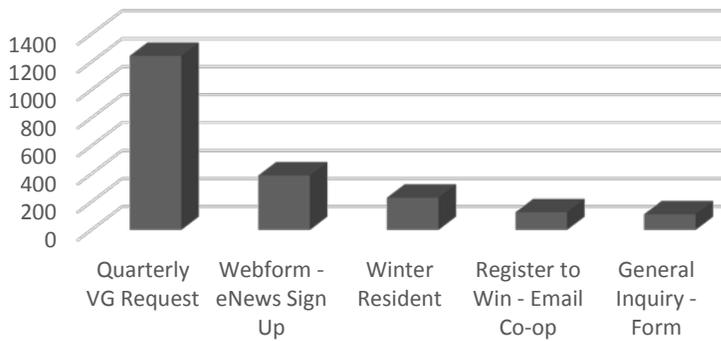
Likes: 1,857

Total Impressions: 63,205

City	Your Fans
Panama City, FL	134
Lynn Haven, FL	86
Panama City Beach, FL	85
Upper Grand Lagoon, FL	71
Panama City, Panamá ...	49
Southport, FL	30
Lower Grand Lagoon, FL	28
Callaway, FL	19
Bayou George, FL	17
Parker, FL	16

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

December Subscriptions	1,233
Total Subscriptions	27,186
Mailed to date (2017)	

### AIRPORT ACTIVITY Deplanements

<u>November</u>	<u>November</u>
<u>2016</u>	<u>2015</u>
<b>32,009</b>	30,718
 <u>YTD 2016</u>	 <u>YTD 2015</u>
<b>422,848</b>	420,766

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
<b>3,328</b>	<b>700</b>

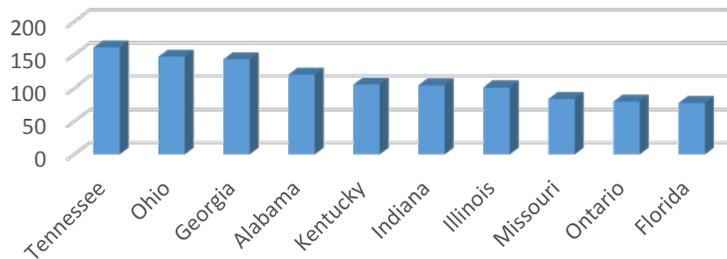
### PANDORA RADIO

December impressions:  
1,025,972

Unique listeners 2016: 154k

*\*Campaign launched 1/27/17*

### INQUIRIES – Top States/Provinces



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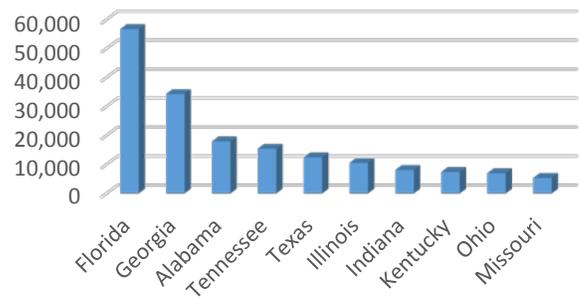
## FEBRUARY 2017 ACTIVITY DASHBOARD

### WEBSITE DATA

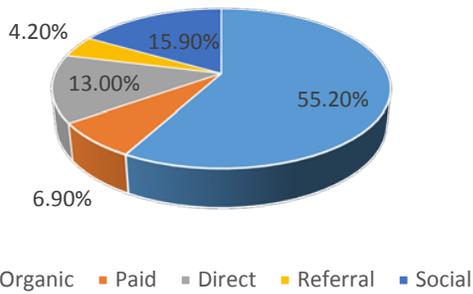
#### WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	<b>237,272</b>	173,624
Length of Session (minutes)	<b>2:07</b>	2:24
Page Views Per Session	<b>2.22</b>	2.56
% of Unique Visits	<b>71.17%</b>	73.95%

#### WEBSITE VISITORS Top States



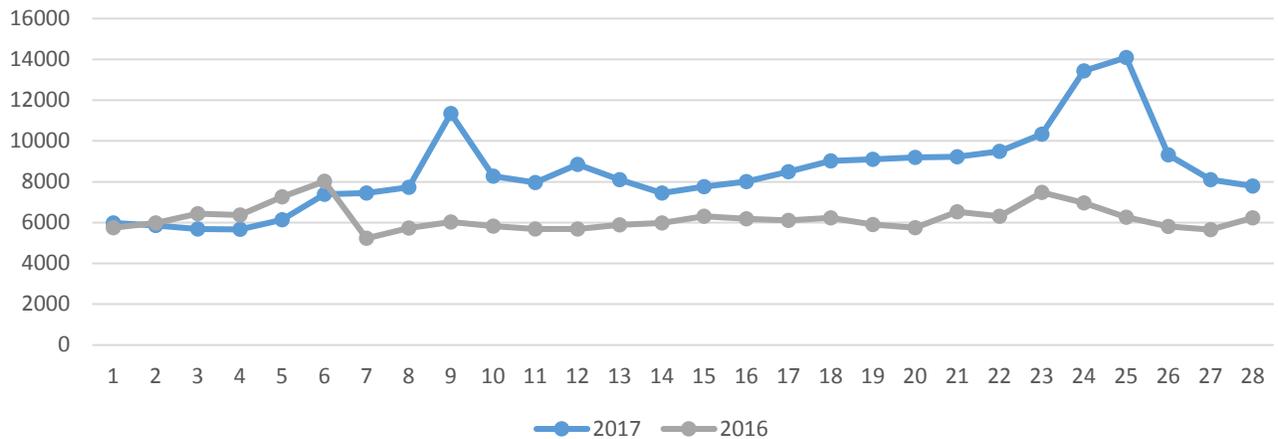
#### WEBSITE TRAFFIC SOURCES



#### TOP WEB PAGES

1. homepage	48,449	6. events	24,152
2. thingstodo	27,749	7. mardigras/festivalschedule	22,471
3. webcam	26,379	8. mardigras	21,584
4. spring-getaways	24,408	9. restaurants	20,985
5. placestostay	24,337	10. attractions&entertainment	14,387

#### WEBSITE TRAFFIC – February 2016 vs. 2017



**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 13,876,925

Earned Media 197,027,500

*PR Coverage Includes:*



**TWITTER**

@Visit\_PCB New Followers: 1,100  
Impressions: 83.5K  
Total Followers: 34.3K

@ChasinTheSunTV New Followers: 12  
Impressions: 3,463  
Total Followers: 162

**INSTAGRAM**

@Visit\_PCB New Followers: 700  
Total: 18K

@ChasinTheSunTV New Followers: 83  
Total: 349

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

Likes: 455,590

Total Impressions: 18,034,714

City	Your Fans
Columbus, GA	5,179
Marietta, GA	4,957
Tallahassee, FL	4,038
Nashville, TN	3,924
Panama City, FL	3,773
Atlanta, GA	3,492
Dothan, AL	3,470
Louisville, KY	3,274
Panama City Beach, FL	2,999
Montgomery, AL	2,425

**Chasin' the Sun TV**

Likes: 1,883

Total Impressions: 78,635

City	Your Fans
Panama City, FL	140
Panama City Beach, FL	86
Lynn Haven, FL	85
Upper Grand Lagoon, FL	69
Panama City, Panamá ...	49
Southport, FL	30
Lower Grand Lagoon, FL	27
Callaway, FL	19
Parker, FL	16
Bayou George, FL	16

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

16,733,937

CTR: 0.57%

 **Visit Panama City Beach** shared their event.   
Sponsored · 

This March 24-25, enjoy craft beer, spirits and food. Special guests: The Avett Brothers.



24  
MAR

**UNwineD**

Mar 24 - Mar 25 · Visit Panama ...

3,437 people interested · 407 g...



 **Visit Panama City Beach**   
Written by Brand Networks [?] · February 22 at 4:31pm · 

There's so much to see and do – discover why Panama City Beach is #RealFunBeach



Plan Your Spring Getaway

[Learn More](#)



Family Fun Things

 **Visit Panama City Beach**   
Written by Brand Networks [?] · March 1 at 3:05pm · 

Best. Beach vacation. Ever. Panama City Beach offers every kind of FUN imaginable!



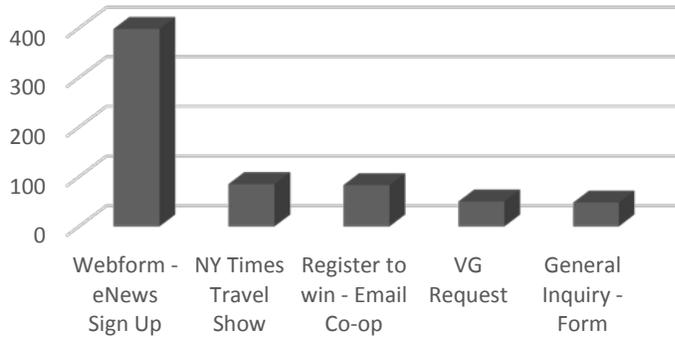
VisitPanamaCityBeach.com



[Learn More](#)

**VISITOR DATA**

**INQUIRIES --Top Sources**



**VISITOR GUIDES**

February Subscriptions	1,628
Total Subscriptions	28,910
Mailed to date (2017)	10,379

**AIRPORT ACTIVITY  
Deplanements**

<u>December</u>	<u>December</u>
<u>2016</u>	<u>2015</u>
26,866	26,467
<u>YTD 2016</u>	<u>YTD 2015</u>
449,714	447,233

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

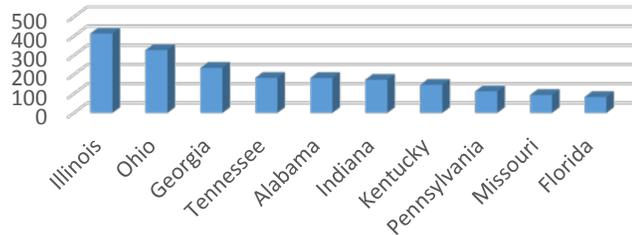
**VISITORS**

<u>Visitor Info Center</u>	<u>Airport Desk</u>
3,158	680

**PANDORA RADIO**

*February data not yet available.*

**INQUIRIES – Top States**



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more information contact the CVB at (850) 233-5070.

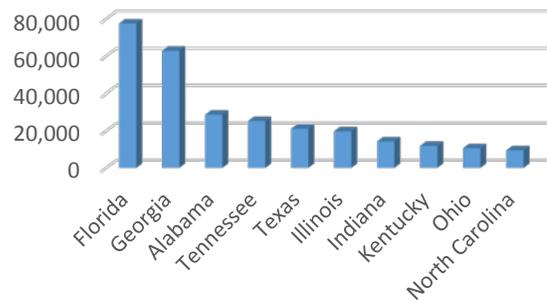
## MARCH 2017 ACTIVITY DASHBOARD

### WEBSITE DATA

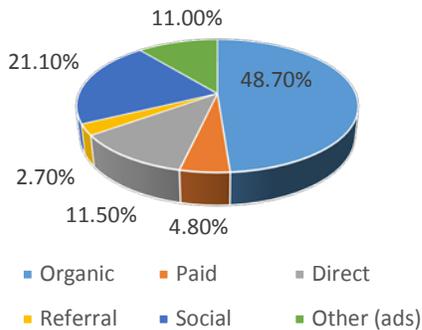
#### WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	<b>384,837</b>	296,946
Length of Session (minutes)	<b>1:53</b>	2:20
Page Views Per Session	<b>1.98</b>	2.25
% of Unique Visits	<b>74.82%</b>	69.82%

#### WEBSITE VISITORS Top States



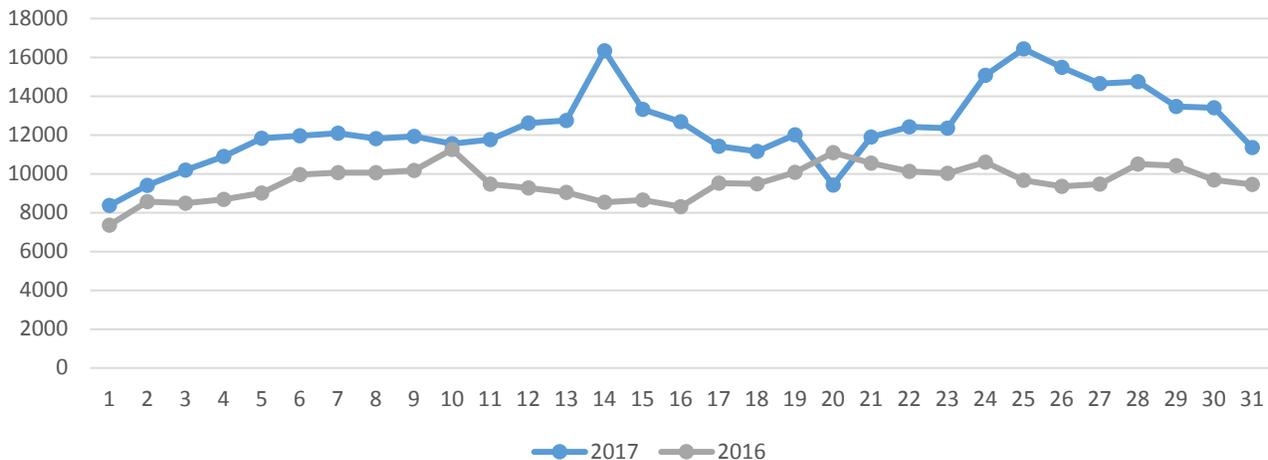
#### WEBSITE TRAFFIC SOURCES



#### TOP WEB PAGES

1. spring-getaways	66,178	6. events	30,010
2. homepage	60,462	7. restaurants	26,677
3. webcam	53,127	8. fishingcharters	25,808
4. thingstodo	38,347	9. attractions&entertainment	23,305
5. placestostay	35,279	10. unwined	17,254

#### WEBSITE TRAFFIC – March 2016 vs. 2017



**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 13,245,548

Earned Media 159,788,402

*PR Coverage Includes:*

**Southern Living**



**ZAGAT.**



**TWITTER**

@Visit\_PCB New Followers: 614  
Impressions: 64.6K  
Total Followers: 34.5K

@ChasinTheSunTV New Followers: 6  
Impressions: 1,602  
Total Followers: 168

**INSTAGRAM**

@Visit\_PCB New Followers: 400  
Total: 18.4K

@ChasinTheSunTV New Followers: 35  
Total: 384

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

Likes: 464,783

Total Impressions: 27,695,683

City	People Reached
Jacksonville, FL	87,201
Chicago, IL	80,938
Houston, TX	73,667
Miami, FL	70,478
Atlanta, GA	68,547
Nashville, TN	53,922
Marietta, GA	52,894
Charlotte, NC	50,340
Memphis, TN	45,553
New York, NY	41,438

**Chasin' the Sun TV**

Likes: 1,912

Total Impressions: 40,185

City	People Reached
Panama City, FL	854
Panama City Beach, FL	444
Lynn Haven, FL	206
Jacksonville, FL	154
Upper Grand Lagoon, FL	140
Milledgeville, GA	125
Dothan, AL	98
Fort Walton Beach, FL	93
Callaway, FL	71
Tallahassee, FL	70

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

23,913,750

CTR: 0.81%

**Visit Panama City Beach** ✓  
March 1 at 4:02pm · 🌐

Best. Beach vacation. Ever. Panama City Beach offers every kind of FUN imaginable!



Click for more  
VisitPanamaCityBeach.com

-0:14

Learn More

**Visit Panama City Beach** shared their event.  
Sponsored (demo) · 🌐

Enjoy a Southern garden party featuring The Avett Brothers, craft beer, wine and spirits in Panama City Beach.



**MAR 24 UNwineD**  
Mar 24 - Mar 25 · Visit Panama City Beach - Pan...  
4,084 people interested · 552 people going

★ Interested

**Visit Panama City Beach** ✓  
March 1 at 4:04pm · 🌐

Best. Beach vacation. Ever. Panama City Beach offers every kind of FUN imaginable!

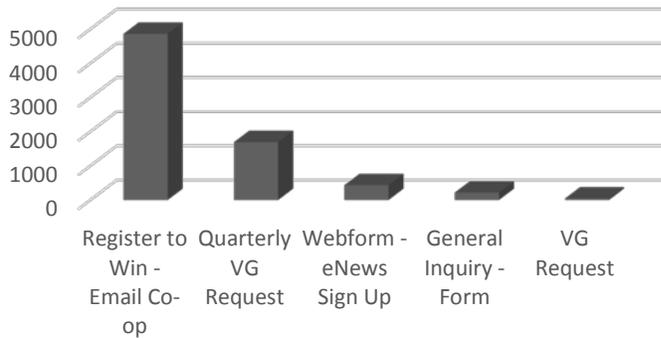


VisitPanamaCityBeach.com

Learn More

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

March Subscriptions	1,938
Total Subscriptions	31,467
Mailed to date (2017)	45,149

### AIRPORT ACTIVITY Deplanements

<u>January</u>	<u>December</u>
<u>2017</u>	<u>2016</u>
<b>22,383</b>	21,792
<u>YTD 2017</u>	<u>YTD 2016</u>
<b>22,383</b>	21,792

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

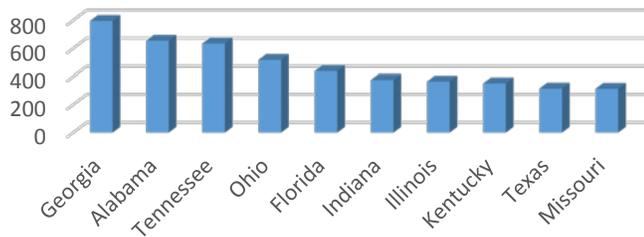
### VISITORS

<b>Visitor Info Center</b>	<b>Airport Desk</b>
<b>2,748</b>	<b>1,141</b>

### PANDORA RADIO

March unique listeners:	4,356
March hours listened:	2,921
CTR:	0.25%

### INQUIRIES – Top States



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more information contact the CVB at (850) 233-5070.

## April 2017 Activity Dashboard

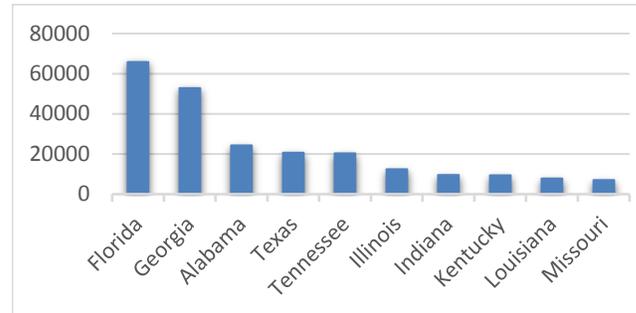
### WEBSITE DATA

#### WEBSITE ACTIVITY

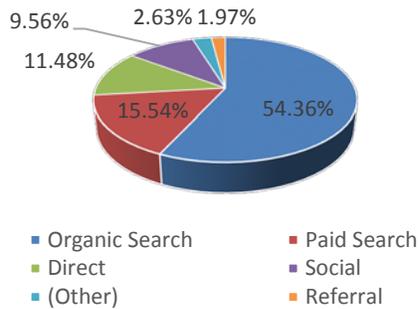
	<b>2017</b>	<b>2016</b>
Number of Sessions	<b>293,438</b>	259,681
Length of Session (minutes)	<b>2:08</b>	2:29
Page Views Per Session	<b>2.02</b>	2.27
% of Unique Visits	<b>73.10%</b>	66.57%

#### WEBSITE VISITORS

##### Top States



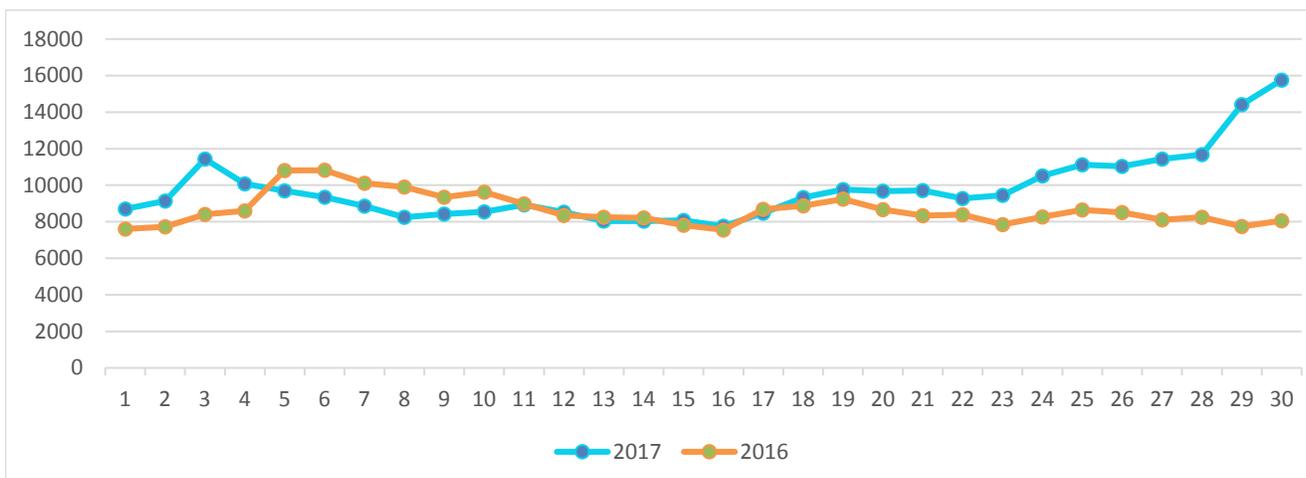
#### WEBSITE TRAFFIC SOURCES



#### TOP WEB PAGES

1. homepage	60,162	6. placestostay	17,370
2. webcam	50,776	7. springgetaways	16,518
3. thingstodo	36,203	8. attractions	15,132
4. events	28,288	9. rental properties	12,837
5. attractions&entertainment	17,923	10. restaurants	11,086

#### WEBSITE TRAFFIC - April 2016 vs. 2017



**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 5,757,017  
 Earned Media 10,185,655  
 PR Coverage Includes:



**TWITTER**

@Visit\_PCB New Followers: 588  
 Impressions: 143K  
 Total Followers: 35.4K  
 @ChasinTheSunTV Impressions: 1,077  
 Total Followers: 168

**INSTAGRAM**

@Visit\_PCB New Followers: 500  
 Total: 18.9K  
 @ChasinTheSunTV New Followers: 8  
 Total: 392

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

Likes: 470,641

Total Impressions: 15,768,179

City	People Reached
Houston, TX	170,788
Miami, FL	100,486
Jacksonville, FL	99,251
Chicago, IL	92,231
Dallas, TX	84,201
Atlanta, GA	50,103
Nashville, TN	43,037
Marietta, GA	42,210
Philadelphia, PA	41,909
San Antonio, TX	39,971

**Chasin' the Sun TV**

Likes: 1,941

Total Impressions: 64,900

City	People Reached
Panama City, FL	863
Panama City Beach, FL	402
Seattle, WA	237
Lynn Haven, FL	208
Montreal, QC, Canada	171
Calgary, AB, Canada	154
Toronto, ON, Canada	153
Jacksonville, FL	143
Upper Grand Lagoon, FL	142
New York, NY	115

**FACEBOOK & INSTAGRAM—PAID**

**Facebook Impressions:**

**11,813,452**

**CTR: 0.57%**

Visit Panama City Beach  Like Page

April 18 at 5:39pm · 

Panama City Beach is perfect for your Real. Fun. Beach. Adventure.



Visit Panama City Beach 

April 20 at 2:38pm · 

With 320 days of sunshine, eco-tourism fun comes naturally at the Real. FUN. Beach.



**Dive in to adventure** Learn More **Enjoy the ride**

Sponsored · 

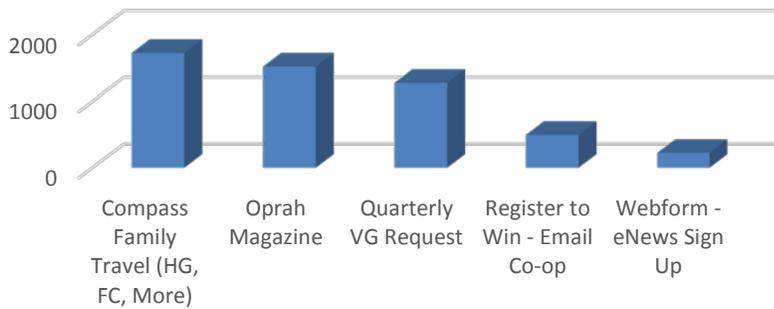
The tans may fade, but your memories won't. Make Panama City Beach your #RealFunBeach.



**Bring the entire family** Learn More **Making memories that last a lifetime**

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

April Subscriptions	1,332
Total Subscriptions	32,487
Mailed to date (2017)	17,230

### AIRPORT ACTIVITY Deplanements

<u>March</u> <u>2017</u>	<u>March</u> <u>2016</u>
41,967	41,864
<u>YTD 2017</u>	<u>YTD 2016</u>
89,949	90,844

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

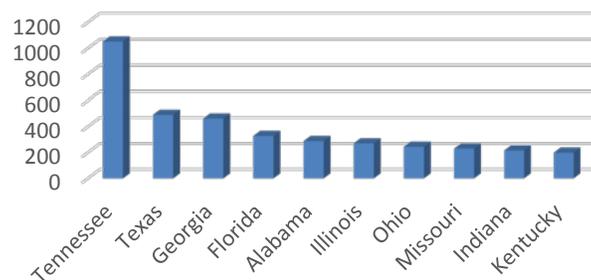
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,836	1,181

### PANDORA RADIO

April unique listeners:	2,354
April hours listened:	4,169
CTR:	0.12%

### INQUIRIES - Top States



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## May 2017 Activity Dashboard

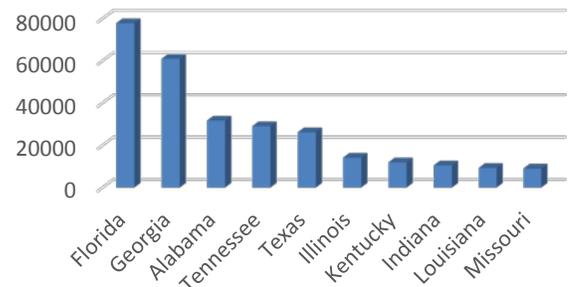
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

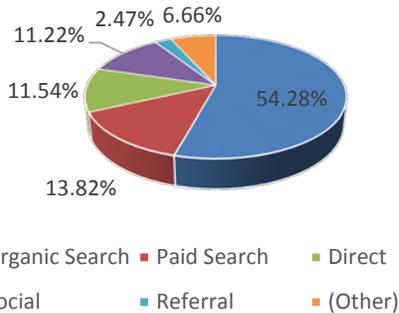
	<b>2017</b>	<b>2016</b>
Number of Sessions	<b>350,346</b>	399,488
Length of Session (minutes)	<b>2:12</b>	2:11
Page Views Per Session	<b>2.07</b>	2.15
% of Unique Visits	<b>71.94%</b>	63.5 %

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

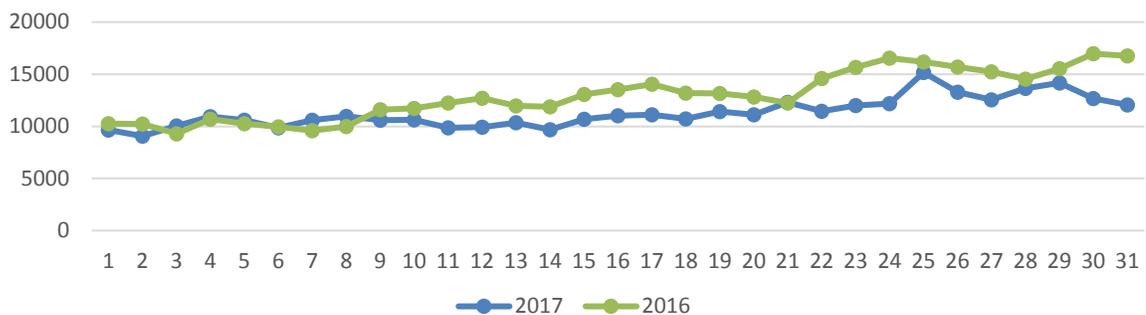


#### TOP WEB PAGES

1. homepage	79,078	6. placestostay	20,277
2. webcam	62,628	7. attractions	19,114
3. thingstodo	44,005	8. springgetaways	18,864
4. events	35,154	9. restaurants	15,922
5. attractions&entertainment	27,514	10. rental properties	14,760

#### WEBSITE TRAFFIC - May

##### 2016 vs 2017



\*A SSL certificate was purchased for the website which allowed it to transition from an HTTP to an HTTPS encryption. HTTPS provides visitors a more secure connection than the HTTP version. As a result, Google is planning an update to its Chrome browser whereby only sites using HTTPS can retrieve a person's geographic location. Due to this, VisitPanamaCityBeach.com has transitioned to the secure server and as expected there was a slight drop in traffic with this transition. We are monitoring site traffic and don't expect this update to effect next month's website traffic.

## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media 21,146,577  
 Earned Media 65,016,996

*PR Coverage Includes:*



### TWITTER

@Visit\_PCB New Followers: 346  
 Impressions: 79.5k  
 Total Followers: 35.8K

@ChasinTheSunTV New Followers: 3  
 Impressions: 713  
 Total Followers: 168

### INSTAGRAM

@Visit\_PCB New Followers: 700  
 Total: 19.6K

@ChasinTheSunTV New Followers: 35  
 Total: 427

### FACEBOOK—ORGANIC

#### Visit Panama City Beach

Likes: 477,858

Total Impressions: 21,358,779

City	Your Fans
Marietta, GA	6,562
Atlanta, GA	6,163
Columbus, GA	5,613
Nashville, TN	5,368
Panama City, FL	5,133
Tallahassee, FL	4,489
Louisville, KY	4,052
Houston, TX	3,971
Dothan, AL	3,928
Montgomery, AL	3,606

#### Chasin' the Sun TV

Likes: 2,017

Total Impressions: 69,536

City	Your Fans
Panama City, FL	237
Panama City Beach, FL	124
Lynn Haven, FL	65
Upper Grand Lagoon, FL	51
Panama City, Panamá ...	46
Jacksonville, FL	41
Southport, FL	22
Marietta, GA	21
Lower Grand Lagoon, FL	17
Tallahassee, FL	16

**FACEBOOK & INSTAGRAM—PAID**

**Facebook Impressions:  
16,916,922**

**CTR: 0.52%**

**Visit Panama City Beach**  
Sponsored · 🌐

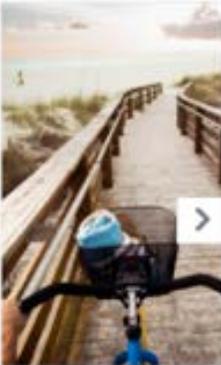
The tans may fade, but your memories won't. Make Panama City Beach your #RealFunBeach.




Bring the entire family [Learn More](#) Making memories that last a lifetime

**Visit Panama City Beach**  
April 20 at 2:38pm · 🌐

With 320 days of sunshine, eco-tourism fun comes naturally at the Real. FUN. Beach.

Dive in to adventure [Learn More](#) Enjoy the ride

**Visit Panama City Beach**  
April 28 at 10:36am · 🌐

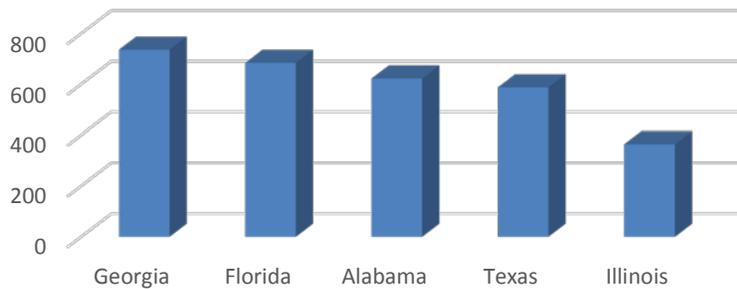
Crave adventure? Find an endless supply by the sparkling waters of your #RealFunBeach.




Fun in the sun [Learn More](#) Heart-racing fun

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

May Subscriptions	1,320
Total Subscriptions	34,385
Mailed to date (2017)	34,724

### AIRPORT ACTIVITY Deplanements

<u>April</u> <u>2017</u>	<u>April</u> <u>2016</u>
41,967	41,864
<u>YTD 2017</u>	<u>YTD 2016</u>
89,949	90,844

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

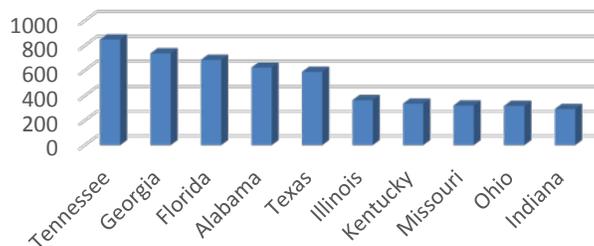
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,972	1,427

### PANDORA RADIO

May unique listeners: 4,564
May hours listened: 2,658
CTR: 0.11%

### INQUIRIES - Top States



## June 2017 Activity Dashboard

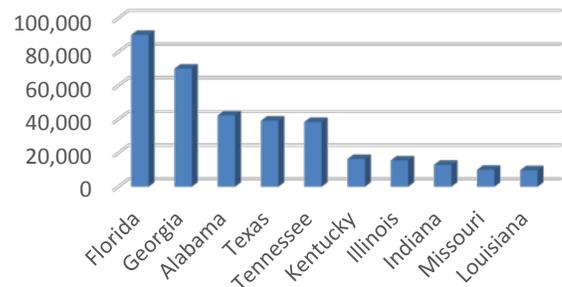
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

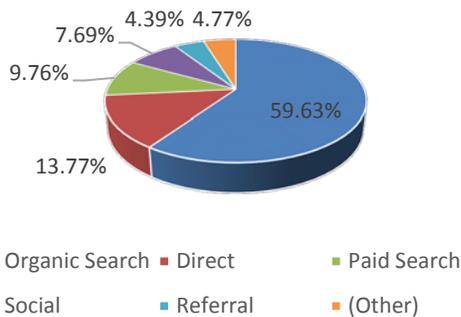
	<b>2017</b>	<b>2016</b>
Number of Sessions	<b>424,857</b>	411,787
Length of Session (minutes)	<b>2:05</b>	2:32
Page Views Per Session	<b>2.22</b>	2.26
% of Unique Visits	<b>71.28%</b>	61.4 %

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

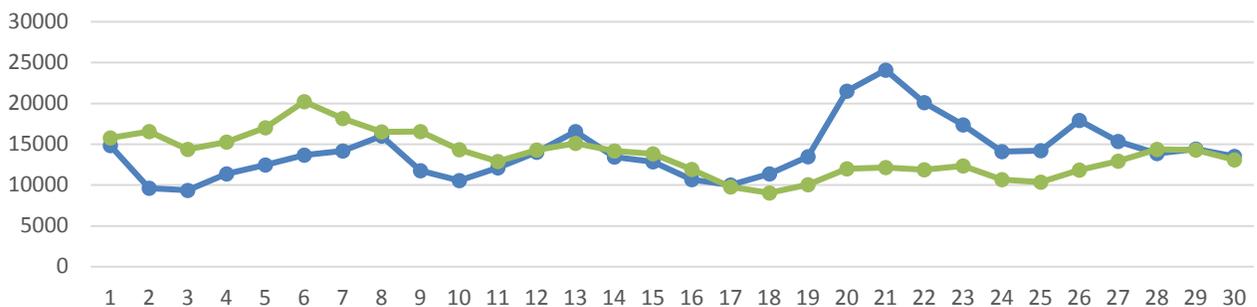


#### TOP WEB PAGES

1. webcam	109,199	6. placestostay	22,670
2. homepage	73,042	7. attractions	21,519
3. thingstodo	44,296	8. make it yours	19,831
4. events	34,139	9. CTS/register tow in	17,391
5. attractions&entertainment	24,341	10. rental properties	16,499

#### WEBSITE TRAFFIC - June

##### 2016 vs. 2017



\*A SSL certificate was purchased for the website which allowed it to transition from an HTTP to an HTTPS encryption. HTTPS provides visitors a more secure connection than the HTTP version. As a result, Google is planning an update to its Chrome browser whereby only sites using HTTPS can retrieve a person's geographic location. Due to this, VisitPanamaCityBeach.com has transitioned to the secure server and as expected there was a slight drop in traffic with this transition. We are monitoring site traffic and don't expect this update to effect next month's website traffic.

## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media 5,030,083  
 Earned Media 66,913,890

*PR Coverage Includes:*



### TWITTER

@Visit\_PCB New Followers: 928  
 Impressions: 149k  
 Total Followers: 36.8K

@ChasinTheSunTV New Followers: 9  
 Impressions: 1,401  
 Total Followers: 180

### INSTAGRAM

@Visit\_PCB New Followers: 900  
 Total: 20.5K

@ChasinTheSunTV New Followers: 24  
 Total: 451

### FACEBOOK—ORGANIC

#### Visit Panama City Beach

Likes: 491,848

Total Impressions: 11,448,169

City	Your Fans
Marietta, GA	6,959
Houston, TX	5,558
Columbus, GA	5,520
Nashville, TN	5,319
Atlanta, GA	5,162
Panama City, FL	4,680
Tallahassee, FL	4,183
Louisville, KY	4,019
Dothan, AL	3,812
Montgomery, AL	3,601

#### Chasin' the Sun TV

Likes: 3,283

Total Impressions: 55,830

City	Your Fans
Panama City, FL	239
Panama City Beach, FL	134
Lynn Haven, FL	77
Upper Grand Lagoon, FL	57
Panama City, Panamá ...	48
Jacksonville, FL	42
Houston, TX	37
Marietta, GA	32
Southport, FL	25
Montgomery, AL	21

**FACEBOOK & INSTAGRAM—PAID**

**Facebook Impressions:**

**14,267,561**

**CTR: 1.24%**

**Visit Panama City Beach**  
April 28 at 10:35am · 🌐

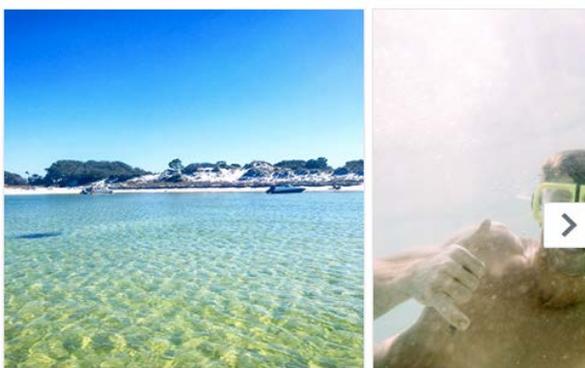
When you're looking for a romantic escape, find relaxation and fun at the #RealFunBeach



Enjoy the view [Learn More](#) Dance the night away

**Visit Panama City Beach** 🌐  
June 10 at 3:15am · 🌐

Ready for an eco-adventure? You'll discover countless ways to make it your #RealFunBeach



Enjoy our natural wonders [Learn More](#) Explore uncharted territory

**Visit Panama City Beach**  
Sponsored · 🌐

Your family will never run out of ways to make it your #RealFunBeach



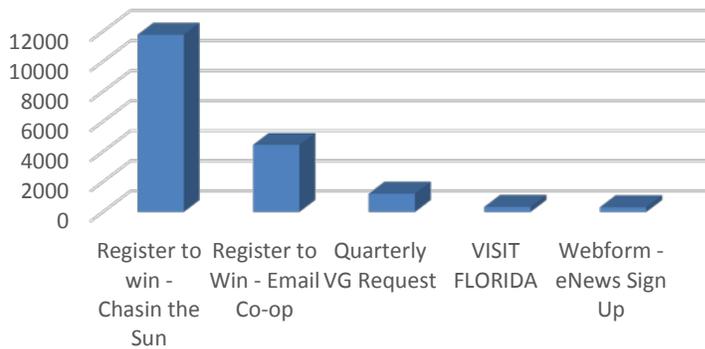
Have fun sunup to sundown [Learn More](#) Enjoy mouthwatering seafood

**Visit Panama City Beach**  
April 20 at 2:38pm · 🌐

**Visit Panama City Beach**  
April 28 at 10:35am · 🌐

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

<b>June Subscriptions</b>	<b>2,173</b>
<b>Total Subscriptions</b>	<b>38,216</b>
<b>Mailed to date (2017)</b>	<b>57,803</b>

### AIRPORT ACTIVITY Deplanements

<u>May</u>	<u>May</u>
<u>2017</u>	<u>2016</u>
<b>50,130</b>	46,764
<u>YTD 2017</u>	<u>YTD 2016</u>
<b>184,093</b>	178,048

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

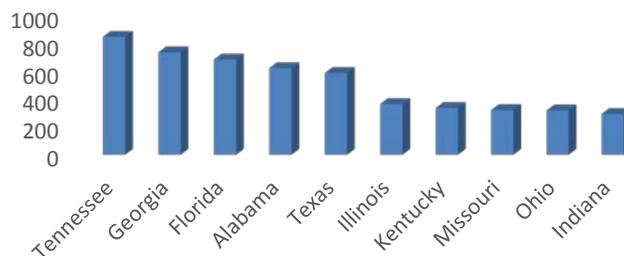
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
2,656	974

### PANDORA RADIO

<b>June unique listeners: 4,305</b>
<b>June hours listened: 2,995</b>
<b>CTR: 0.11%</b>

### INQUIRIES - Top States



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## July 2017 Activity Dashboard

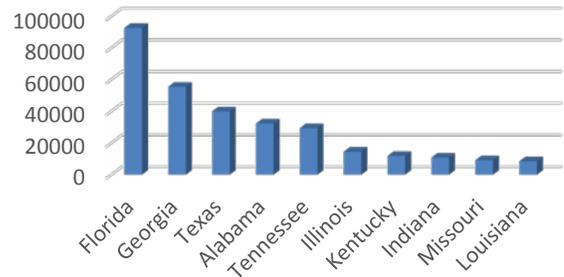
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

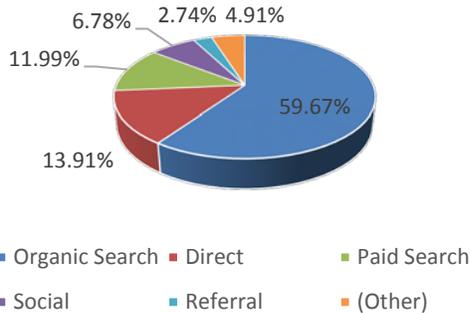
	<b>2017</b>	<b>2016</b>
Number of Sessions	<b>376,811</b>	398,901
Length of Session (minutes)	<b>2:13</b>	2:13
Page Views Per Session	<b>2.01</b>	2.05
% of Unique Visits	<b>69.03%</b>	65.30%

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

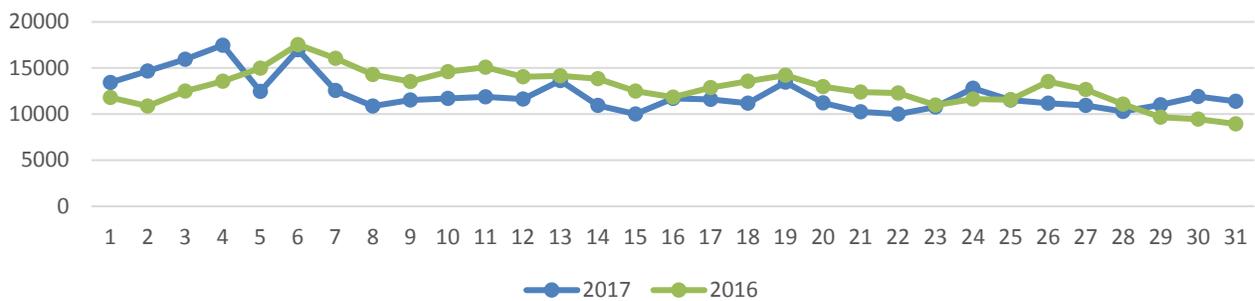


#### TOP WEB PAGES

1. webcam	73,853	6. attraction&entertainment	22,290
2. homepage	53,669	7. attractions	20,127
3. thingstodo	41,257	8. register to win	18,544
4. events	30,320	9. beaches/shell island	17,002
5. make it yours	25,998	10. places to stay	16,801

#### WEBSITE TRAFFIC - June

##### 2016 vs. 2017



\*A SSL certificate was purchased for the website which allowed it to transition from an HTTP to an HTTPS encryption. HTTPS provides visitors a more secure connection than the HTTP version. As a result, Google is planning an update to its Chrome browser whereby only sites using HTTPS can retrieve a person's geographic location. Due to this, VisitPanamaCityBeach.com has transitioned to the secure server and as expected there was a slight drop in traffic with this transition. We are monitoring site traffic and don't expect this update to effect next month's website traffic.

**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 7,392,807  
 Earned Media 68,659,775

*PR Coverage Includes:*



**TWITTER**

@Visit\_PCB New Followers: 432  
 Impressions: 85.5k  
 Total Followers: 37.2K

@ChasinTheSunTV New Followers: 2  
 Impressions: 925  
 Total Followers: 184

**INSTAGRAM**

@Visit\_PCB New Followers: 600  
 Total: 21.1K

@ChasinTheSunTV New Followers: 38  
 Total: 489

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**

Likes: 512,552

Total Impressions: 29,480,061

City	Your Fans
Marietta, GA	6,959
Houston, TX	5,558
Columbus, GA	5,520
Nashville, TN	5,319
Atlanta, GA	5,162
Panama City, FL	4,680
Tallahassee, FL	4,183
Louisville, KY	4,019
Dothan, AL	3,812
Montgomery, AL	3,601

**Chasin' the Sun TV**

Likes: 3,337

Total Impressions: 96,982

City	Your Fans
Panama City, FL	282
Panama City Beach, FL	164
Lynn Haven, FL	70
Panama City, Panamá ...	46
Upper Grand Lagoon, FL	45
Jacksonville, FL	42
Houston, TX	37
Marietta, GA	28
Southport, FL	22
Tallahassee, FL	21

**FACEBOOK & INSTAGRAM—PAID**

**Facebook Impressions:  
22,768,981**

**CTR: 1.07%**



**In July, we reached a milestone of 500,000 likes on our Facebook page and celebrated by partnering with local businesses for a week-long prize giveaway to thank our loyal followers.**

 **Visit Panama City Beach**  
Sponsored · 

Romance, relaxation and fun are waiting for you at the #RealFunBeach.



Play in the sun

[Learn More](#)

Dive into romance

 **Visit Panama City Beach**  
Sponsored · 

Family time is more fun under the sun. Make it your #RealFunBeach.



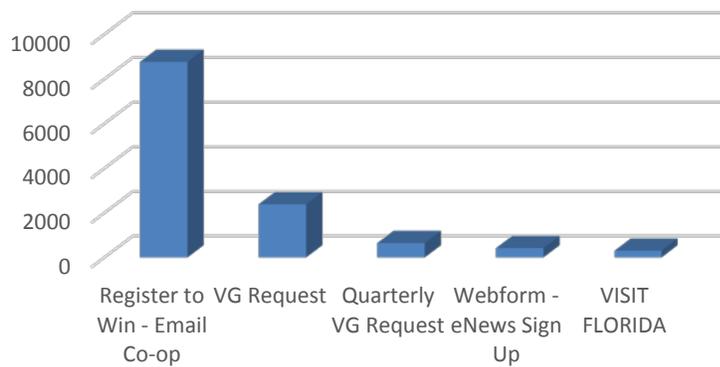
Unwind and play

[Learn More](#)

Sun, sand & fun

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

July Subscriptions	869
Total Subscriptions	39,177
Mailed to date (2017)	62,756

### AIRPORT ACTIVITY Deplanements

<u>June</u>	<u>June</u>
<u>2017</u>	<u>2016</u>
51,376	48,251
<u>YTD 2017</u>	<u>YTD 2016</u>
235,469	226,299

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

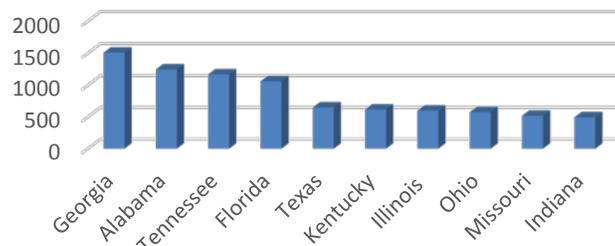
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
2,457	1,325

### PANDORA RADIO

July unique listeners: 3,041
July hours listened: 4,457
CTR: 0.11%

### INQUIRIES - Top States



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more information contact the CVB at (850) 233-5070.

## August 2017 Activity Dashboard

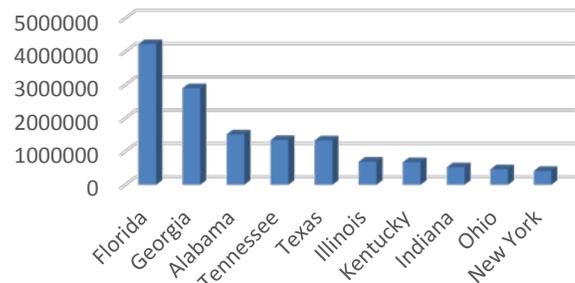
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

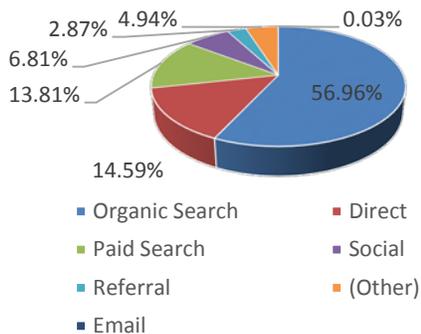
	<b>2017</b>	<b>2016</b>
Number of Sessions	<b>249,655</b>	263,924
Length of Session (minutes)	<b>2:07</b>	2:16
Page Views Per Session	<b>1.93</b>	2.00
% of Unique Visits	<b>55.58%</b>	52.65%

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

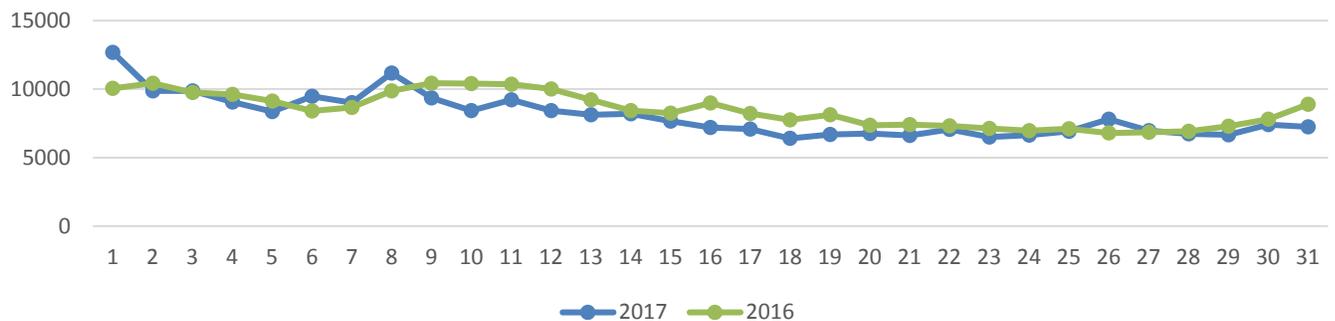


#### TOP WEB PAGES

1. webcam	56,919	6. make it yours	14,588
2. homepage	33,981	7. attractions&entertainment	13,424
3. thingstodo	26,031	8. attractions	18,544
4. events	16,833	9. gulf coast jam	10,219
5. register to win	15,053	10. places to stay	9,860

#### WEBSITE TRAFFIC - August

##### 2016 vs. 2017



\*A SSL certificate was purchased for the website which allowed it to transition from an HTTP to an HTTPS encryption. HTTPS provides visitors a more secure connection than the HTTP version. As a result, Google is planning an update to its Chrome browser whereby only sites using HTTPS can retrieve a person's geographic location. Due to this, VisitPanamaCityBeach.com has transitioned to the secure server and as expected there was a slight drop in traffic with this transition. We are monitoring site traffic and don't expect this update to effect next month's website traffic.

## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media 10,113,572

Earned Media 82,783,869

*PR Coverage Includes:*






### TWITTER

@Visit\_PCB

New Followers: 513  
Impressions: 235K  
Total Followers: 38K

@ChasinTheSunTV

New Followers: 3  
Impressions: 1,222  
Total Followers: 187

### INSTAGRAM

@Visit\_PCB

New Followers: 700  
Total: 21.8K

@ChasinTheSunTV

New Followers: 26  
Total: 515

### FACEBOOK—ORGANIC

#### Visit Panama City Beach

Likes: 522,186

Total Impressions: 314,389,969

City	Your Fans
Marietta, GA	7,216
Houston, TX	6,311
Panama City, FL	5,681
Columbus, GA	5,620
Atlanta, GA	5,611
Nashville, TN	5,536
Tallahassee, FL	4,660
Louisville, KY	4,447
Panama City Beach, FL	4,007
Dothan, AL	3,982

#### Chasin' the Sun TV

Likes: 3,357

Total Impressions: 54,038

City	Your Fans
Panama City, FL	287
Panama City Beach, FL	157
Lynn Haven, FL	66
Upper Grand Lagoon, FL	56
Panama City, Panamá ...	45
Jacksonville, FL	36
Houston, TX	35
Marietta, GA	24
Southport, FL	23
Callaway, FL	23

**FACEBOOK & INSTAGRAM—PAID**

**Facebook Impressions:**

**27,197,843**

**CTR: 1.57%**

**Visit Panama City Beach**  
Sponsored · 🌐

August is the perfect time to plan your family's #RealFunBeach getaway!




**Explore the beach** [Learn More](#) **Enjoy family memories**

**Visit Panama City Beach**  
Sponsored · 🌐

You have a love life like no other, so why should your vacation be ordinary? Plan your getaway!




**Beach more, worry less** [Learn More](#) **Serene sunsets**

**Visit Panama City Beach**  
Sponsored · 🌐

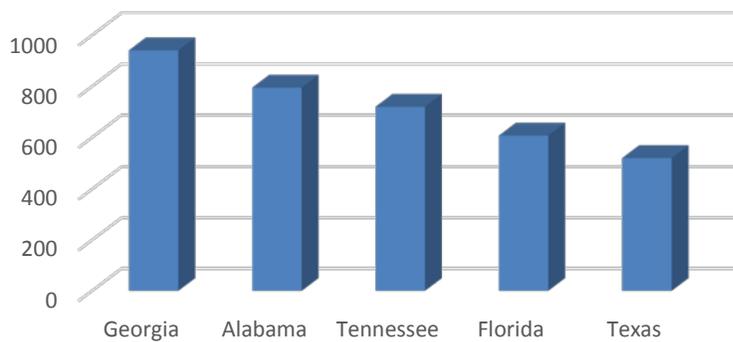
Love being surrounded by nature and wildlife? Plan your getaway at the #RealFunBeach!




**If in doubt, paddle out** [Learn More](#) **Seek to sea more**

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

<b>August Subscriptions</b>	<b>105</b>
<b>Total Subscriptions</b>	<b>39,324</b>
<b>Mailed to date (2017)</b>	<b>68,428</b>

### AIRPORT ACTIVITY Deplanements

<u>July</u>	<u>July</u>
<u>2017</u>	<u>2016</u>
<b>55,002</b>	<b>48,730</b>
<u>YTD 2017</u>	<u>YTD 2016</u>
<b>290,471</b>	<b>275,029</b>

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

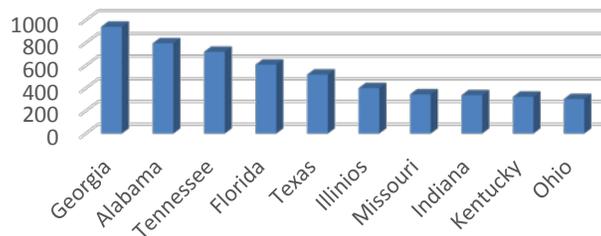
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
<b>1,688</b>	<b>998</b>

### PANDORA RADIO

<b>August unique listeners:</b>	<b>3,925</b>
<b>August hours listened:</b>	<b>2,469</b>
<b>CTR:</b>	<b>0.13%</b>

### INQUIRIES - Top States



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## September 2017 Activity Dashboard

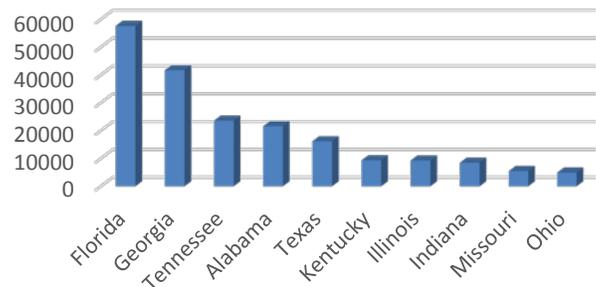
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

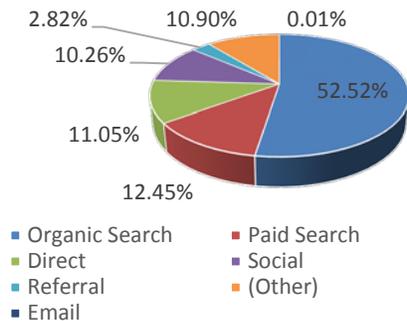
	<b>2017</b>	<b>2016</b>
Number of Sessions	<b>249,335</b>	273,866
Length of Session (minutes)	<b>1:48</b>	2:10
Page Views Per Session	<b>1.70</b>	1.84
% of Unique Visits	<b>76.90%</b>	60.76%

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

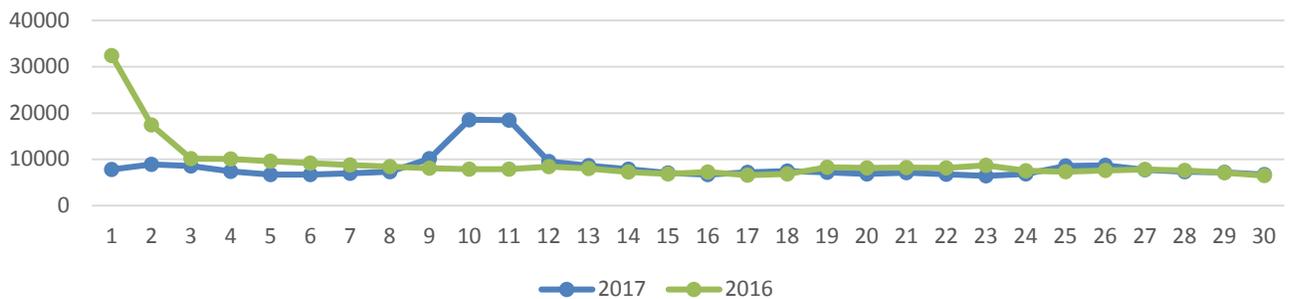


#### TOP WEB PAGES

1. webcam	86,215	6. Pirates Fest	15,039
2. make it yours	30,955	7. attractions	9,521
3. homepage	26,657	8. attractions&entertainment	8,678
4. thingstodo	18,990	9. places to stay	7,831
5. events	16,939	10. beach safety	6,940

#### WEBSITE TRAFFIC - August

##### 2016 vs. 2017



\*Last year during this month, Hurricane Hermine hit the panhandle and due to these events, Pepsi Gulf Coast Jam was cancelled, causing an influx of visitation to our website.

**MEDIA DATA**

**MEDIA IMPRESSIONS**

Paid Media 16,001,225  
 Earned Media 6,718,855  
*PR Coverage Includes:*



**TWITTER**

@Visit\_PCB New Followers: 500  
 Impressions: 119K  
 Total Followers: 38.5K  
 @ChasinTheSunTV New Followers: 4  
 Impressions: 929  
 Total Followers: 187

**INSTAGRAM**

@Visit\_PCB New Followers: 1,200  
 Total: 23K  
 @ChasinTheSunTV New Followers: 17  
 Total: 532

**FACEBOOK—ORGANIC**

**Visit Panama City Beach**  
 Likes: 529,254

**Total Impressions: 25,954,366**

City	Your Fans
Marietta, GA	7,033
Houston, TX	6,515
Atlanta, GA	5,979
Panama City, FL	5,762
Columbus, GA	5,648
Nashville, TN	5,537
Tallahassee, FL	4,778
Louisville, KY	4,481
Jacksonville, FL	4,058
Panama City Beach, FL	4,024

**Chasin' the Sun TV**  
 Likes: 3,376

**Total Impressions: 48,171**

City	Your Fans
Panama City, FL	294
Panama City Beach, FL	169
Bay Country, MD	71
Upper Grand Lagoon, FL	55
Lynn Haven, FL	48
Panama City, Panamá ...	46
Jacksonville, FL	40
Houston, TX	37
Tallahassee, FL	23
Marietta, GA	22

**FACEBOOK & INSTAGRAM—PAID**

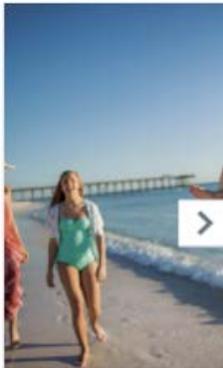
**Facebook Impressions:**

**22,098,956**

**CTR: 3.47%**

 Visit Panama City Beach  
Sponsored · 🌐

Already have the back to school blues? Plan your family's fall break at the #RealFunBeach!

Here, summer never ends [Learn More](#) FUN everywhere you look

 Visit Panama City Beach  
Sponsored · 🌐

Yo, ho, ho - it's a pirate's life for us October 8-9 at Pirates of the High Seas Fest




Pirate-y FUN [Learn More](#) Treasure Drop

 Visit Panama City Beach  
Sponsored · 🌐

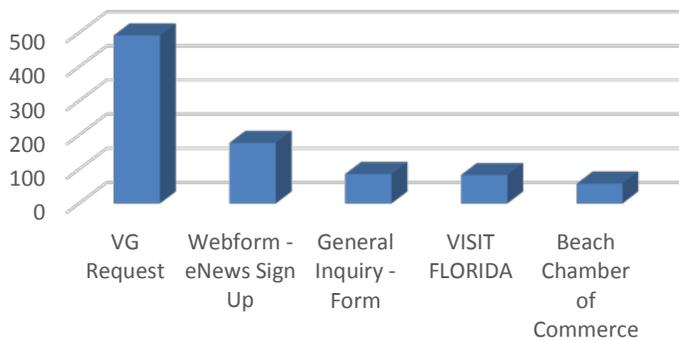
Your #RealFunBeach has many ways for you to experience nature & and below the water.



**Take it outside!**  
Plan your getaway today

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

<b>September Subscriptions</b>	<b>95</b>
<b>Total Subscriptions</b>	<b>39,454</b>
<b>Mailed to date (2017)</b>	<b>72,958</b>

### AIRPORT ACTIVITY Deplanements

<u>August</u> <u>2017</u>	<u>August</u> <u>2016</u>
<b>44,048</b>	38,477
<u>YTD 2017</u>	<u>YTD 2016</u>
<b>334,519</b>	313,476

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

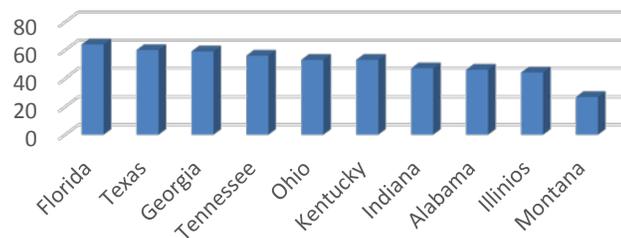
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,825	832

### PANDORA RADIO

<b>September unique listeners:</b>	<b>3,062</b>
<b>September hours listened:</b>	<b>1,795</b>
<b>CTR:</b>	<b>0.14%</b>

### INQUIRIES - Top States



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## October 2017 Activity Dashboard

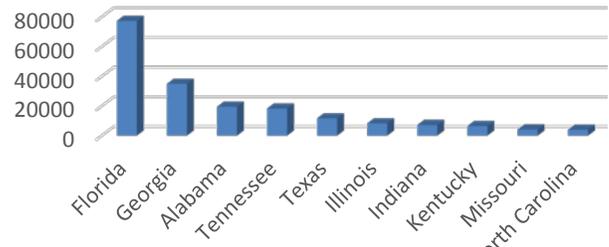
### WEBSITE DATA

#### WEBSITE ACTIVITY\*

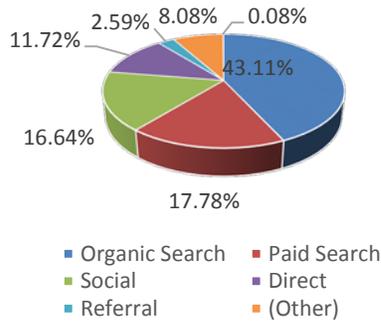
	<b>2017</b>	<b>2016</b>
Number of Sessions	<b>235,582</b>	190,241
Length of Session (minutes)	<b>1:36</b>	1:59
Page Views Per Session	<b>1.77</b>	1.96
% of Unique Visits	<b>70.34%</b>	62.86%

#### WEBSITE VISITORS

##### Top States



#### WEBSITE TRAFFIC SOURCES

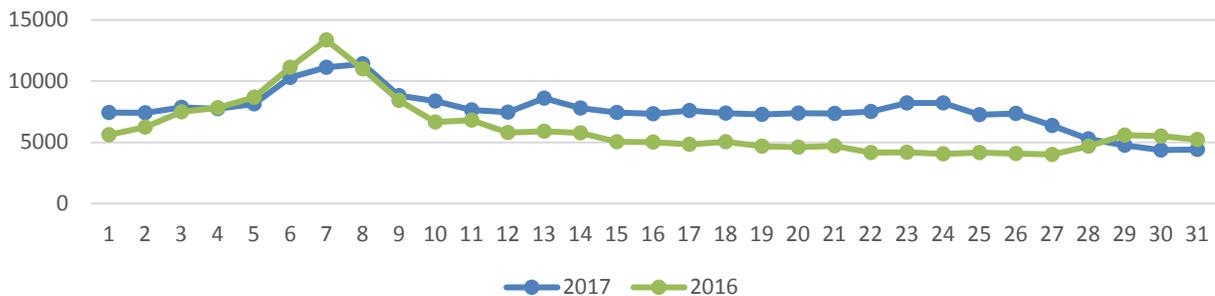


#### TOP WEB PAGES

1. webcam	43,725	6. events	20,004
2. make it yours	24,464	7. pirate's fest	12,116
3. homepage	24,223	8. attractions	10,568
4. thingstodo	22,772	9. attractions&entertainment	9,902
5. thunder beach	20,255	10. bloody mary music fest	9,340

#### WEBSITE TRAFFIC - October

##### 2016 vs. 2017



\*Last year during this month, Hurricane Hermine hit the panhandle and due to these events, Pepsi Gulf Coast Jam was cancelled, causing an influx of visitation to our website.

## MEDIA DATA

### MEDIA IMPRESSIONS

Paid Media 14,799,476  
 Earned Media 48,826,552  
*PR Coverage Includes:*



### TWITTER

**@Visit\_PCB** New Followers: 342  
 Impressions: 72K  
 Total Followers: 38.8K

**@ChasinTheSunTV** New Followers: -2  
 Impressions: 753  
 Total Followers: 185

### INSTAGRAM

**@Visit\_PCB** New Followers: 300  
 Total: 23.3K

**@ChasinTheSunTV** New Followers: 10  
 Total: 542

### FACEBOOK—ORGANIC

**Visit Panama City Beach**  
 Likes: 546,815

**Total Impressions: 11,607,903**

City	Your Fans
Marietta, GA	6,836
Atlanta, GA	6,791
Panama City, FL	6,000
Houston, TX	5,676
Nashville, TN	5,667
Columbus, GA	5,612
Tallahassee, FL	4,827
Louisville, KY	4,662
Panama City Beach, FL	4,245
Jacksonville, FL	4,171

**Chasin' the Sun TV**  
 Likes: 3,467

**Total Impressions: 86,201**

City	Your Fans
Panama City, FL	305
Panama City Beach, FL	177
Bay Country, MD	87
Jacksonville, FL	50
Upper Grand Lagoon, FL	49
Lynn Haven, FL	46
Panama City, Panamá ...	44
Houston, TX	33
Dothan, AL	24
Tallahassee, FL	24

**FACEBOOK & INSTAGRAM—PAID**

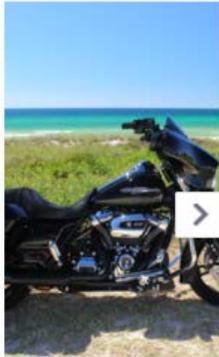
**Facebook Impressions:**

**6,891,444**

**CTR: 2.50%**

 Visit Panama City Beach  
Sponsored · 🌐

Fall is an eventful season at the #RealFunBeach - you won't want to miss the action!

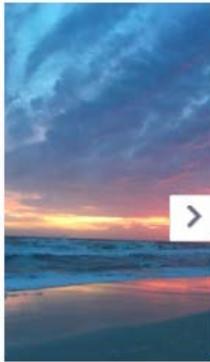



**Bloody Mary & Music Festival** [Learn More](#)

**Thunder Beach Motorcycle Rally**

 Visit Panama City Beach  
Sponsored · 🌐

Play and get pampered at the #RealFunBeach - the perfect romantic getaway.

**The perfect view** [Learn More](#)

**Watch serene sunsets**

 Sponsored · 🌐

New experiences, memories and adventures are waiting for you at the #RealFunBeach!

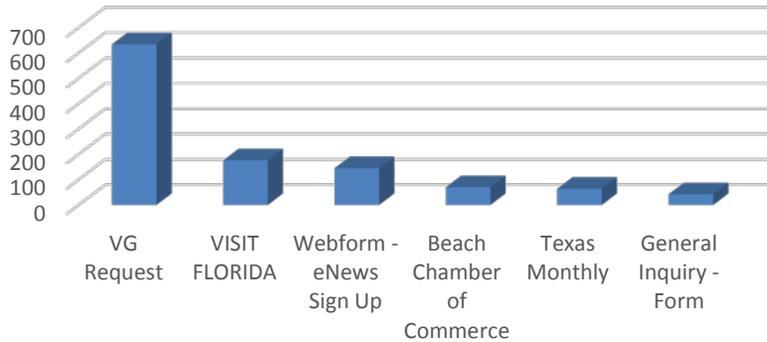



**Instagram-worthy beaches** [Learn More](#)

**Best. Selfie. Ever.**

## VISITOR DATA

### INQUIRIES --Top Sources



### VISITOR GUIDES

October Subscriptions	51
<b>Total Subscriptions</b>	<b>39,497</b>
<b>Mailed to date (2017)</b>	<b>72,988</b>

### AIRPORT ACTIVITY Deplanements

<u>September 2017</u>	<u>September 2016</u>
<b>35,402</b>	37,084
<u>YTD 2017</u>	<u>YTD 2016</u>
<b>369,921</b>	350,560

\*NOTE: Data for Northwest Florida Beaches Int'l Airport

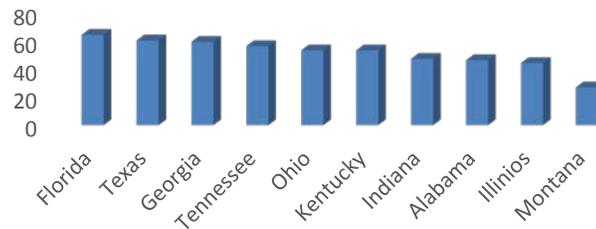
### VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,833	934

### PANDORA RADIO

October unique listeners: 3,233
October hours listened: 1,624
CTR: 0.16%

### INQUIRIES - Top States



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