

PANAMA CITY BEACH | 2020 PLANNING

OCTOBER 8, 2019

TODAY'S DISCUSSION

2020 STRATEGY

CREATIVE STRATEGY | MAKE IT YOURS ALL YEAR ROUND

MEDIA RECOMMENDATIONS

MARKETING AMBITION | WHAT'S POSSIBLE

DRIVE INCREMENTAL DEMAND YEAR-ROUND TO
PANAMA CITY BEACH TO INCREASE TAX REVENUE

BUSINESS OBJECTIVES

- GROW AWARENESS OF THE PANAMA CITY BEACH EXPERIENCE
- ENCOURAGE REPEAT VISITATION

Reinforcing our brand positioning: Real. FUN. Beach

FY 2018

- Developed comms platform Make It Yours
- Built the foundation of the dynamic segmentation with six segments
- Created four personas (Adrenaline, Ecotourism, Family Beach, Romance)

FY 2019

- Leveraged data to identify audience motivations for all six segments
- Test and learn dynamic messaging for two segments (young families and couples)
- Added two personas: Foodie and Entertainment

FY 2020

- Leverage data and insights to elevate visitor experience and be more intentional with our strategic approach

WE HAVE A STRONG FOUNDATION TO BUILD UPON:

- Building off of the foundation of 2018 and 2019 Make It Yours platform
- Diversifying our portfolio
- Building mindset of year-round destination
- Creating a more personalized approach
- Activating local community

BUT THERE IS MORE WE CAN DO.

PATH FORWARD | HOW WE ARE EVOLVING

IN 2020, OUR FOCUS WILL BE:

- Increasing awareness and differentiation
- Increasing reach and engagement
- Increasing localization and personalization
- Increasing efficiency in delivery

PATH FORWARD | HOW WE BRING IT TO LIFE

WE WANT TO INSPIRE VISITORS TO SEE THEMSELVES EXPERIENCING PANAMA CITY BEACH BEFORE, DURING AND AFTER VISITING THE DESTINATION

BEFORE

Familiarize new visitors with Panama City Beach

- Use experiences to show variety in destination
- Make it feel like visitors are forming and completing a collection
- Create dynamic messaging for all segments
- Increase awareness of the new personas

DURING

Entice visitors to become advocates of the experience

- Provide visitors the opportunity to document and share the experience, and reward* them for sharing

*Reward can be using assets as part of the content of brand

AFTER

Encourage visitors to come back

- Retarget visitors using personas showing there are still more experiences to collect
- Leverage the foundation of “How do you PCB” in social media to continue driving advocacy and encourage participation of past visitors



THE WAY WE DEFINE EXPERIENCES IS UNIQUE TO EACH OF US

DELIVERING THOSE EXPERIENCES THROUGH **PERSONALIZATION** WILL IMMERSE VISITORS IN WHAT MAKES THE DESTINATION WORTHY OF THEIR VISIT, HELP THEM DEVELOP A DEEPER CONNECTION WITH PCB BEFORE VISITING, AND STRENGTHEN THE RELATIONSHIP AFTER THEIR VISIT

“It’s about how we experience those places viscerally, and how they change us when a monk or winemaker provides a new way to understand the world.”

OUR NEED TO SPEND TIME PRODUCTIVELY, AND DO MORE IN LESS TIME, DRIVES THE KIND OF EXPERIENCES WE WANT TO LIVE ON VACATION



“The tours and activities sector is growing faster than the total travel market (airlines and hotels). By next year, it will grow to \$183 billion.”



OUR VISION FOR 2020:

IN A WORLD WHERE FILLING OUT OUR VACATION RÉSUMÉS BUILDS ACCOMPLISHMENT ...





OUR VISION FOR 2020:

... PANAMA CITY BEACH IS A DESTINATION WHERE PEOPLE CAN COLLECT EXPERIENCES WITH INTENTIONALITY MAKING DOWNTIME FEEL WORTH IT

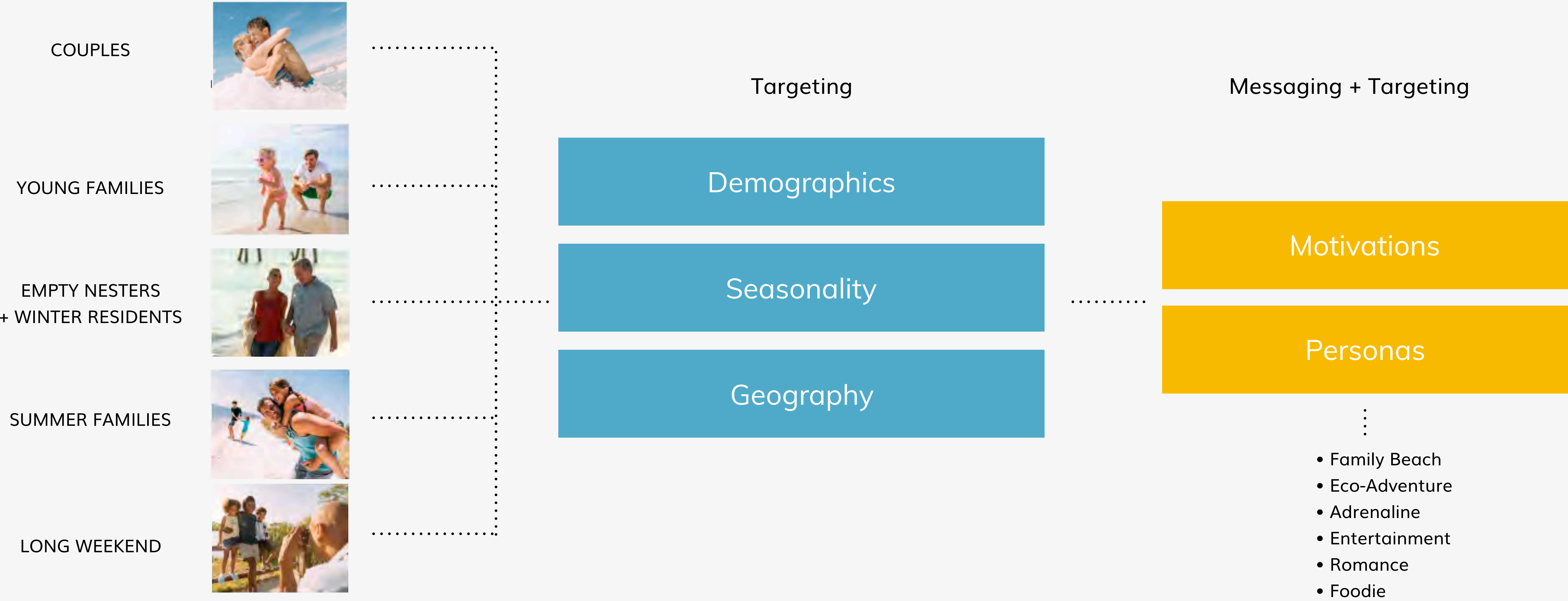


WHY IT IS RIGHT:

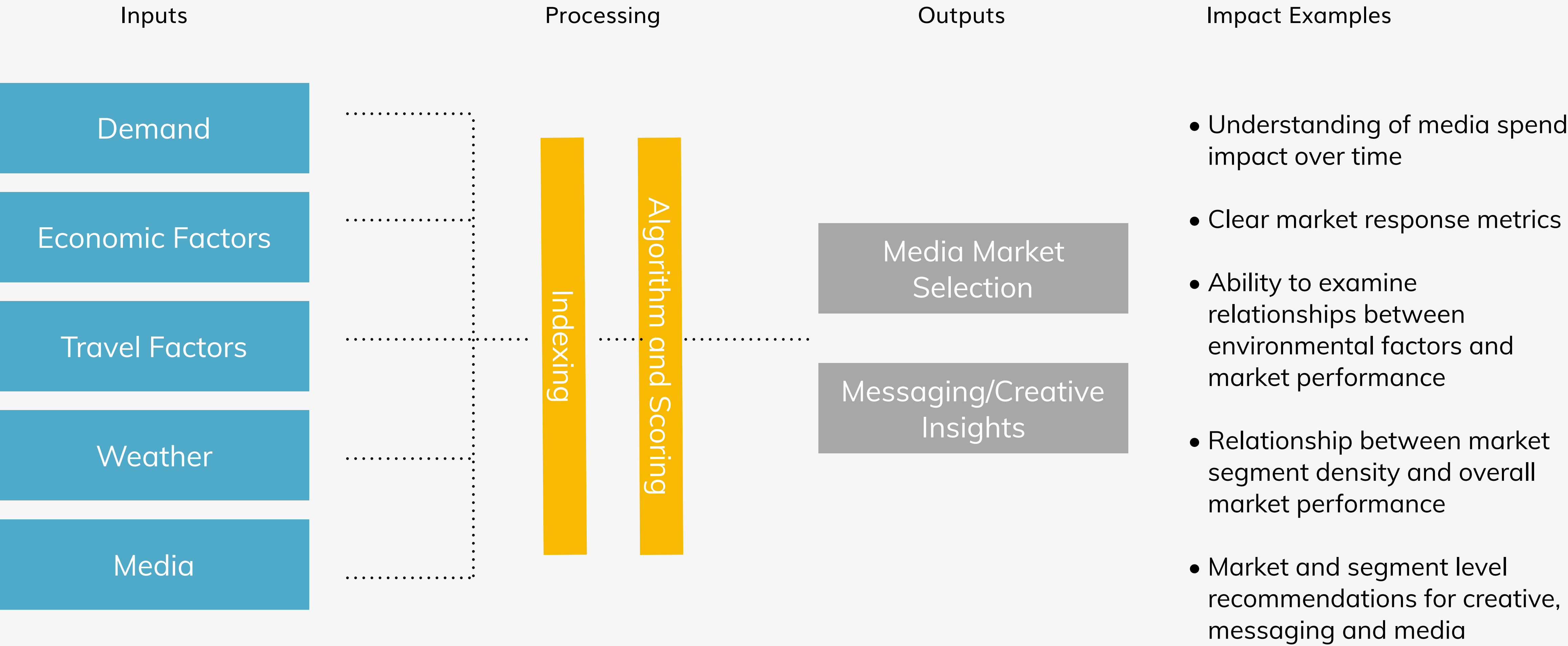
USES EXPERIENCES AS A WAY OF CREATING

DIFFERENTIATION, PERSONALIZATION AND LOCALIZATION

TO GET CLOSER TO CONSIDERATION SET, ADD DEPTH TO MESSAGING THROUGH DYNAMIC MESSAGING FOR ALL SEGMENTS



USING DATA TO TIGHTEN UP OUR MARKET APPROACH TO INCREASE IMPACT



MAKE IT YOURS

CREATING YOUR VACATION RÉSUMÉ

Building on the success of MAKE IT YOURS, we are bringing new ways to evolve the platform with deeper personalization and diverse experiences

“
TRAVELERS TIRED OF DOING THE SAME OLD THING WILL SEEK OUT TRAVEL
EXPERIENCES THAT WILL ALLOW THEM TO ACHIEVE A GOAL OR ACCOMPLISH
SOMETHING THEY HAVE NEVER DONE BEFORE”

WE HAVE AN OPPORTUNITY TO REINFORCE THE VARIETY OF EXPERIENCES PCB HAS TO OFFER
THAT KEEP VISITORS ENGAGED AND COMING BACK

CRITERIA FOR MESSAGING

- Works equally across all segments and supports the REAL. FUN. BEACH.
- Mixes new and existing assets for execution
- Leverages visual storytelling to drive higher engagement
- Offers data capture opportunities — personalize and customize
- Shows the variety of the Panama City Beach experience
- Driven by content rather than channel only

MAKE IT YOURS

FAMILY BEACH



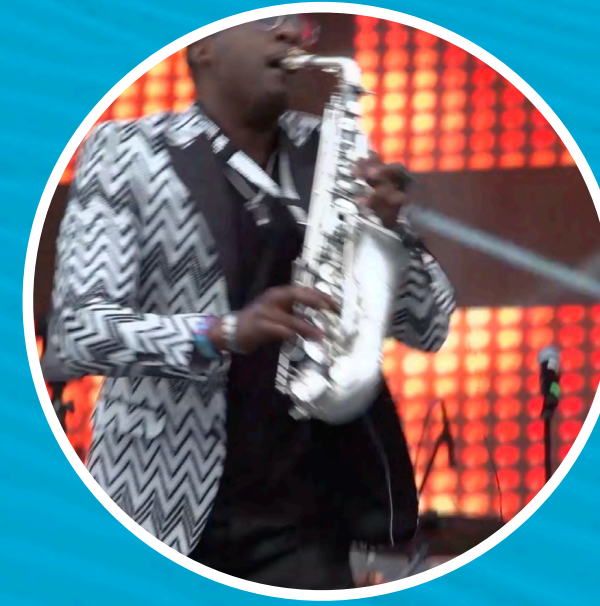
ADRENALINE



ECO-ADVENTURE



ENTERTAINMENT



ROMANCE



FOODIE



We'll continue the campaign, adding our two new personas to the mix.

FOODIE



ENTERTAINMENT



DYNAMIC CREATIVE





MEDIA RECOMMENDATIONS

2020 FISCAL: OCTOBER 2019 THROUGH SEPTEMBER 2020

2020 MEDIA PLANNING | STRATEGIC MEDIA APPROACH

Incorporate new highly targeted, data-driven efforts.

Reach the most potential PCB visitors as they are engaged in media channels that align with our brand values.

- Utilize new targeting technology that is more focused and effective
- Employ a market selection approach through data analysis
- Drive media selection that features “real” visitor experiences
- Encourage engagement with the brand through media selection
- Invite audiences to share brand experiences

2020 MEDIA PLANNING | FLIGHTING

Flighting

Continue to drive year-round visitation, with a lift in spring and fall.

Digital – Always on

Streaming Radio – Always on

Spring:

- January 20 through March

Fall:

- July and August
- Earlier start in July and book ending around Summer Olympics

Southern Living



TRAVEL
MINDSET

Momtastic

hulu



pandora®

BuzzFeed


vevo

Undertone[®]

 **Expedia[®]**

 **ADARA** Impact PLUS

triplelift

 **YouTube**

Oath:
A Verizon company

THRILLIST


MATADOR
network


iHeart
RADIO

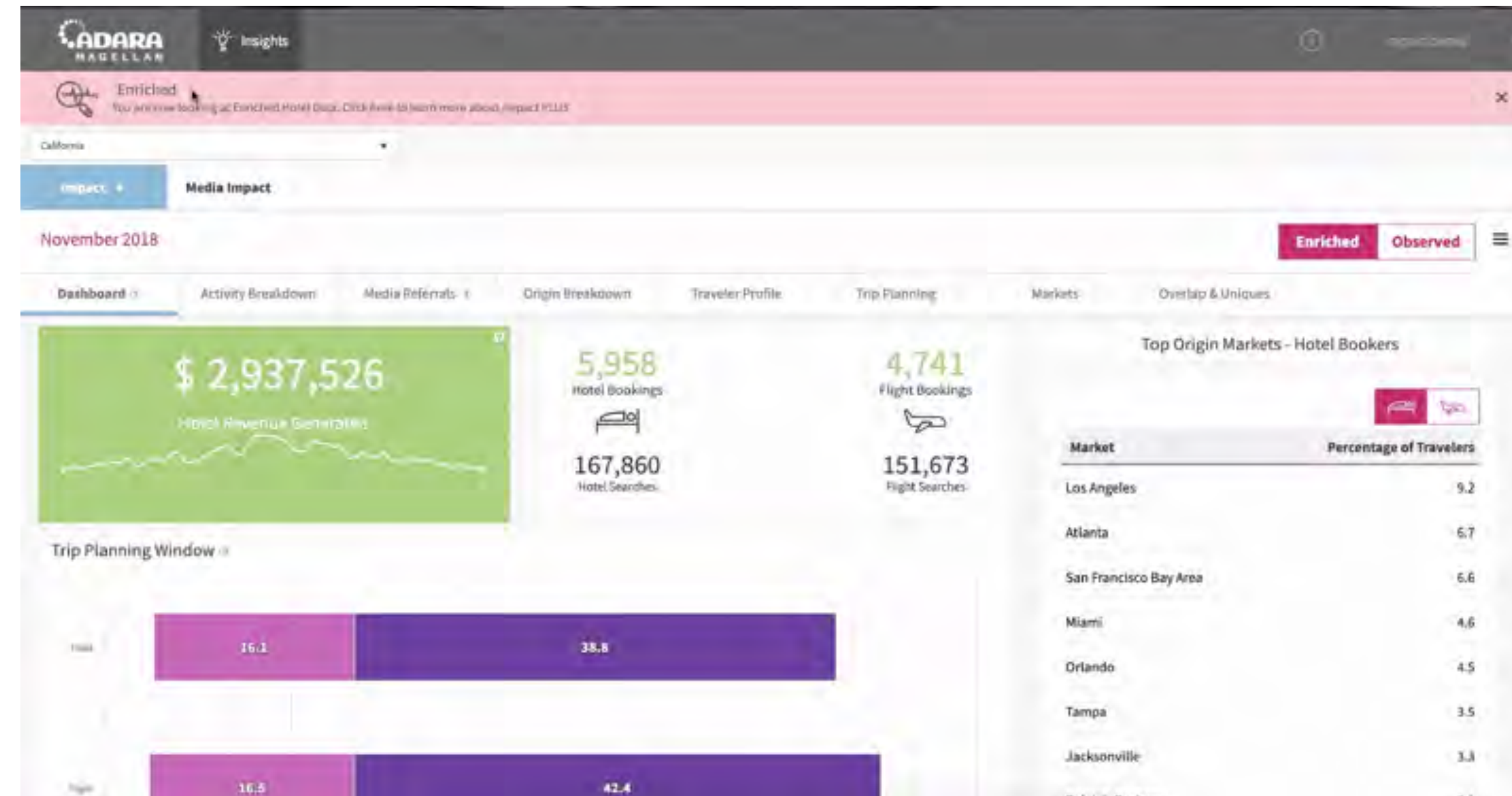
DIGITAL | NEW IN FY20

Adara Impact Plus is an attribution tool that allows PCB to measure, evaluate and optimize digital media partners and website traffic.

Real-Time Dashboard

Value to PCB:

- Evaluate digital media partners in real time
- Track audience overlap
- Validate audience demographics
- Quantify digital marketing effectiveness



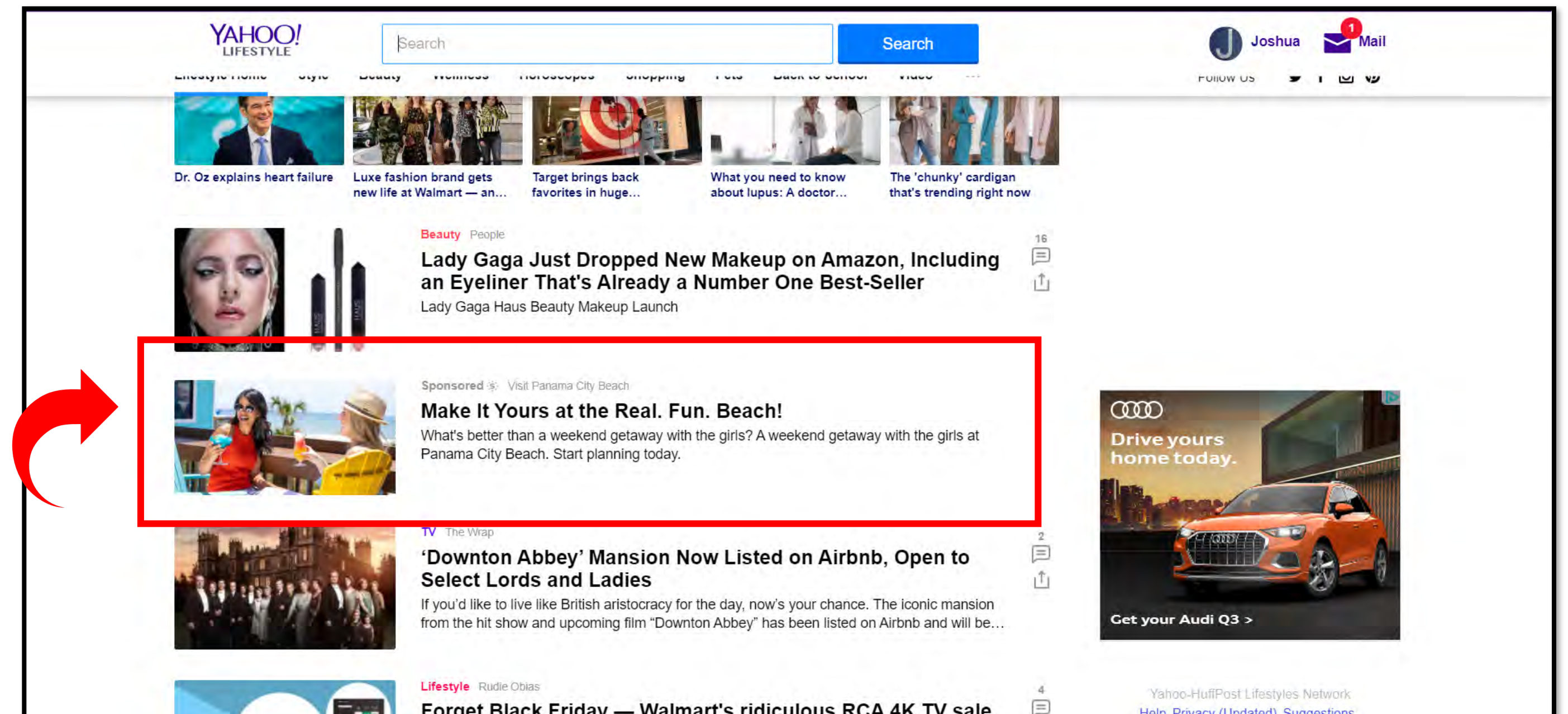
Provide effective brand awareness and frequency of message through cross-device digital delivery.

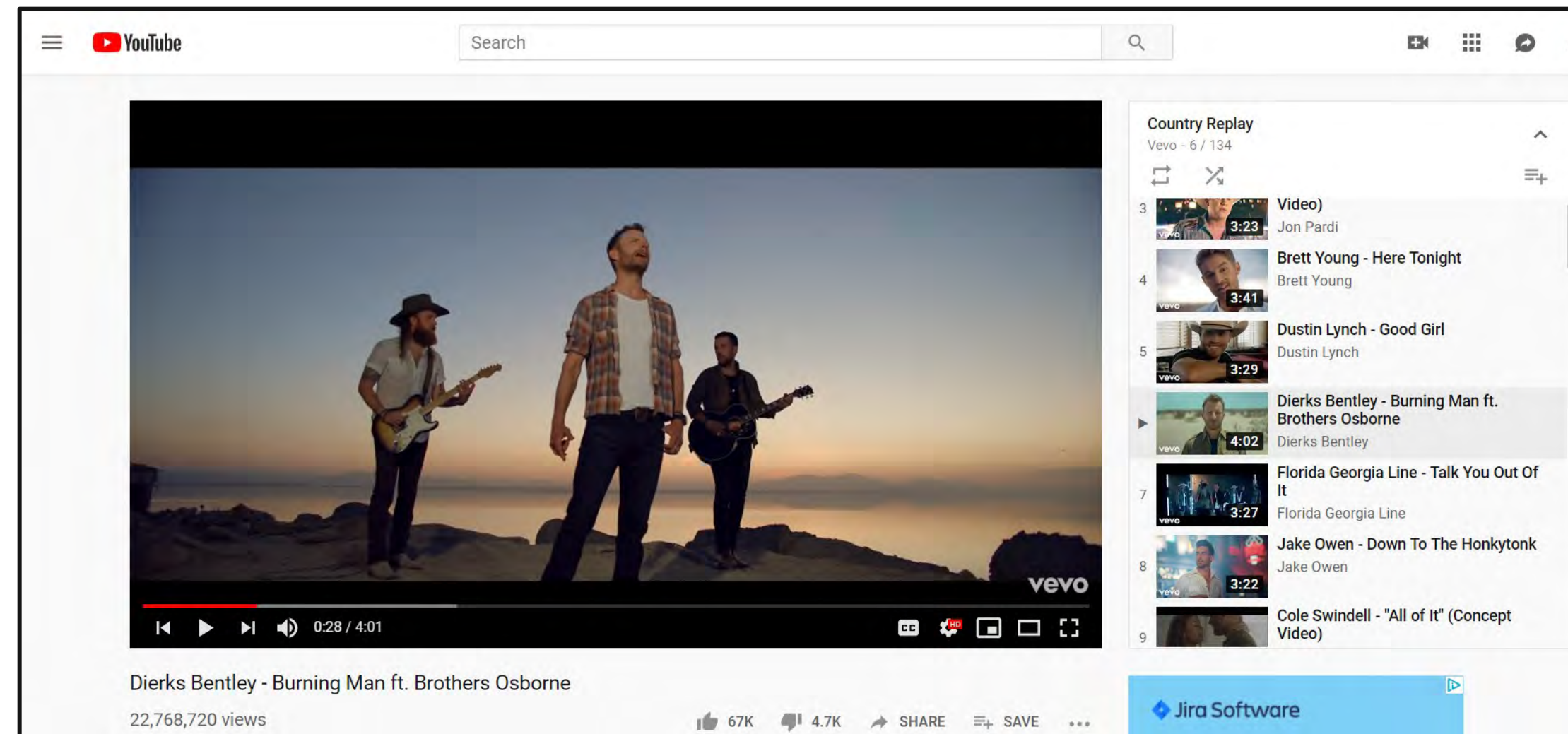
triplelift

KAYAK

What's new:

- Native partners and ad formats
- Competitive targeting and creative
- Targeting travel endemic publishers





Drive brand awareness with highly engaged viewers.
Test and learn opportunity for digital video.

Reach target audience in a positive environment when they are actively engaged with content. Align PCB with relevant artists and genres.

Low duplication with other streaming platforms and traditional TV networks.

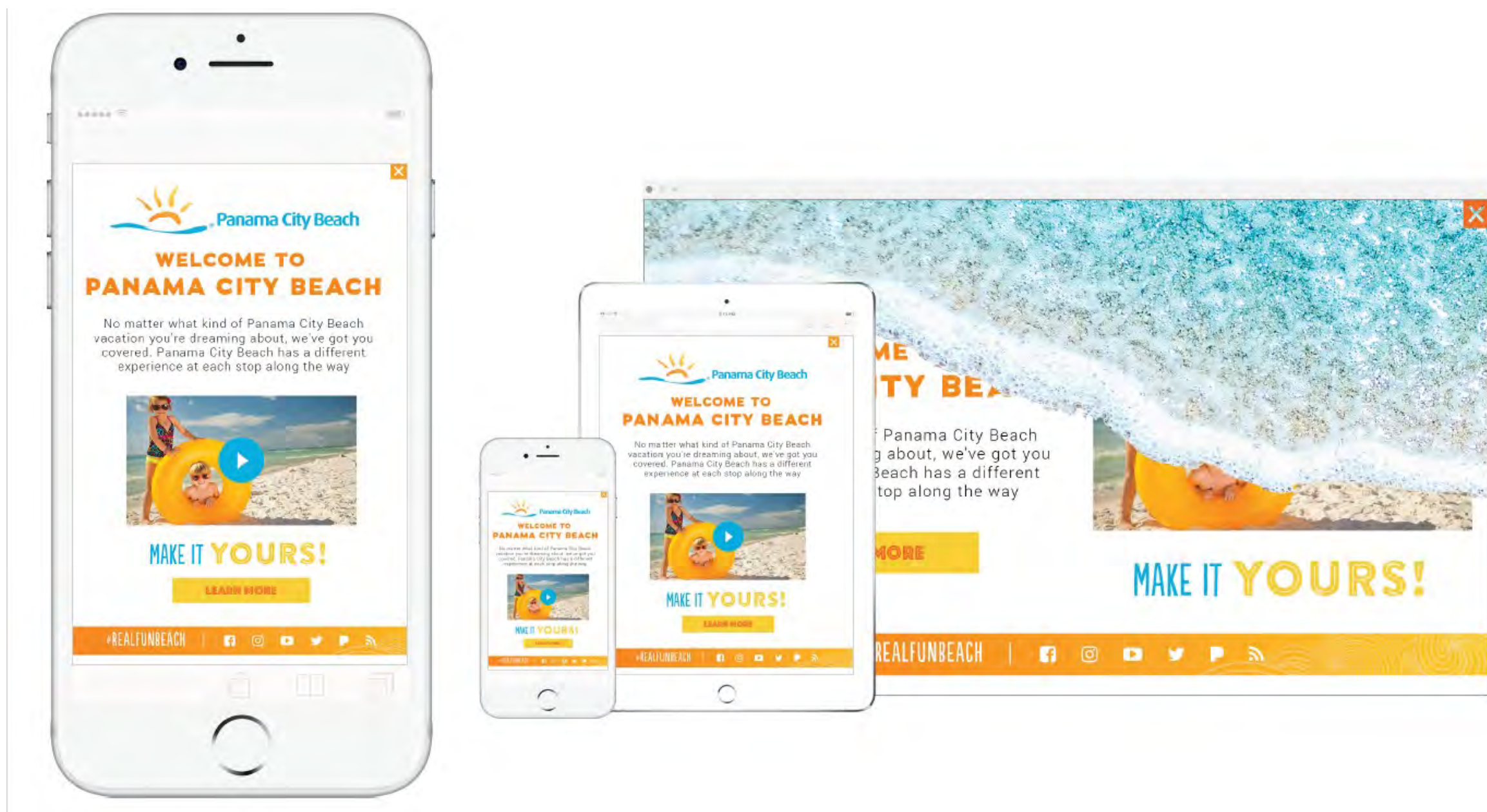
What is Vevo?

- Music video and entertainment platform
- Largest collection of music videos — 85% of the market
- More than 2.9 billion video views per month

DIGITAL | UNDERTONE

Drive site traffic with fully customizable, high-impact ad units that jump off the page.

Undertone offers inventory across travel endemic and premium publishers.



Undertone®

Brand Reveal Example



Align with a top OTA by utilizing premium inventory on search and results pages.

Reach people actively planning trips to PCB or competing destinations. Drive new site sessions by reaching a new travel-intending audience.

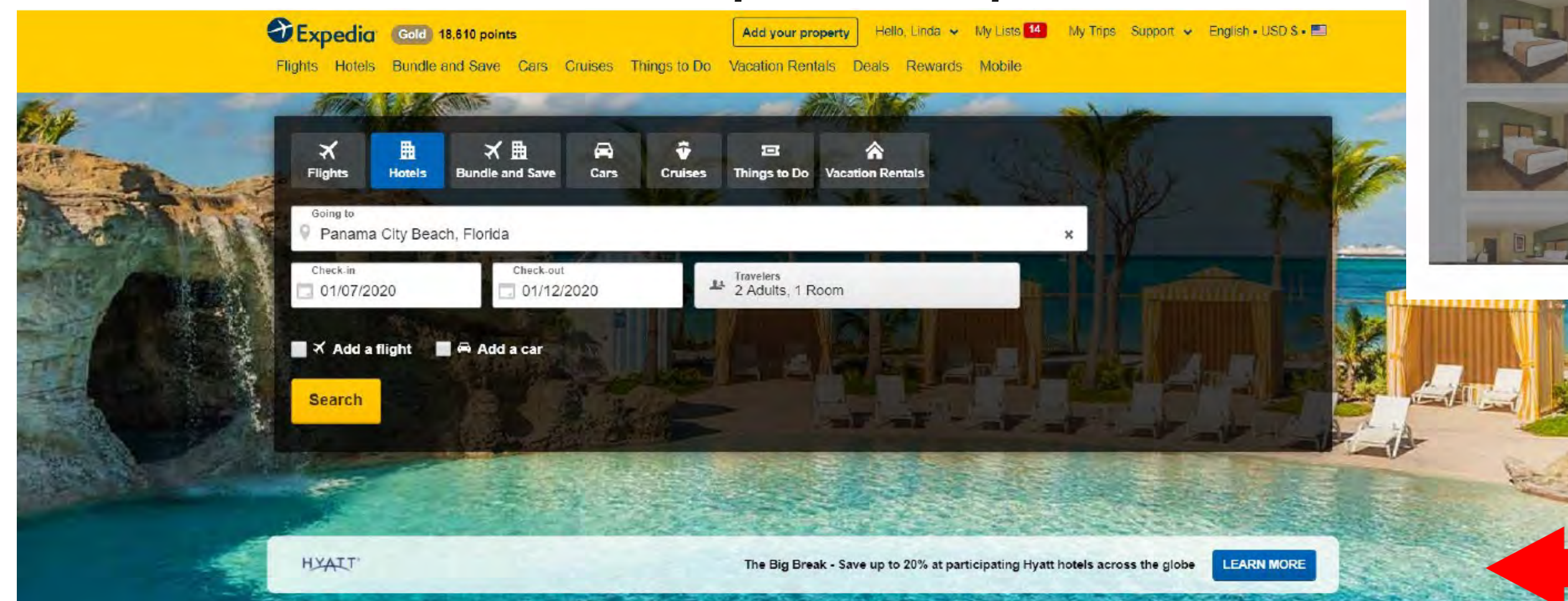
Tactics

- Native marquee – large image on initial search page, **ALL** searches, drives to site
- Social integration – Expedia's FB and IG
- Native results listing – in **hotel** search results page
- Right middle unit – NEW; custom ad, right side of **hotel** search results page

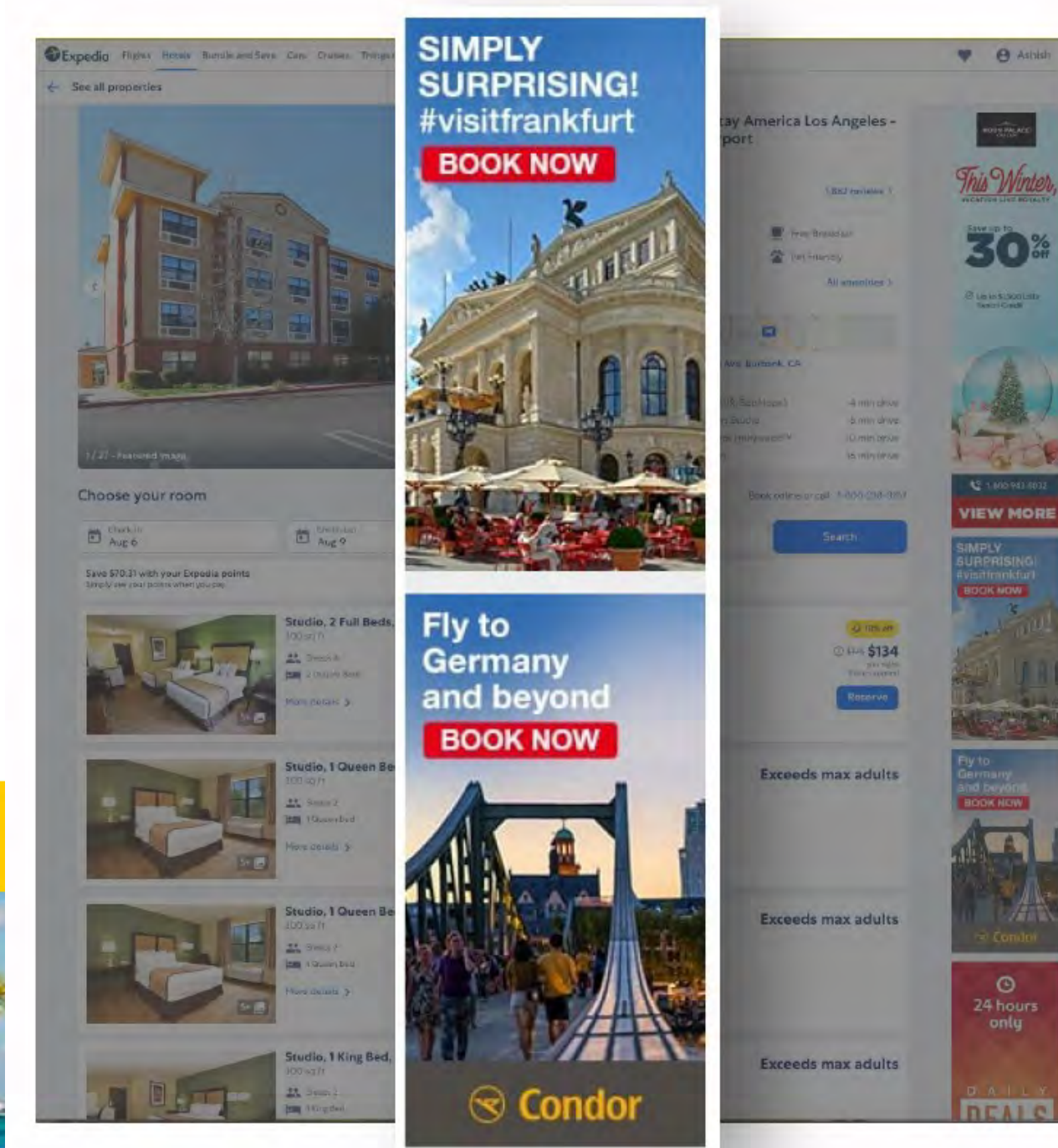
Targeting

- Users Searching for PCB or Competitive Destinations

Native Marquee on Expedia.com



Right Middle Custom Ad



Drive to Site



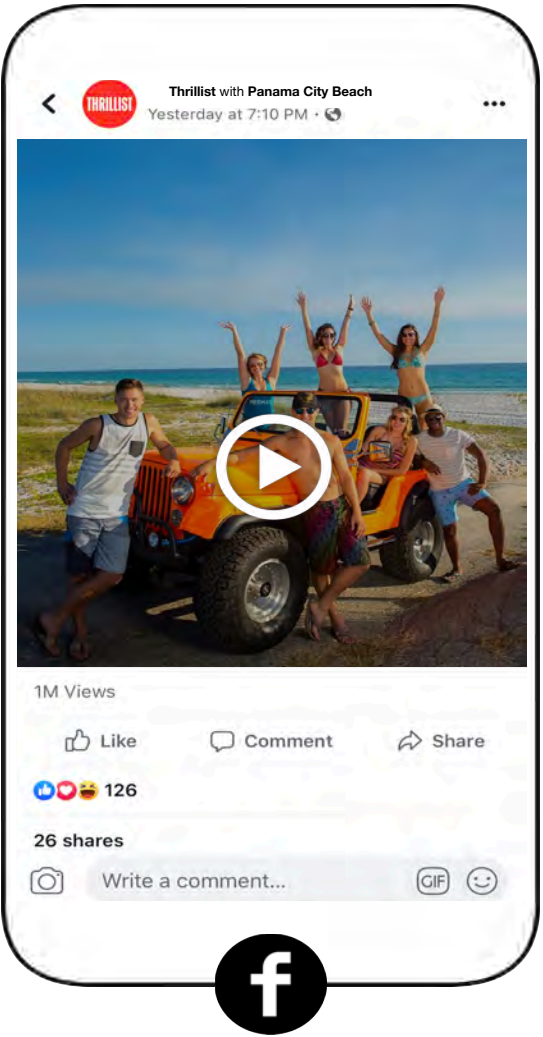
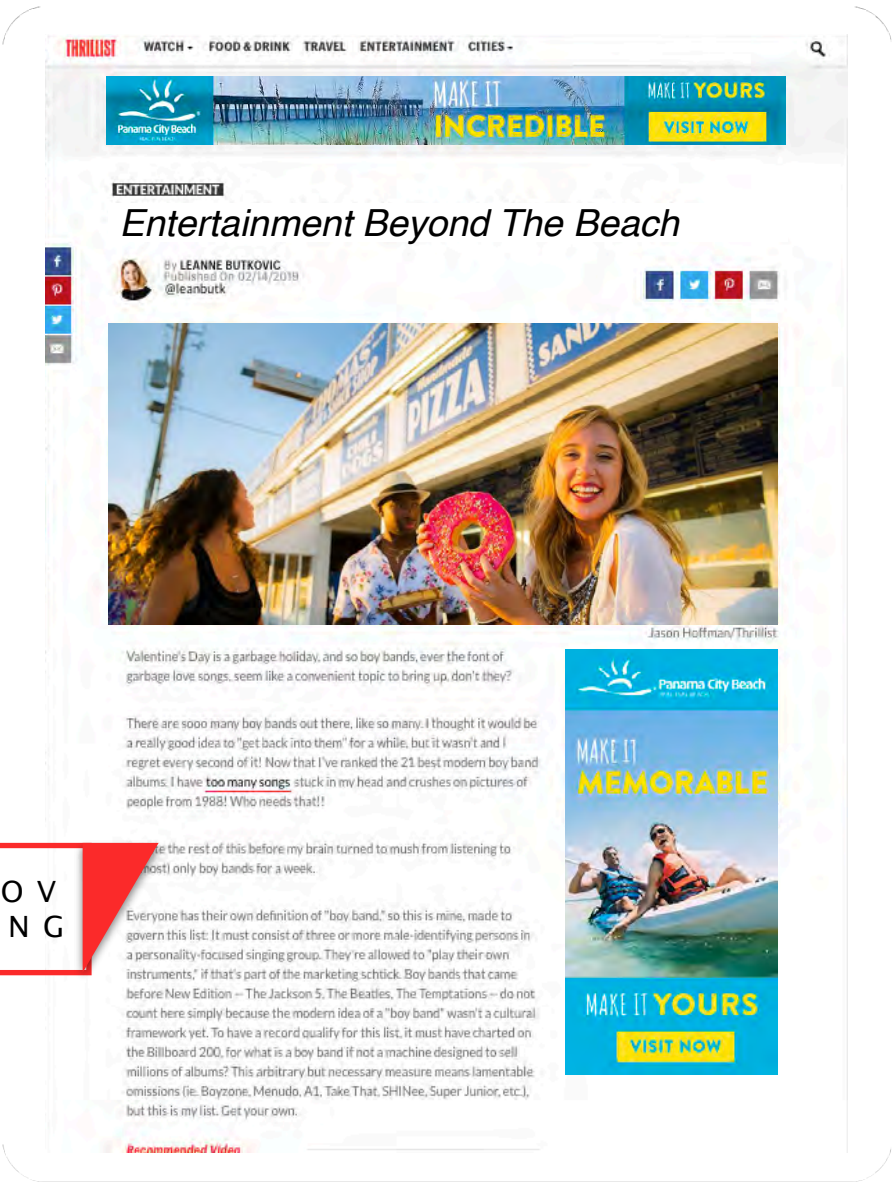
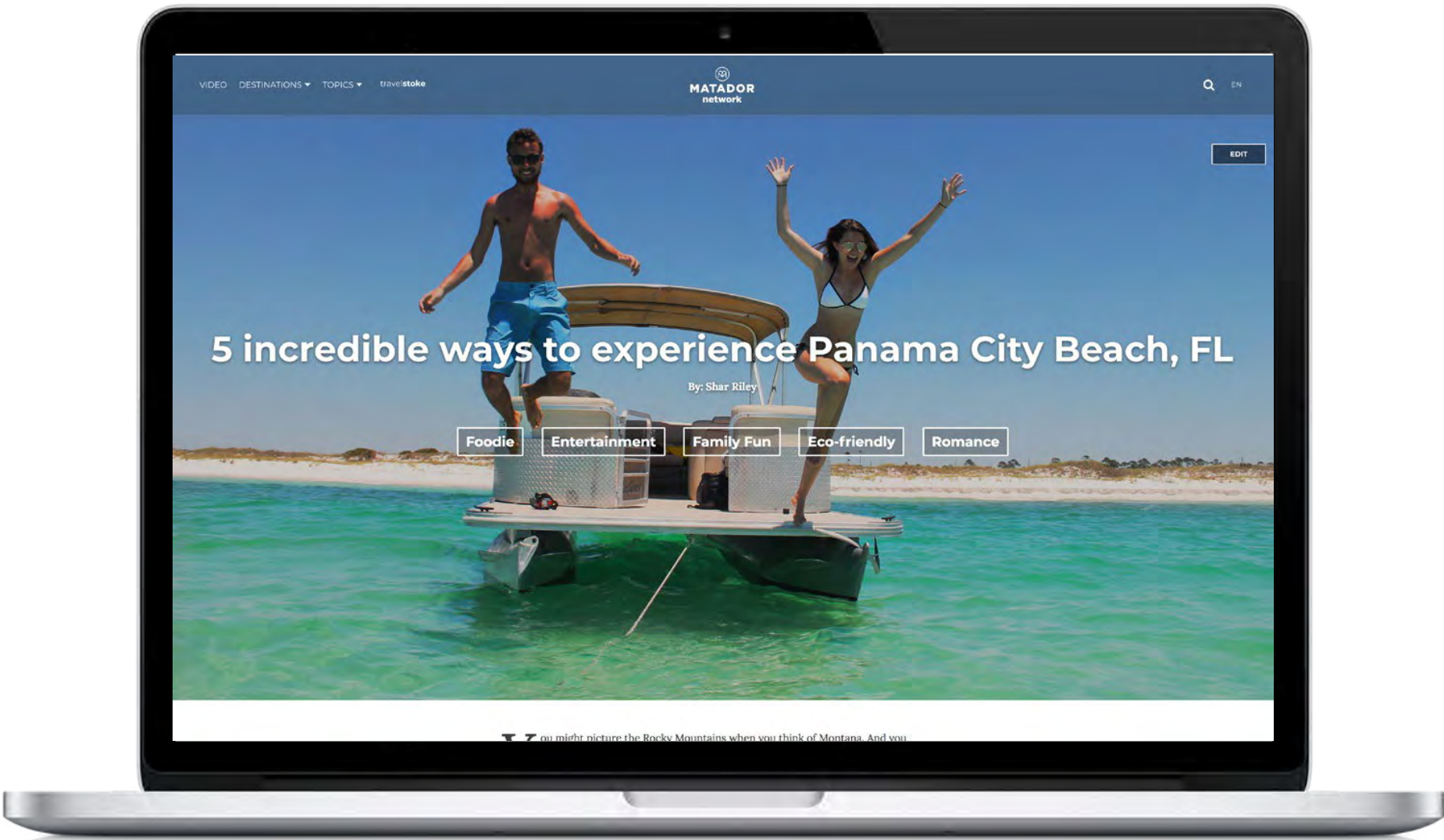


Align with popular travel lifestyle brand, Matador Network.
Drive brand awareness with travel-intenders and influential travelers. Drive brand engagement socially.



Drive site traffic and align with the Thrillist brand through a high-impact rich media unit and video post on Thrillist's social channels.
Reach the engaged, travel-enthusiast audience.

Highlight the two new personas, Foodie and Entertainment.



MEDIA | CONTINUED PARTNERS



Use proprietary data and real-time information from OTAs, meta search engines, airlines, and hotel properties to deliver digital ads to travelers along their path to purchase.



Deliver digital messaging to audiences watching live TV, allowing PCB to make meaningful moments across all screens.



Digital, social and print promotion, and event activation for UNwineD 2020.



Destination sponsorship —
100% share of voice on PCB's page.

MEDIA | PAID SOCIAL

Continue to grow and evolve social media strategies, engaging audiences across multiple channels. Lead the industry in both execution and results!



- 4x higher than industry average for brand lift metrics
- 9% lift YoY in video completion rates
- Dynamic creative



- Over 700% increase YoY link click-thru rates
- Instagram stories optimized to link clicks
- Message sequencing video test



- Snapchat lens intro!
- Swipe-up rate average 1.44% compared to travel industry <1%
- Brand study beta



- New in 2019
- 2x higher CTR than travel benchmark
- Scale campaign testing custom intent and planning moments

INFLUENCER MARKETING | NEW IN FY '20

INVEST WITH PROVEN PARTNERS; SCALE UP EVENT ACTIVATION AND AMPLIFICATION

- Invest with proven partners
- Scale up event activation and social amplification

Momtastic

- Two Mom Squad influencers in-destination
- Full-length and cutdown videos
- Social amplification
- Syndicated across all Momtastic units

BuzzFeed

- BuzzFeed “creator” in-destination photo shoot
- Instagram posts from the creator and main BuzzFeed handle
- Custom post and social distribution of 2019 PCB videos



- Take the insta-meet to the next level with more influencers and more amplification
- Incorporate new social tactics
- Make it easy for visitors to plan their trip and drive engagement with a #HowDoYouPCB photo map

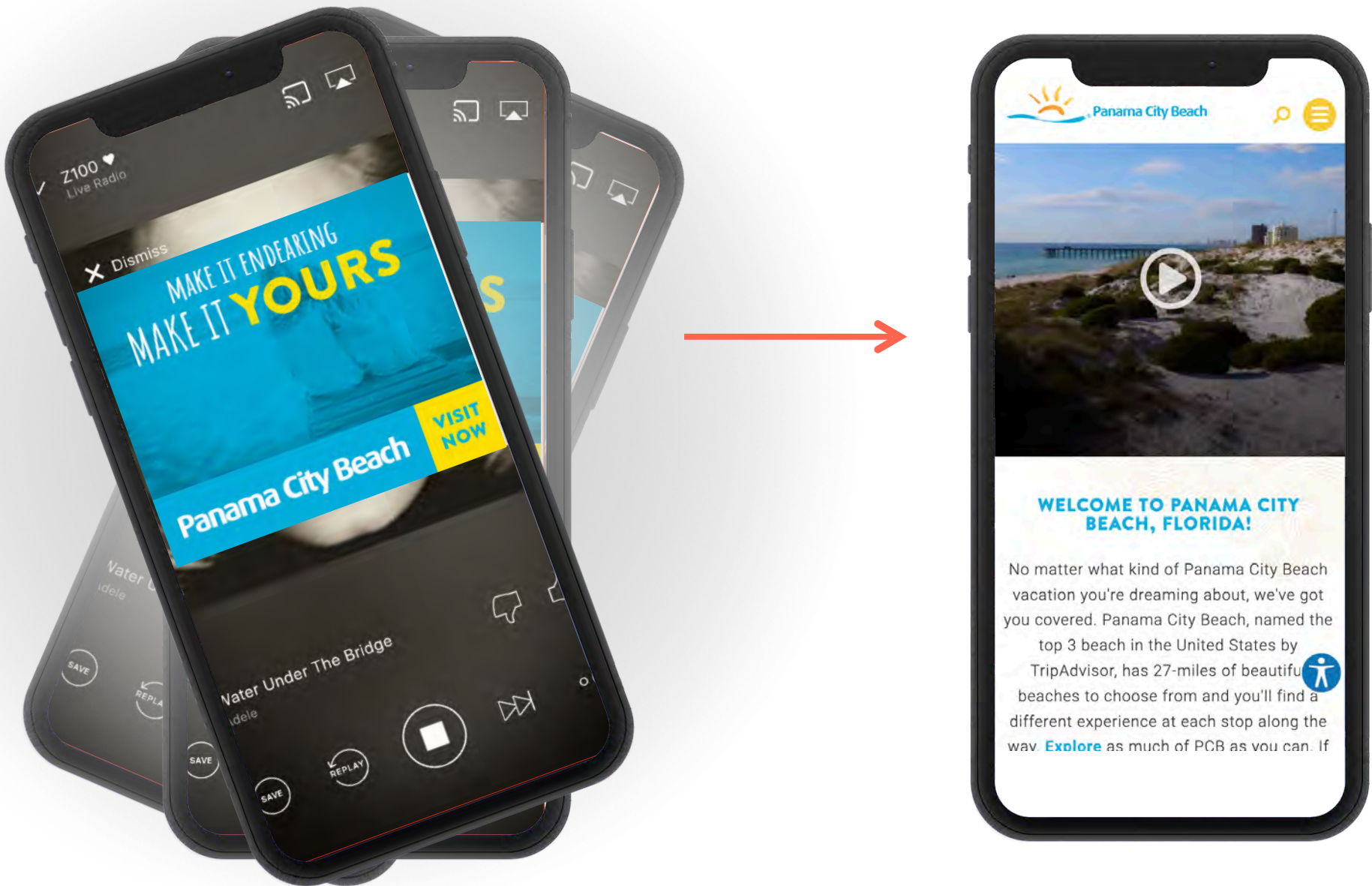
RADIO | NEW IN FY20



Expand reach across streaming radio with the nation's No. 1 media group. Get TV-like scale at a cost-effective price point. Broaden reach to all markets and effectively target qualified audience.

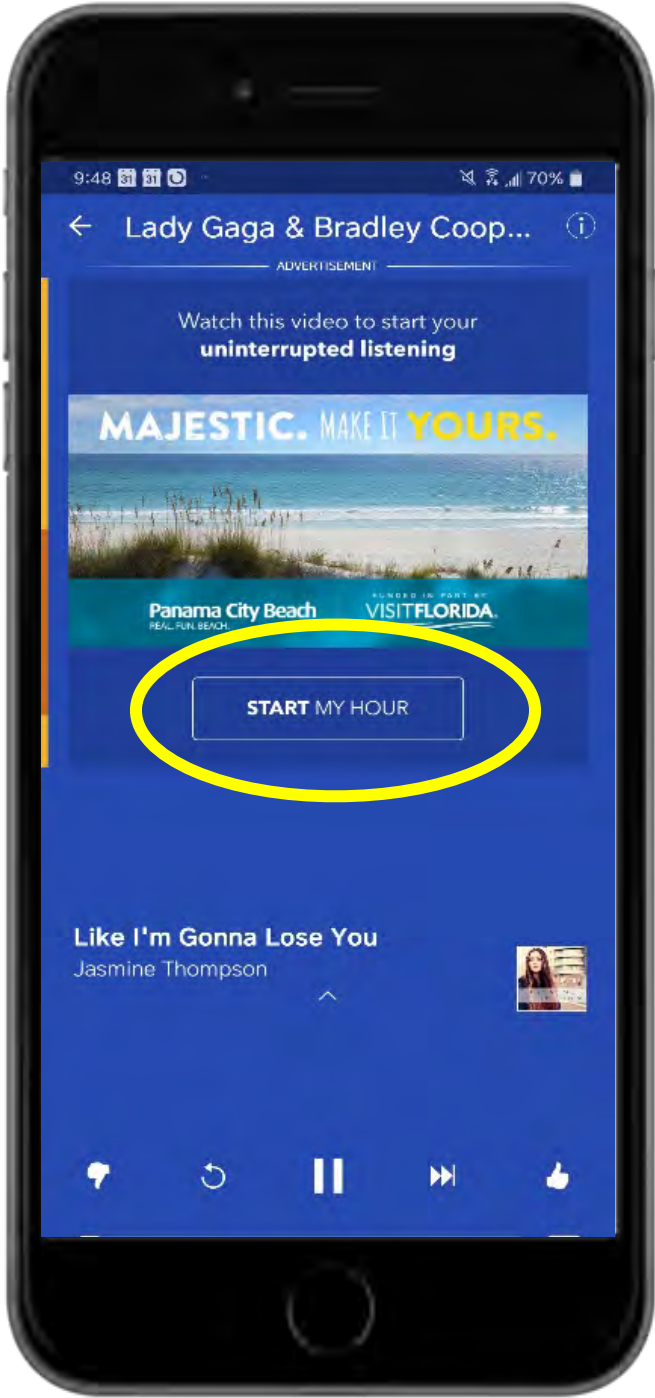
Make it easier than ever for a listener to go right to PCB's site. Reach new audiences to drive new site sessions.

Shaker Unit



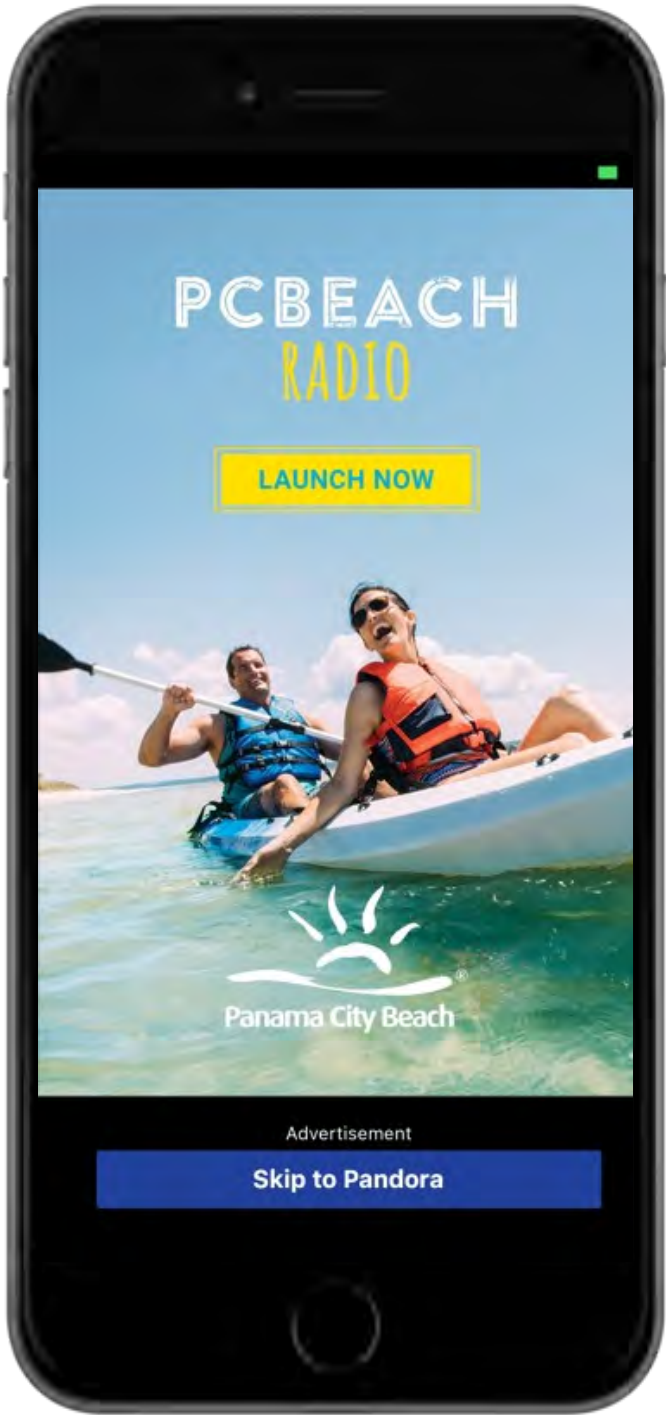
Sponsored Listening

Drive brand awareness and site traffic with video and in-audio display ads.
Offer listener option to unlock one hour of ad-free/uninterrupted listening in exchange for watching PCB's video.



Custom Radio Station

Continue to build brand engagement with custom station on Pandora digital radio.



TELEVISION | NEW IN FY20

MEDIA | TELEVISION

Recommending a layered approach.

Reach as many qualified visitors as possible, when/where/how they are consuming TV.



Jeff, Megan and Katy are all watching “Friends” at 9 p.m. on Wednesday

Jeff – Sports Fanatic

Megan – Oreo Buyer

Katy – Mom Who Loves the Beach



Jeff, Megan and Katy are watching the same show at the same time.

Each sees a different ad.

Targeting data is matched to set-top box. Allows for 100% effective impressions to be served.

- Complement addressable TV by continuing streaming TV ads in full-episode players, where our audience is most engaged
- Reach a targeted audience, maximizing effective impressions
- Geo-target to all markets

hulu

ROKU[®]

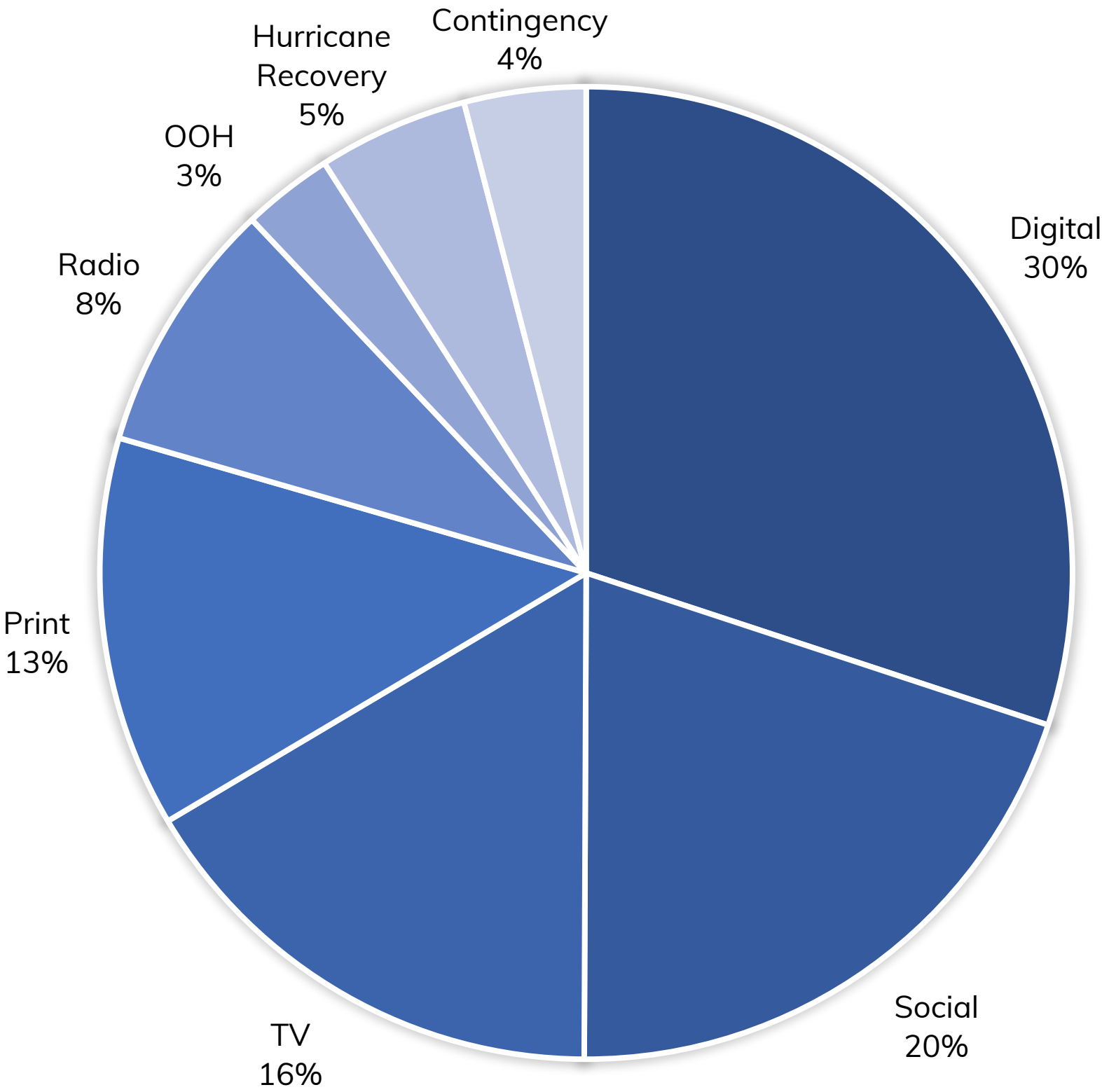
 **tv**

amazon **fire** **TV**

 **chromecast**

MEDIA | BUDGET – RECAP FY 2020

FY20 Channel	FY20 Spend	% of Total Spend
Digital	\$1,503,166	30%
Social	\$1,000,000	20%
TV	\$820,770	16%
Print	\$650,000	13%
Radio	\$423,079	8%
OOH	\$150,814	3%
Hurricane Recovery	\$250,000	5%
Contingency	\$202,171	4%
Total Media Spend	\$5,000,000	



PR RECOMMENDATIONS

35 NATIONAL MEDIA

HURRICANE MICHAEL PR PLAN – TDC LEADERSHIP

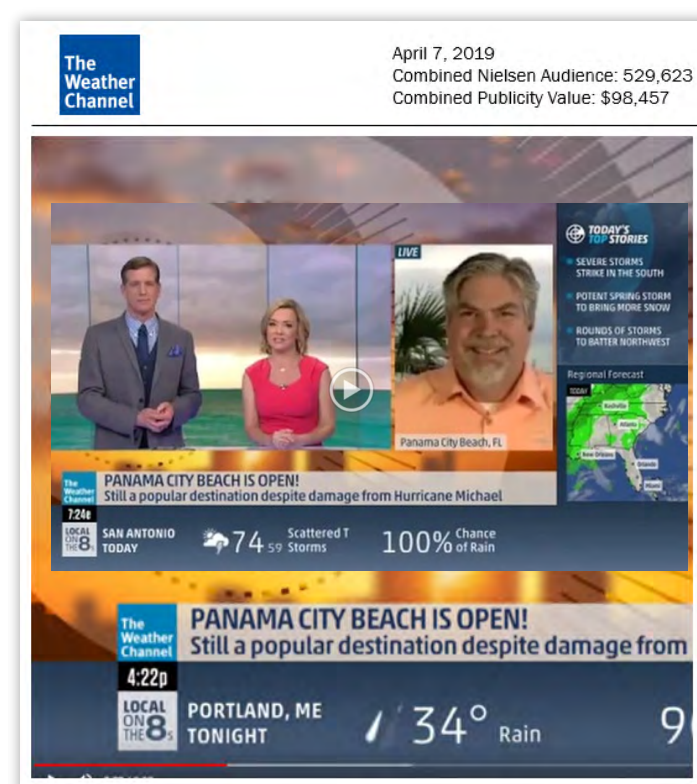
- 35+ national media interviews, 8 press conferences, 100 million impressions
- The Weather Channel, The New York Times, CBS, CNN, etc.

DAN ROWE SMT – PCB OPEN FOR BUSINESS – MARCH

- Audience = 5,589,642
- Ad value = \$267,244

SUPPORTED WITH AWARDS COPY

- ESTO, Flagler, HSMAI



39 PRESS TRIPS

CHASIN' THE SUN : FEB. 28 – MARCH 1

- Two Youtube influencers, Florida Sportsman Magazine

UNWINED: MARCH 21-24

- Six influencers, four media, 1,133,000 impressions
 - Forbes, AARP, StyleBlueprint, Matador Network

SCUBA DIVING: MAY 16-19

- Four influencers, two media, 942,792 impressions
 - Scuba Diving Magazine, Dive Training

PRESCHOOLERS IN PARADISE: AUGUST 4-7

- Four influencers/bloggers, 488,500 impressions

47 DESK SIDES

TORONTO DESK SIDES – DECEMBER

- Canadian Travel Press, Canadian World Traveler/Modern Mississauga, Travel Week, Have Baby Will Travel, Canadian Golfer, Globe & Mail, Jim Byers (AARP, Travel Pulse Canada), Alison Kent (Toronto Star, Reader's Digest Canada)

TRAV MEDIA'S INTERNATIONAL MEDIA MARKETPLACE IN NYC – JANUARY

- Met with 30 journalists
- LHG escorted

AUSTIN/HOUSTON DESK SIDES – MAY

- Where to Retire Magazine, Austin American Statesman, Ready Set Jet Set Blog, Houstonia Magazine, @Jasmine.Elias (367,000 followers), CultureMap Houston, Texas Monthly

FISCAL YEAR IMPRESSIONS TO DATE = 1,286,345,915/ TOTAL AD VALUE TO DATE = \$1,237,872 (SURPASSED 2018, NOT COUNTING STORM)

FOX BUSINESS

August 20, 2019
UMV: 10,814,846

These are the 25 best cities to buy a vacation rental home

If you're interested in **buying a vacation rental home, Florida** is a pretty good bet, according to a new report.

In fact, of the top **25 best cities to buy a vacation rental home** found by Vacasa, almost one third are in the Sunshine State.

Other than the seven Florida cities on the list, another eight cities are in beach towns -- including two in Hawaii -- and one, Harbor Springs, Michigan, is on a lake.

However, forests and mountain cities were also on the list. In fact, the top city, Sevierville, Tennessee, is situated in the Smoky Mountains.

In order to calculate which cities are the best for buying a vacation rental home, Vacasa looked at average cap rate, net operating income, median sale price and guest booking data -- such as average nightly and total annual guests.

Here are the top 25 cities for buying a vacation rental in 2019, according to Vacasa.

1. Sevierville, Tenn.	9. Fort Bragg, Calif.	17. Scottsdale, Ariz.	25. Destin, Fla.
2. Killington, Vt.	10. Big Sky, Mont.	18. Orange Beach, Ala.	
3. Davenport, Fla.	11. Blue Ridge, Ga.	19. Harbor Springs, Mich.	
4. Whittier, N.C.	12. Gulf Shores, Ala.	20. Rhododendron, Ore.	
5. Kissimmee, Fla.	13. Panama City Beach, Fla.	21. Ellijay, Ga.	
6. Dauphin Island, Ala.	14. Warren, Vt.	22. Seaside, Ore.	
7. Myrtle Beach, S.C.	15. Marathon, Fla.	23. Waikoloa, Hawaii	
8. Key West, Fla.	16. Kihei, Hawaii	24. Cocoa Beach, Fla.	

<https://www.foxbusiness.com/markets/best-cities-vacation-rental-home>

MONEY INC

August 13, 2019
UMV: 476,430

The 20 Best Beaches in Florida in 2019

Garrett Parker · 2 Days Ago



4. Panama City Beach

This is one of the larger beaches in Florida as it stretches along 27-miles of the Florida coastline on the Gulf side of the Florida Panhandle. One reason to visit this area is for the great weather as there are 320 rain-free days every year. However, this beach is most famous as a popular diving spot, and it has been given the nickname the 'Wreck Diving Capital of the South'. Other than diving, people love relaxing on the stunning white sand, and surfers come to ride the waves. It is also a good place for families to visit as there is a tidal basin that is predominantly used as a kiddie pool for paddling, although it is also ideal for paddleboarding.

<https://moneyinc.com/best-beaches-in-florida/>



September 24, 2019
UMV: 1,402,514

Panama City Beach is All Grown Up: 48 Hours in PCB

In some ways, Panama City Beach is like that friend you had back in high school. You remember Mandy. She was so much fun to be with, and you spent every summer together, going to the beach, hanging out in amusement parks, racing go-carts and maybe even sneaking into a bar or two. But eventually, you grew apart. After college you considered yourself a little more sophisticated, began going out with new friends and perhaps started a family. Over time, you found yourself spending summers at more refined spots, looking for upscale accommodations and experiences to befit your new standing in life and your family's needs.

Panama City Beach developed a reputation as a party town, thanks to multiple seasons of MTV Spring Break parties showing hordes of college-age kids cavorting on the beach and pounding beers. As a result, destinations along 30A gained in popularity with families thanks to quaint villages like Seaside and Watercolor that offered self-contained vacation experiences aimed at a more mature clientele. Additionally, last year's destruction caused by Hurricane Michael had a negative impact on tourism in the area. In truth, Panama City Beach was relatively unscathed. While there are parts of the Panhandle that are still recovering, the region definitely deserves your support, and PCB wants you to know that they are fully open for business and have changed a lot since the old MTV days.

There are plenty of upscale options for a vacation in Panama City Beach that rival any 30A experience, with the added benefit of still maintaining some of the nostalgic aspects of the vacations of your youth. Travel to the Panhandle is easier than ever now that the modern Northwest Florida Beaches International Airport (ECP) offers convenient flights from all over the Southeast on Southwest. And here's a little hint: It's actually a shorter drive to Panama City Beach from ECP than to 30A or Destin, so you can be checked in to your hotel and enjoying some quality beach time quicker when you travel to PCB. Here are some suggestions to maximize your elevated vacation experience in Panama City Beach.



It's easy to see why they call this area of Florida "The Emerald Coast." Image: Jamie Kingham

<https://styleblueprint.com/everyday/weekend-in-panama-city-beach/>



September 18, 2019
UMV: 36,989,744

Great weekend trips on the East Coast this fall



Panama City Beach, Florida • It's raining beach balls in Panama City Beach, Florida, this fall! About 8,000 of the brightly colored inflatables will fall from the heavens at the Pirates of the High Seas Fest, Oct. 11-13. Music, fireworks, magic shows, parades and storytelling are also on the schedule at this free annual event.

BENEDEK / GETTY IMAGES

<https://www.usatoday.com/picture-gallery/travel/experience/america/2019/09/18/east-coast-weekend-trips-enjoy-fall/2366186001/>

TOWN&COUNTRY

July 2, 2019
UMV: 2,021,850

The Best White Sand Beaches in the World

From the Maldives to Panama City Beach, there's something for everyone.

Panama City Beach, Florida



COURTESY OF VISIT PANAMA CITY BEACH


Panama City Beach is situated on 27 miles of sugar-white sand beaches bordering clear, emerald-green waters where the Gulf of Mexico and St. Andrew Bay converge. Moreover, there are 320 days of sunshine annually, championship golf courses, and award-winning dining.

<https://www.townandcountrymag.com/leisure/travel-guide/g28087877/best-white-sand-beaches/>

Forbes

June 30, 2019
UMV: 62,012,460

How A Food & Wine Festival Is Helping To Shift The Narrative Of A Former Spring Break Destination



Popular year-round events in Panama City Beach are leading the shift from a college-centric to a family-friendly crowd. CREDIT: VISIT PANAMA CITY BEACH

A reputation, once established, can be a tough thing to shake and takes hard work and—most importantly—time to change. The Panama City Beach I first visited three years ago and have gotten to know through repeat visits has never felt like the raucous Spring Break destination it used to be, though the memories of that time are kept alive by those that knew it back then and (for the most part) haven't returned since their college days. But visit the destination now and there are tourists to be found year-round, and while the spring and summer are still peak season the vibe is much more family-friendly.

<https://www.forbes.com/sites/abigailabesamis/2019/06/30/how-a-food--wine-festival-is-helping-to-shift-the-narrative-of-a-former-spring-break-destination/#8ac2ae75002b>



June 25, 2019
UMV: 207,990

The Ultimate Vacation Guide to Panama City Beach, Florida

Home to beautiful white sands, warm and sunny weather, and family-friendly activities for every age, this classic Florida Panhandle beach town just gets better and better. Here's how to enjoy it at any time of year.


By Tracey Minkin



A Classic, Family-Friendly Getaway on the Gulf of Mexico

It doesn't get more sunny and fun than in Panama City Beach, a beloved vacation spot on Florida's Panhandle, with 27 miles of sugar-white sand beaches that line the sparkling Gulf of Mexico and St. Andrews Bay. With a year-round average temperature of 74 balmy degrees and more than 320 days of


<https://www.coastalliving.com/travel/gulf-coast/panama-city-beach-florida>



jasmine.elias
1,337 posts 366k followers 990 following


jasmine elias boswell
the secret to living is giving
travel + fashion
hello@jasmineelias.com
#panamacitybeach
all things
jasmineelias.com/jasmine-elias

June 20, 2019
366,000 followers
5 posts
15,791+ likes



jasmine.elias • Following
Panama City Beach, Florida


jasmine.elias i could never in 100 summers get tired of these beach views 🌊🌞🌴👏
====
i never realized just how beautiful the beaches are here in @visit_pcb 🌊 the sand is soft, the sun is bright and the waters are stunning 🌊🌴
#realfunbeach
====
maxi dress is linked and under \$100
👉 <http://liketkit.it/2CB3G> #liketkit @liketknow.it
5d
Liked by visit_pcb and 4,404 others



jasmine.elias • Following
Panama City Beach, Florida


jasmine.elias to the beach please 🌊🌞🌴👏
====
so grateful to have spent the past few days soaking up the sun and playing in these gorgeous waters. i'm still amazed at how pretty these views are! @visit_pcb you sure are a beauty 🌊🌴
#realfunbeach
====
my \$20 cover up is linked 👉 @liketknow.it <http://liketkit.it/2CEY1> #liketkit
3 DAYS AGO
Add a comment...

50



TexasMonthly

June 19, 2018
UMV: 558,150



SPONSORED

Shell Island:
The Jewel of Bay County


Words by Kristin Luna

The approach to Shell Island is one of splendor, particularly if you're a passenger on the first boat of the day to arrive to a near-empty paradise: Tepid emerald water laps up on the sugar-white sand like a metronome, flocks of curious shorebirds perched on the crooked pilings jutting out into the lagoon serve as your curious, albeit friendly welcome committee. It's rare to have an entire island to yourself, but such is the charm of this uninhabited Panama City Beach locale.

<https://www.texasmonthly.com/promotion/shell-island-the-jewel-of-bay-county/>

TexasMonthly

June 19, 2018
UMV: 558,150



SPONSORED

St. Andrews State Park

Words by Kristin Luna


Bordering Panama City Beach to the far east, St. Andrews State Park is a former military reservation with Gulf access and some of the best beachfront real estate along the coast. More than 1,200 acres now comprise this bustling section of the shoreline, quadrupling its original size from when it was first established in 1947 as bits and pieces have slowly been added to the state park over the past 60 years.

Occupying a protected area spanning a mile and a half in length, this peninsula jutting out into the Grand Lagoon is rife in kitesurfing, boating, fishing and standup paddleboarding opportunities. Kayaking, too, is a favorite park pastime thanks to a sheltered cove and placid waters that lead out into the bay. For those not traveling with their own gear, water sports equipment is available for both rental and purchase on site from a shop at the park.

<https://www.texasmonthly.com/promotion/st-andrews-state-park/>

TexasMonthly

June 19, 2018
UMV: 558,150



SPONSORED

Camp Helen State Park

Words by Kristin Luna

Perhaps Panama City Beach's greatest draw is its eco-diversity, which can be experienced in full via a leisurely afternoon of roaming the grounds of Camp Helen State Park. The largest coastal dune lake in Florida, Lake Powell, borders Camp Helen to one side with the Gulf of Mexico confining it from the south, meaning the state park is populated with both fresh and saltwater and an abundance of flora and fauna.

Despite for employees of a major, national textile manufacturer for more than a century, the historical buildings comprising the park are listed on the National Historic Register. Peering into the colorful cottages is worth it for a glimpse of the park. The Big House, as the visitor center and lodge is called, was signed as a home for one of the owners.

<https://www.texasmonthly.com/promotion/camp-helen-state-park/>

COASTAL LIVINGmsnYAHOO! LIFESTYLE

June 19, 2019UMV: 248,590,285

These Are the Most Popular Seaside Cities for the Fourth of July This Year, According to Vrbo

Everyone is headed to the beach—the question is *which* beach?

By Marisa Spyker

Blame it on the balmy summer weather, the allure of a cookout on the sand, or the magic of watching a fireworks show over the sea, but there's no better place to celebrate the stars and stripes than by the beach. Naturally, Americans tend to flock to our country's coastlines during the Fourth of July holiday (more so than on Memorial Day and Labor Day combined, [says one survey](#)).

But while every coastal town has its patriotic draws—from festive boat parades to an all-American-themed bash on a historic ocean liner—some escapes seem to be drawing tourists a lot more than others. According to Vrbo, 10 U.S. destinations are topping the trending list for the long Fourth of July weekend and—no surprise here—a whopping nine of them are at the beach. To determine the top 10, the vacation rental marketplace looked at cities that are seeing the largest uptick in bookings.

While the nine mega-popular coastal getaways span all three coasts (plus Hawaii), six are located in the South. Florida alone has three trending cities, including Miramar (a suburb of Fort Lauderdale), Panama City Beach, and Fort Walton Beach. Further west on the Gulf coast, Alabama's Gulf Shores is attracting patriotic revelers with its powder-white beaches and piercing blue seas.

<https://www.coastalliving.com/travel/popular-fourth-july-beach-destinations-2019>
<https://www.yahoo.com/lifestyle/most-popular-seaside-cities-fourth-234848520.html>
<https://www.msn.com/en-us/travel/article/these-are-the-most-popular-seaside-cities-for-the-fourth-of-july-this-year-according-to-vrbo/ar-AADalGt>

FLORIDA SPORTSMAN

June 2019CIRC: 76,548

RED SNAPPERS: A CUT ABOVE

Bring the big ones to your boat with a chum line of cut bait.

By Ed Mankin



The secret is pretty simple: Find a spot in the bay, cut the fish into small pieces, and throw them out. It's not a new idea, but it's a sure way to attract red snappers.

That's the secret of a simple but effective chum line of cut bait. It's a long one of all red snappers off to the bay. It's a long one of all red snappers off to the bay. It's a long one of all red snappers off to the bay.

Two years back, the snapper season was the worst. This time, one of the snappers has a special surprise: a chum line of a strong red color.

And then Capt. Dave Higgins quietly says, "Get ready, here they are. Don't let the bait—let the fish come right and then start eating."

But when the line comes tight, I can't wait at all. In fact, I have to struggle to just hold on to the medium-weight spinning reel. My red snapper was one of the best ones I've ever caught, and it was a real beauty. I can see the flash of its scales and the way it jumps.

It's a real beauty, but my line holds, the hook set holds, and despite a tough fight, I hold up. The fish doesn't have a moment to rest. It's a real beauty, but my line holds, the hook set holds, and despite a tough fight, I hold up. The fish doesn't have a moment to rest.

When Capt. Higgins releases the fish back into the water, it's a real beauty. It's a real beauty, but my line holds, the hook set holds, and despite a tough fight, I hold up. The fish doesn't have a moment to rest.

There are some real advantages to anyone involved in the sport: when we show the red snapper up close to the water and



<https://www.zinio.com/reader/readsvg/429867/38>

Boston Sunday Globe

May 26, 2019
CIRC: 230,756



THERE

CALLING ALL RED SOX FANS
See the team's 2018 World Series Trophy on display at the National Baseball Hall of Fame and Museum in Cooperstown, N.Y. — and even get your photo taken with it. The museum hosts a special Red Sox Weekend July 6-7, when it showcases the trophy and other Red Sox artifacts, photographs, and ephemera from the team's ninth World Series title. See the bat used by World Series MVP Steve Pearce in Game 4, a jersey worn by David Price in Game 5, the cap and spikes worn by pitcher Nathan Eovaldi throughout the series, the ball/strike indicator used by home plate umpire Ted Barrett during the longest game in World Series history, and a hoodie worn by team manager Alex Cora in Game 5. 607-547-7200, www.baseballhall.org


EVERYWHERE

A COZY BUT VERSATILE SLEEPING BAG SYSTEM
The new Zenbivy Light Bed has you covered in virtually all travel situations, whether you're couch surfing or camped out in your car, tent, or hammock. It comes with an 800-fill down quilt and a bottom sheet with a built-in hood that slips over and fastens around your favorite camping mattress using two small straps and buckles (or try one of Zenbivy's new inflatable mattresses, sold separately). The magic of this innovative system comes in the versatility of setup: Drape the quilt over you and leave unattached (perfect on warmer nights and for the greatest freedom of movement — or even on those long-haul flights); close up the footbox in a rectangular configuration to provide more warmth without restricting foot space; or fully attach the quilt to the bottom sheet using hook-and-loop closures along both sides and then cinch the footbox closed to create a cozy mummy-style cocoon. Play with the setup before hitting the road (and check out the helpful online how-to videos). The Zenbivy Light Bed comes


FLORIDA'S NEWEST DIVE SITE
A cruise liner became the newest artificial reef for divers when it was sunk 12 miles off the coast of Florida earlier this month. The El Dorado cruise liner, which was damaged by Hurricane Michael, joins more than 50 ships, barges, artificial reefs, and natural limestone reefs off the white-sand Panama City Beach on Florida's Gulf Coast. Here, in the emerald-green waters, it will become part of the habitat for the area's sea turtles, goliath grouper, red-

fish, bottlenose dolphins, and octopus. Local operators, including Diver's Den, the Dive Locker, and DownTime Dive Charters, take divers to this and other popular dive sites. www.visitpanamacitybeach.com

und Quadro, an Italian vertical theater group that will perform a blend of theater, circus acrobatics, and dance on a suspended aerial stage. The free event runs June 6, noon to 10 p.m.; June 7, 6-11 p.m.; June 8, noon to midnight; and June 9, noon to 6 p.m. www.pvd-east.com



April 7, 2019
Combined Nielsen Audience: 529,623
Combined Publicity Value: \$98,457




PANAMA CITY BEACH IS OPEN!
Still a popular destination despite damage from Hurricane Michael

724e
LOCAL ON THE 8
SAN ANTONIO TODAY 74 59 Scattered T Storms 100% Chance of Rain

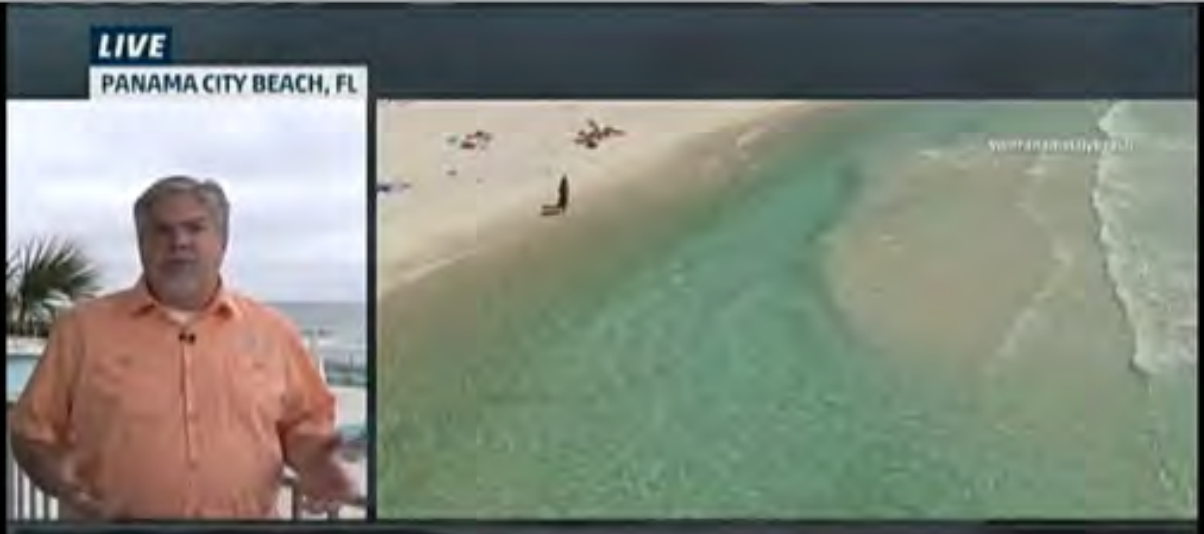
TODAY'S TOP STORIES

- SEVERE STORMS STRIKE IN THE SOUTH
- POTENT SPRING STORM TO BRING MORE SNOW
- ROUNDS OF STORMS TO BATTER NORTHWEST

Regional Forecast



LIVE
PANAMA CITY BEACH, FL




PANAMA CITY BEACH IS OPEN!


8-22e
LOCAL ON THE 8
ALBUQUERQUE, NM TONIGHT 47° Partly Cloudy 0% Chance of Rain

Play (K) 0:46 / 3:07

LHG | COVERAGE HIGHLIGHTS CONTINUED




April 13, 2019
49,361 subscribers
1,799+ views




Fishing EMERALD Water For New PERSONAL Best!
1,799 views

<https://www.youtube.com/watch?v=bntzVPqC34>



jensav11
1,342 posts · 202k followers · 736 following
JEN SAVIANO
style + inspire + travel
Nashville based
jen@missifstyle.com
www.missifstyle.com

March 26, 2019
202,000 followers
7 posts
38,125+ likes



jensav11 • Following
Pier Park

jensav11 exploring Pier Park in Panama City Beach on this gorgeous day... but first, one large coconut pls


@visit_pcb #realfunbeach

Outfit: #liiketkit @liiketknow.it
<http://liiket.it/2ACJU>

1w · 1 like · Reply

colleengallagher_ Did you put the lime in to coconut?

1w · 1 like · Reply



jensav11 • Following
Panama City Beach, Florida

jensav11 I believe this is what's called 'living one's best life'... indulging in INCREDIBLE Southern food & wine at the #unwinedpcb festival.

K going for 2nds at the key lime pie booth bye. @visit_pcb #realfunbeach // <http://liiket.it/2AFz0> #liiketkit @liiketknow.it

5d

colleengallagher_ Emphasis on INCREDIBLE

5d · Reply

jsknodel Love your outfit

Liked by karmengray and 7,909 others

1d · 400

Add a comment...

Southern Living

March 11, 2019
UMV: 1,182,930

The South's Best Beach Towns 2019

4 of 12

3. Panama City Beach, Florida

"PCB" came through Hurricane Michael relatively unscathed, although its sister city across the bay is working toward recovery. If you grew up vacationing here with your parents but haven't been in a while, you'll be surprised by all the changes and upgrades—from Pier Park's shopping, dining, and entertainment to new resorts and attractions. [Read more.](#)





PHOTO: FACEBOOK/VISIT PANAMA CITY BEACH

<https://www.southernliving.com/souths-best/beach-towns>




February 28, 2019
UMV: 6,235,710

These are the 10 best beaches in America – and this one remains No. 1

The Sunshine State remains the top destination according to TripAdvisor.

3. PANAMA CITY BEACH - PANAMA CITY BEACH, FLORIDA




The pier at Panama City Beach. Getty Images stock

Panama City Beach jumps into the top 10 after being unranked last year, boosted by its fine white sand and tranquil waters. The area was hit hard by Hurricane Michael in October, so any visit to the beautiful beach in the Panhandle also helps recovery efforts. You can find [Panama City Beach hotel deals](#) here.

<https://www.today.com/money/2019-best-beaches-america-around-world-t149582>

55


Panama City Beach

Forbes


February 26, 2019
UMV: 65,342,130

3,628 views | Mar 26, 2019, 05:00am

Best Places In 2019 To Own A Vacation Rental Property



Ellen Paris Contributor @ Real Estate




Sunset at Panama City Beach, Florida
GETTY

USA TODAY


December 28, 2018
UMV: 36,842,180

Where will U.S. travelers explore in 2019? Top trends, destinations and anniversaries



30 Photos

The hottest destinations for 2019



The hottest destinations for 2019

Panama City Beach, Florida, also is one of HomeAway's top U.S. destinations for 2019.
Getty Images/Stockphoto

<https://www.usatoday.com/story/travel/destinations/2018/12/28/these-top-domestic-and-international-destinations-2019/2385007002/>

56

 Panama City Beach

HOT THIS MONTH MOBILE HOTEL ROOMS. HIDDEN BARS. ICE SWIMMING. ELECTRIC CLASSIC CARS

American Airlines

American Way

DECEMBER 2018

December 2018
CIRC: 700,488

NEED TO KNOW SHINDEST STORIES



The conga line starts here

A renovated Miami Beach hotel honors the iconic dance

With twice-a-week conga nights, the Celino Hotel South Beach is proudly touting its place in history as the first spot where the famous dance was performed in the U.S. The Celino is on the site of the former Park Central Hotel, which served as a popular hangout for Hollywood celebs of the 1930s and '40s, including *I Love Lucy* star Desi Arnaz, who the owners say led the U.S.'s first conga line there in 1940. The Celino's 134 rooms are equipped with inspiration kits featuring mini conga drums, an illustrated dance guide (1-2-3-kick!) and liquid courage in the form of a mojito. [downtownmiami.com](#)



Having a Ball

Panama City

The white-sand locale is releasing 10,000 beach balls upon neck-craning spectators at 8 p.m. followed by a mammoth glowing beach ball from Celebration Tower at midnight.

CONGA INSTRUCTIONS

STEP 1: WIG
Grab your friends and lean a long, single file line.

STEP 2: DOG
Put your hands on the waist of the person in front of you.

STEP 3: TREES
Take three shuffle steps to the beat of the music. Make sure to take the lead from the person in front of you on each four-count until:

STEP 4: CUATRO
All ahead of the fourth beat, kick to the side—rather than forward or backward to avoid collisions. Follow through.

FLORIDA IS THE NEW TIMES SQUARE

The Sunshine State's New Year's Eve celebrations put quickie twists on the classic ball drop.

Come Sail Away
Fort Lauderdale
A plunging 20-foot-tall anchor weighed in 12,000 lights means the new year has officially begun. Can't make it to midnight? At 9 p.m., countdown ends with the anchor lighting up.

If the Shoe Fits
Key West
Partyspers or Don't Stress will celebrate 2018 ending away as local drag queens battle dancers from the balcony of Southon Street Pub in a queen reg high heel.

Slice of Life
Seaside
The Pompano Chop is the city's annual New Year's Eve tradition where thousands of swimmers converge downtown to jump at a giant illuminated pineapple dangling from a crane.

Having a Ball
Panama City
The white sand locale is releasing 10,000 beach balls upon neck-craning spectators at 8 p.m. followed by a mammoth glowing beach ball from Celebration Tower at midnight.


VIVE LE BISTRO

Saving the soul of Paris, one confit at a time

Charley Crockett in the Dades neighborhood that inspires his music.

The Weather Channel

November 18, 2019
Combined Nielson Audience: 529,623
Combined Publicity Value: \$98,457



ON THE PHONE
JAYNA LEACH
VP of Marketing, Visit Panama City Beach

DETROIT NOW 34° Snow Showers Wind 1 From NW Feels like 34°

THANKSGIVING TRAVEL
YOUR HOLIDAY HEADQUARTERS

Airport Delays

MCO	On Time
MIA	Arrive - On Time Depart - 0h 25m
MSP	On Time
ORD	On Time

https://drive.google.com/file/d/13RUBmhVtAbKw/GCOxPePvNN-j5J_8HPC/view



- Generate more national PR — focus on national broadcast
 - Develop unique ideas for pitching Today Show + Good Morning America
- Drive awareness of PCB as FUN family-centric alternative for Texas market
- Drive awareness for new hotels/resorts
- Engage local community with media support, spotlight locals
- Continue to promote PCB as the ultimate destination to experience niche offerings like scuba diving (El Dorado), snuba, shopping, fishing, bird watching, etc.
- Develop new target audiences through Make It Yours 2020 personas, making sure appeal goes beyond just families
- Maintain strong DMO — local partner connections
- Promote more of PCB's Southern culture
 - Increase interest from publications like *Southern Living*
 - Define experience for day trippers
 - Expand social media reach — Instagram, Facebook, Snapchat, Pinterest
 - Add value to Mexico Beach and Panama City



2019-2020 Press Trip Plan

- February: Chasin' The Sun
 - Secure top YouTube influencers with fishing focus
- March: UNwineD
- Keep focus on high-level travel influencers
- June: scuba diving
- Mix of media and influencers
- Focus on high-quality underwater photographers
- August: Preschoolers in Paradise 2.0
 - Change from mother/daughter to mother, husband and 1-2 kids
- Secure three families with LHG host
- December: NYE Beach Ball Drop

2020 Desk Sides

- NYC (Jan.), Washington, D.C., Chicago, Nashville, Atlanta

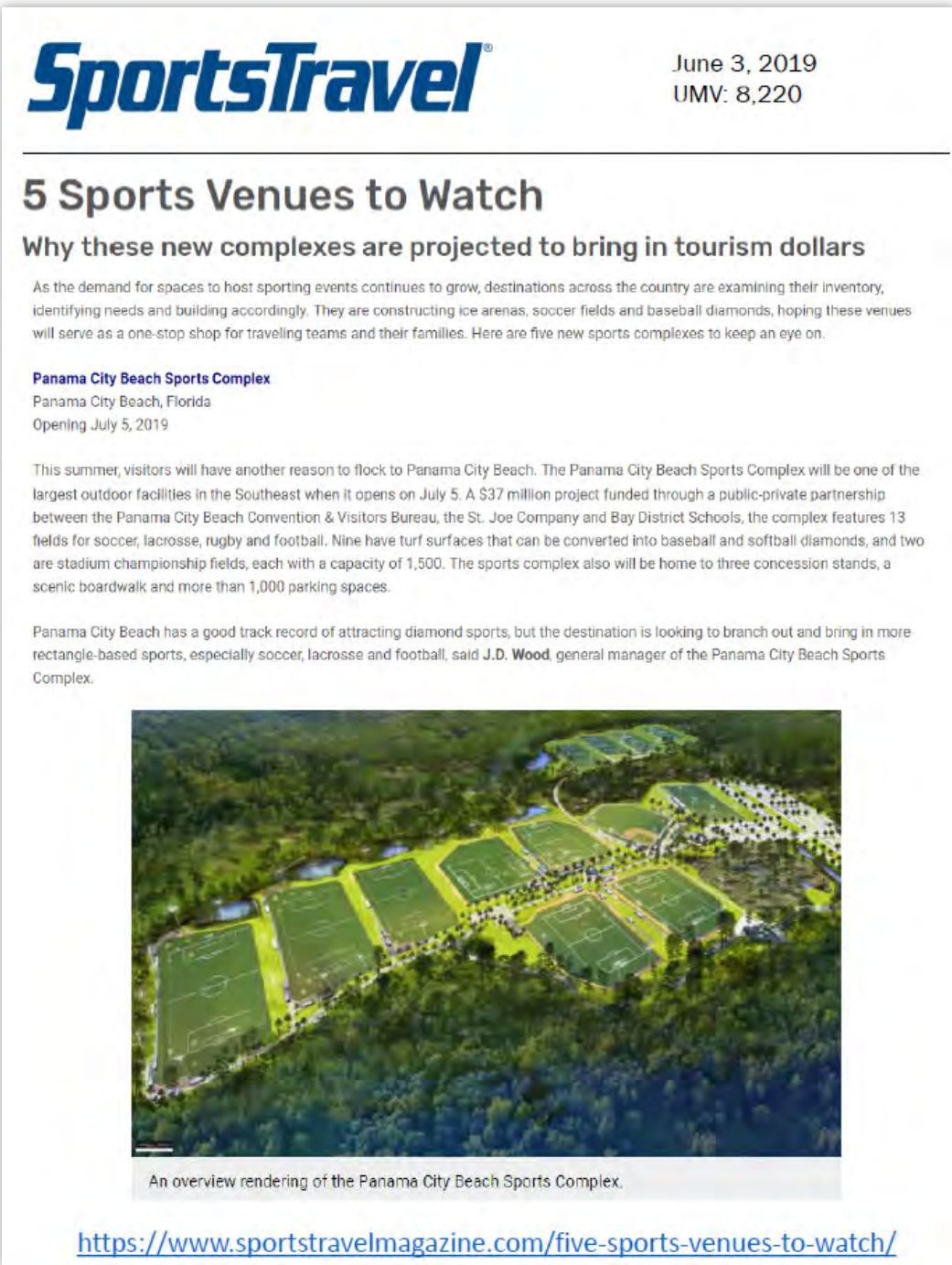
Broadcast Ideas

- Today Show:
 - Travel deals: Fourth of July, Labor Day, Columbus Day
 - Pitch low rates along with PCB events: Real. Fun. Fourth, Lobster Fest, Pirates Fest
 - Invite Today Show to PCB: average cost = \$300,000
- Good Morning America:
 - Cute, heartwarming videos of things like the Adopt a Sea Turtle program at Gulf World Marine Park, International Coastal Cleanup Day, dolphin sightings, etc.
 - Pitch Pauline Frommer for "Best Places to Travel in 2020" segment



PCB Sports Complex

- Southern Moms Guide to Sports Travel: tips
- Research award opportunities
 - Sports Destination Management: Champions of Economic Impact in Sports Tourism Awards
 - SportsEvents magazine: 2020 Readers’ Choice Awards
- Sports Complex Grand Opening on Oct. 5; LHG secured:
 - Matt Swenson, Connect Sports
 - Mary Helen Sprecher, Sports Destination Management
- Pitch special sections of sports trade publications:
 - SportsEvents, Lindy’s Sports, SportsTravel, Sports ETA, Triathlete, Florida Saltwater Regulations, Connect Sports



ADDITIONAL ACTIVATIONS

**AS AN EXTENSION OF OUR MIY 2.0 PLAN, WE'LL ADD FOOTAGE
TO OUR COLLECTION FOR ALL PERSONAS WHILE CREATING
INTERESTING LONG-FORM AND DIGITAL CONTENT**



PUTTING REALITY INTO REAL. FUN. BEACH.

Panama City Beach has so many amazing ways to make it yours. To prove it, we're going to find real families and couples who fit neatly into one of our segments and invite them to be part of a show where we document their PCB experience with a free trip.





The twist? Once the families get here, we're switching things up. The low-key foodie couple who came to wine and dine? They're getting the trip designed for the family that loves adventure and entertainment. And vice versa. The result is a made-to-watch reality series as we show them truly enjoying a vacation they wouldn't have planned but quickly grow to love.

Moderated by a fun, likable host, we'll see a foodie couple's ups and downs as they try out roller coasters and air-boating, and a family's discovery of great food and great conversation.

As a reward, we surprise them with the very trip they wanted in the first place — proving that at Panama City Beach, you can truly Make It Yours.



**INTRODUCING ADDITIONAL ACTIVATIONS TO
CELEBRATE THE BEST OF THE PCB FOODIE EXPERIENCE
AND TO ENCOURAGE REPEAT VISITATION**



79.92% SAID GOOD FOOD AND UNIQUE DINING ARE THE MOST
IMPORTANT ATTRIBUTES WHEN SELECTING A VACATION DESTINATION

SOURCE: YOUNG STRATEGIES 2018 POST HURRICANE SURVEY



HOW DO FOODIES PCB?



HOW DO FOODIES PCB?

To celebrate the best places the Seafood Capital of the South has to offer, we will feature the best restaurants, engage visitors in a fun PCB foodie conversation in social media, and offer them a chance to win a foodie pass.



 Panama City Beach

**FOODIE
FAVE
AWARD
2020**

VOTED BEST PCB FINE DINING



 Panama City Beach

**FOODIE
FAVE
AWARD
2020**

VOTED BEST PCB FAMILY DINING



 Panama City Beach

**FOODIE
FAVE
AWARD
2020**

VOTED BEST PCB SWEETS



HOW DO FOODIES PCB?

STEP 1
NOMINATE



NOMINATE
YOUR FAVORITE
PCB RESTAURANT

PAID SOCIAL
WEBSITE

STEP 2
FEATURE



FEATURE
NOMINEES

WEBSITE
ORGANIC AND BOOSTED SOCIAL

STEP 3
VOTE



VOTE
FOR YOUR FAVORITE

PAID SOCIAL
RESTAURANT KIT

STEP 4
ANNOUNCE



ANNOUNCE
WINNERS OF
A FOODIE PASS

BOOSTED SOCIAL



ANNOUNCE
WINNERS OF A PCB
FOODIE AWARD

PAID SOCIAL

HOW DO FOODIES PCB? | BE THE WINNER: RESTAURANTS AND THE VISITORS






HOW DO FOODIES PCB? | VOTE FOR YOUR FAVORITE NOMINEE

IG/SNAPCHAT/FB STORY AD





BEING LEADERS IN OUR COMMUNITY



“
84% OF MILLENNIALS SAY THEY WOULD TRAVEL ABROAD TO PARTICIPATE
IN VOLUNTEER ACTIVITIES, AND 32% OF MILLENNIALS ARE INTERESTED
IN TAKING A CHARITABLE TRIP.”

SOURCE: THE BUSINESS JOURNAL



“

THE MILLENNIAL TRAVELER IS PASSIONATE ABOUT INVESTING IN ACTIONABLE CHANGE WITHIN COMMUNITIES THAT CAN BENEFIT FROM THEIR ENERGY AND INNOVATION.”

SOURCE: THE BUSINESS JOURNAL



“

THE MILLENNIAL DESIRE TO NOT ONLY TRAVEL BUT ALSO CHANGE THE WORLD IS FORCING BRANDS TO REIMAGINE HOW THEY PACKAGE THEIR PRODUCTS AND TRIP EXPERIENCES.”

SOURCE: THE BUSINESS JOURNAL



PCB REINVENTS VACATION

TODAY: UNIQUE TO BAY COUNTY



PANAMA CITY



MEXICO BEACH

PANAMA CITY BEACH



While visitors can fully enjoy all the fun of PCB beaches, food, adventure and romance, they can also help recovering communities nearby.





Panama City Beach
REAL. FUN. BEACH.

STAY IT FORWARD

Take a vacation and give a helping hand at the same time. We're reinventing vacation with the STAY IT FORWARD package. It's one destination. Two great experiences.

Spend time enjoying all the fun, beach, surf, roller coasters, seafood and more that PCB has to offer.

Then spend time helping neighboring areas. Put giving into taking a vacation.

STAY IT FORWARD. Just one more way to Make It Yours.



STAY IT FORWARD. MAKE IT YOURS.

Choose a fun vacation package and include a helping opportunity of your choice in Bay County.

DAY ONE

BEACH



WELCOME TO PCB

FOODIE



PCB

DAY TWO

BUILD



CLEAN



PLANT



BEAUTIFY



DPC/MB

DAY THREE

PICK YOUR
GOOD



DPC/MB

DAY FOUR

PICK YOUR
FUN



ADRENALINE



ECO-ADVENTURE



ENTERTAINMENT



ROMANCE

PCB





**PUTTING REALITY INTO
REAL. FUN. BEACH.**



HOW DO FOODIES PCB?



STAY IT FORWARD



MAKE IT YOURS | YEAR-ROUND 2020

PERSONALIZED

FALL



Introduce new personas:
Foodie and Entertainment.

Focus on 1:1 personalization.

CONNECTED

I AM THANKFUL



One year after the hurricane, community comes together with appreciation.

AUTHENTIC

PUTTING REALITY INTO REAL. FUN. BEACH.



Put real families into situation that will give them a new and refreshed perspective of PCB experiences.

DIVERSE

ENTERTAINMENT



EMOTIONAL

STAY IT FORWARD



Reinvent vacation and bring new audiences.

TANGIBLE

HOW DO FOODIES PCB?



Celebrate the best places the Seafood Capital of the South has to offer.

OUR PATH TO EVOLVE IN 2020:

INCREASE AWARENESS AND DIFFERENTIATION:

- Evolve brand message to deepen relationship with visitors while continuing to build on the variety of the Panama City Beach experience

INCREASE REACH AND ENGAGEMENT:

- Increase audience reach, especially segments with multiple motivations
- Use data to tighten up market approach

INCREASE LOCALIZATION AND PERSONALIZATION:

- Extend dynamic messaging to all segments
- Leverage “authenticity” to make experience feel personal

INCREASE EFFICIENCY IN DELIVERY:

- Be more intentional with media partners and placements to increase impact



THANK YOU