

# Panama City Beach Supplemental Post Hurricane Michael PR Plan



# Hurricane Michael National Interviews

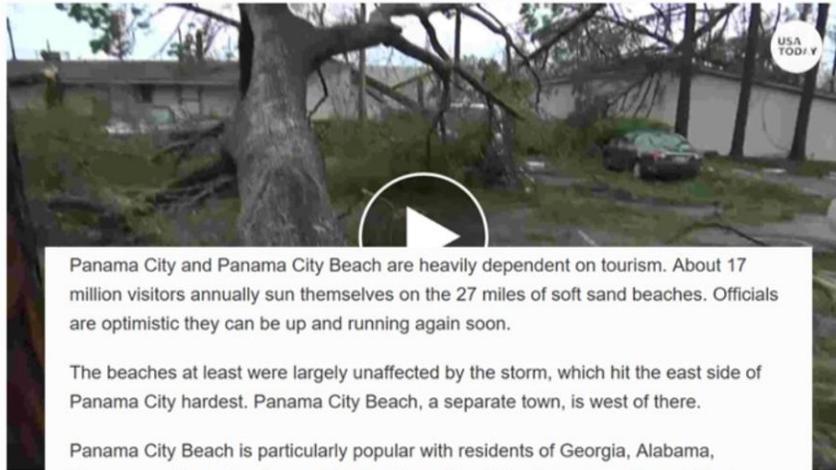


# Hurricane Michael: Visit Panama City Beach Quotes



October 12, 2018  
UMV: 36,842,180

## 'It looks like a bomb went off': Tropical Storm Michael menaces Southeast; 7 dead



Panama City and Panama City Beach are heavily dependent on tourism. About 17 million visitors annually sun themselves on the 27 miles of soft sand beaches. Officials are optimistic they can be up and running again soon.

The beaches at least were largely unaffected by the storm, which hit the east side of Panama City hardest. Panama City Beach, a separate town, is west of there.

Panama City Beach is particularly popular with residents of Georgia, Alabama, Tennessee, Kentucky, Texas, Florida, Missouri and Illinois because it's a relatively easy drive for most Southerners and has the closest beaches to the Midwest. The city has had a record-breaking tourism year. Visits were up 10.2 percent before the storm hit.

Officials promised they'll be back open for business as fast as possible, so tourists can enjoy Thanksgiving's "Beach Home for the Holidays" and a 10,000-beachball drop for New Year's Eve.

"Panama City Beach is so resilient, and the whole community will be working together to get things back up and running," said Jayna Leach, a spokeswoman for Visit Panama City Beach. "With all of us working together, we'll be back up and running and be back to the world-class destination that we always have been."

# THE WALL STREET JOURNAL.

October 12, 2018  
UMV: 43,634,142

## US Hurricane Michael Pummels the Florida Panhandle

Storm, the most powerful on record to hit the region, heads toward Georgia and Carolinas



Hurricane Michael: 'Something You

In Panama City Beach, a popular tourist destination with beachfront hotels and condo towers, tourist-development tax collections hit records nearly every month this year, said Dan Rowe, chief executive of Visit Panama City Beach, which promotes the area.

"We have been whacked a few different times," he said, citing Hurricane Ivan in 2004 and Hurricane Opal in 1995. "Each time, we recovered quickly and stronger than ever."

TALLAHASSEE, Fla.—Hurricane Michael roared ashore Wednesday as one of the most powerful storms ever to hit the U.S., toppling houses, trees and power lines in its path through the Florida Panhandle.

The Category 4 storm, packing maximum sustained winds of 155 miles an hour, made landfall near Mexico Beach, Fla., in a region rimmed with tourist beaches and fishing villages. After rapidly intensifying over the Gulf of Mexico, Michael ranked as the strongest storm to hit the Panhandle since at least 1851, when record-keeping began, according to the National Hurricane Center.

# Hurricane Michael: National Post-Storm Update Sampling

**Southern Living**

**TRAVEL WEEKLY**  
THE NATIONAL NEWSPAPER OF THE TRAVEL INDUSTRY

**The New York Times**

**sports**  
DESTINATION MANAGEMENT™  
*Essential Planning & Location Strategies for Sports Event Organizers*

THE WEEKLY COMMUNITY  
NEWSPAPER OF  
ASSOCIATIONS, CVBS  
AND HOTELS **USAE**



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# Post-Hurricane Narrative

## Consistent messaging across the board

### TALKING POINTS

- **Hurricane Michael's** path in Northwest Florida impacted Bay County, but **missed Panama City Beach for the most part**. Panama City Beach including the beach, attractions and accommodations were relatively unscathed.
- **90% of Panama City Beach's accommodations inventory**, as well as restaurants and attractions are back online already.
- **There is a special resolve in Panama City and Mexico Beach**, many of us live here or have friends and were impacted directly.
- **Currently, displaced residents and cleanup support teams** across the country are staying in Panama City Beach.
- **Tourism is the lifeblood of Bay County** and Panama City Beach will be welcoming guests to visit, beginning Thanksgiving, which kicks off the **Beach Home for the Holidays** program. This year, it will take on a special significance supporting the local Bay County community.
- **Panama City Beach** has established an online resource for voluntourism opportunities, and we are grateful for the outpouring of support.
- The **New Year's Beach Ball Drop** will be a celebration like no other this year and we will welcome our **winter residents** after the holiday season.
- Spring events including **UNwineD** will be back in 2019 stronger than ever.
- We appreciate your patience, support and look forward to welcoming **everyone back to Panama City Beach**.





# Post-Hurricane Positive and Accurate News Generation

Supplying media and influencers with timely news

## Press Releases

- **Beach Home for the Holidays:** Thanksgiving weekend, Panama City Beach will recognize the entire Bay County community, first-responders and crews working to restore normalcy in impacted areas.
- **Panama City Beach New Year's Eve Beach Ball Drop:** The 11<sup>th</sup> annual holiday tradition will bring with it special significance, ringing in 2019.
- **Winter Residents:** In addition to events encouraging guests to return in the first quarter, Panama City Beach offers voluntourism opportunities in neighboring communities.
- **19 Events in 2019:** Highlights the many events in 2019 including the growing spring traditions such as UNwineD and SandJam.
- **What's New in 2019:** Features new events, attractions and news for the upcoming year in Panama City Beach including the new Sports Complex.
- **UNwineD and Spring Offerings:** Showcases the excitement and energy of Panama City Beach this spring and reasons to visit with a variety of events for all ages.



### Panama City Beach Welcomes Families Back to the Beach for the Fourth Annual Beach Home for the Holidays

PANAMA CITY BEACH, Fla., November, 2018 – This Thanksgiving weekend, [Panama City Beach](#) is giving thanks for the incredible support it received in the wake of Hurricane Michael and is welcoming friends and families back to the beach for its fourth annual [Beach Home for the Holidays](#). Free for all ages, Beach Home for the Holidays is hosted by Visit Panama City Beach at [Aaron Bessant Park](#), offering family-friendly holiday fun with carol-themed concerts, s'mores, an appearance by Santa, live entertainment, fireworks, food trucks, shopping and more. Affordable [lodging rates](#) for the weekend are also available in a variety of categories ranging from condos to beach houses, making Panama City Beach an ideal destination for families to start new traditions this November 23-25.

While Panama City Beach was for the most part unaffected by Hurricane Michael, many of its neighboring communities suffered extensively. This year's Beach Home for the Holidays will take on a special significance with festive events and activities to be held throughout the Thanksgiving weekend. In addition, Visit Panama City Beach has established a web portal for voluntourism opportunities where locals and visitors can lend a helping hand this season.

"We're greatly looking forward to welcoming our friends and neighbors to Beach Home for the Holidays and giving our tremendous thanks to the first responders," shares President



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# Media Missions

## One-on-One Briefings

### Key Markets and Targets

- **Toronto – December 4 and 5**
  - Globe & Mail
  - Travel Week
  - Canadian Traveler
- **Chicago – January**
  - Chicago Tribune
  - Chicago Parent
  - A-list freelancers
- **New York IMM and desksides (International Media Market Place – January 23-24, 2019)**
  - Associated Press
  - Conde Nast Traveler
  - USA Today
- **St. Louis / Nashville – February**
  - Post-Dispatch
  - AAA Publications
  - Tennessean
- **Houston/Atlanta – March**
  - Houston Chronicle
  - Atlanta Journal Constitution
  - Southbound

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# Partnerships and Past Visitors

## Mobilizing friends of Panama City Beach to amplify message

- **Develop partnerships** with publications and companies with an eager interest to support tourism in Panama City Beach and the Bay County recovery.
- **Seek in-kind donations and offers:** Approach national and regional brands to support Bay County after hurricane through in-kind donations around events including Beach Home for Holidays, New Year’s Eve Beach Ball Drop and UNwineD.
- **Past Media Guests and Influencers Updates:** Update media visitors, influencers and past media mission meeting participants to Panama City Beach over the last two years with messaging surrounding the destination being open for business, and encourage new stories and posts.
- **Schedule Return Visits:** Set up visits during first quarter 2019, including rescheduling CBS Eye on Travel with Peter Greenberg to broadcast his show.

# Southern Living



# Panama City Beach 2018-2019 plan



# STRATEGIC OBJECTIVES

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- **Integrate** dynamic segmentation into PR initiatives year round:
  - Preschoolers in Paradise
  - Real.Fun.Thrills
  - Eco-Tourism
  
- **Leverage** new product (ie. Sports Park) and marketing assets (ie. Chasin' the Sun)
  
- **Implement** robust 12-month communications plan





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## PRESCHOOLERS IN PARADISE

Promote August as Preschoolers in Paradise month for end of summer family vacations

### TACTICS

- **Develop partnerships** with Panama City Beach resorts, hotels, restaurants and attractions for special offers and discounts for August 2019 for Preschoolers in Paradise month.
- **Draft press release** highlighting Preschoolers in Paradise month (calling out family-friendly hotels, resorts, attractions and restaurants) to distribute to local, regional and national media.
- **Host press trip** inviting travel bloggers with preschool-aged kids and a large national following (both online and via social media) for a long weekend press trip (Thursday-Sunday) highlighting family-friendly activities such as Gulf World Marine Park and Shipwreck Island Waterpark for a end of summer vacation, encouraging them to post throughout the duration of their trip with the hashtag #PreschoolersinParadise.
- **Invite Youtube influencer** with a preschool-aged kid and focus on family travel (such as Jones Family Travels) to experience Panama City Beach during Preschoolers in Paradise month to capture footage, ensuring Visit PCB has rights for use on their own social media handles. LHG to pitch video content (such as dolphin encounter at Gulf World Marine Park) to social media managers at top travel publications such as @SouthLiving and @CoastalLiving for consideration on their handles.





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## DIVING INFLUENCER TRIP

Invite social media influencers with focus on diving for press trip to destination to capture snorkeling photos/videos for their handles

### TACTICS

- **Draft press release** highlighting Panama City Beach as a premier diving destination mentioning best locations (five wreck dives and nine large artificial reefs in PCB) and diving companies (Try Scuba Diving, Panama City Diving, Dive Locker, etc.), along with wildlife to distribute to local, regional and national media.
- **Host press trip** inviting top diving social media influencers with a national following (such as @DallMYD) for scuba-centric press trip to capture underwater images and video content for their blogs and social media handles. Suggested invitees:
  - Marin Medak, @\_Scuba\_Diving (94,400 followers)
  - @ScubaDiverGirls (172,000 followers)
  - Jorge Cervera Hauser, @Jchauser (28,200 followers)
- **Invite Youtube influencer** with diving content to experience a diving trip to capture footage, ensuring Visit PCB has rights for use on their own social media handles. LHG to pitch video content to top diving publications (@ScubaDivingMag, @DiveMag, @SportDiver) to share on their handles.





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# REAL.FUN.THRILLS

Promote teen-friendly activities to position Panama City Beach as a destination for thrill-seekers

## TACTICS

- **Draft press release** highlighting some of the top teen-friendly activities in the destination (Top 10 ways Thrill Seekers can Enjoy Panama City Beach), to distribute to local, regional and national media.
- **Host press trip** inviting travel bloggers with teenagers and a large national following (both online and via social media) for a long Columbus Day weekend press trip (Thursday-Sunday) highlighting teen-friendly activities such as jet-skiing, parasailing, airboat adventures, shark fishing and more.
- **Invite YouTube influencers** to experience a trip to capture footage of various teen-friendly activities, ensuring Visit PCB has rights for use on their own social media handles. LHG to pitch video content (such as an airboat ride) to social media managers at top family travel blogs. Suggested invitees:
  - @YTravelBlog (42,500 followers)
  - @TravelBabbo (75,300 followers)
  - @We3Travel (22,300 followers)





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## THE GREAT OUTDOORS

Utilize Panama City Beach's rich natural resources and state parks to highlight destination as one of the most Instagrammable spots in Florida

### TACTICS

- **Draft press release** highlighting the destination's 10 most Instagrammable locations and encourage both journalists and visitors to visit these spots and tag @Visit\_PCB on social media. @Visit\_PCB can then work to share and repost these images on their own social media handles.
- **Utilize b-roll** in proactive pitches to position Panama City Beach as an unforgettable location to spend a vacation with some of the most beautiful parks and shoreline in the country. Pitch short video clips to social media editors at top travel publications for consideration.
- **Host press trip** inviting top bloggers/social media influencers with high-quality nature-focused photos and a national following for a nature-centered press trip to capture stunning images and video of beaches, parks and wildlife for their blogs and social media handles.
- **Work** with Visit PCB Marketing Department to create a "Panama City Beach Picture-Perfect Parks" map that guests can use during their travels with information on St. Andrews State Park, PCB Conservation Park, Camp Helen State Park, Lake Powell and other beautiful locations.





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## WINTER RESIDENT INITIATIVE

Drive awareness of Panama City Beach's unique selling points to boomers seeking a respite from cold weather in the north

### TACTICS

- **Highlight active living developments**, the appeal of visiting Panama City Beach and making it a seasonal home. Promote existing projects as well as future communities including Latitude Margaritaville. Leverage St. Joe Company and others' commitment to delivering a fun lifestyle for active adults.
- **Secure journalists and influencers** from senior publications including *Senior Living*, *Reader's Digest* and *AARP* to visit Panama City Beach and encourage readers to make it their winter home.
- **Target** Canadian journalist throughout the year including media missions to Toronto and individual media/influencer visits to Panama City Beach.
- **Develop** database of winter residents that were one time visitors that now make Panama City Beach their seasonal home.





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## CHASIN' THE SUN TV

Position Panama City Beach as a world class fishing destination by leveraging Chasin' the Sun TV show

### TACTICS

- **Draft press releases** for each of Chasin' the Sun's major sponsors and a press release for the entire sponsor list. Write releases for each new episode of the show to distribute to targeted fishing list and local journalists. Draft targeted fishing releases that highlight yearly tournaments and events and compose seasonal pitches when notable fish are in season.
- **Highlight fishing resources** that make Panama City Beach the premier fishing destination on the Gulf Coast (such as quality of fishing venues, local fishing charters, variety of local fish).
- **Invite influencers** with a focus on fishing and the outdoors to visit Panama City Beach for a fishing-themed trip and use Chasin' the Sun host Justin Leake as a resource and guide.
- **Host** a "Fish with Local PCB Chefs" event inviting regional culinary influencers to experience a day fishing with some of the area's top seafood chefs (such as Gregg McCarthy at the Grand Marlin" and Captain Justin Leake for a "Hood & Cook" experience.





# SPORTS PARK COMPLEX LAUNCH

Raise awareness and generate excitement building up to May 2019 opening

## TACTICS

- **Draft dedicated** Sports Park digital press kit including fact sheet, sports teams, rendering, ongoing releases and construction images.
- **Commemorate construction milestones** leading up to the launch such as the leveling of the field, turf and scoreboard installation and lining of the field.
- **Feature hard hat and drive by tours** of Sports Park for all appropriate media as well as government officials and dignitaries visiting the destination including newly elected governor.
- **Position sports marketing team**, including Richard Sanders as experts in amateur sports and authorities on sportscation trends.
- **Develop dedicated participant sports influencer list**; focused on soccer, lacrosse, football, baseball and softball.
- **Invite Bay County** to submit ideas of items to put in a time capsule. Represent “Make it Yours” and a 2019 sports holiday in Panama City Beach.
- **Create** a social media contest, encouraging fans and followers to submit pictures of their favorite sports memories in Panama City Beach.
- **Host and execute** a press trip and opening ceremony with ceremonial first pitch, first kickoff and first goal targeting local, out-of-market family/sports business writers, social media influencers.





**PRESS RELEASES – write and distribute (24) / examples include:**

Economic Impact of Sports Travel	2019 Winter Residents	PCB for Thrill Seekers
Panama City Beach’s 19 Events in 2019	Bleisure in Panama City Beach	Groups retreats
What’s New for 2019 in Panama City Beach	Seafood Restaurants to Savor This Spring	Pet-Friendly Vacation

**PITCH- targets: Toronto, Chicago, Atlanta, Dallas, Houston, Nashville, St. Louis, Chicago / examples include:**

Beach Home for the Holidays	Mardi Gras & Kids Activities	Spring Packages and Values
NYE Beach Ball Drop	UNwineD	Preschoolers in Paradise offers
Winter Residents Activities/Programs	Sandjam Headliners and Events	Summer trends