

PANAMA CITY BEACH

September Board Meeting

Public Relations

2021/2022 Highlights

Total Impressions: 1,121,893,885

Estimated Ad Value: \$3,843,239

APPROXIMATELY 10% INCREASE OVER 2021/2022

Coverage Highlights

2021/2022 Top Coverage



May 17, 2022
UMV: 2,869,343

6 Products That Make Beach Days More Enjoyable for Wheelchair Users

BY JULIA ESKINS
May 17, 2022



There's nothing quite like the feeling of a coastal breeze on your skin. But the sense of freedom and joy that a day at the beach can inspire isn't equally accessible to everyone.

For **wheelchair users**, beaches can present challenges—from crossing sandy patches to easily entering the water—that can quickly turn a fun experience into a logistical headache. Fortunately, the number of accessible **beaches in the U.S.** (and worldwide) is growing rapidly each year. Destinations like **Panama City Beach, Florida**, and **Gulf Shores, Alabama**, are paving the way with beach access mats that enable wheelchair users to get close to the shore. Meanwhile, other locations like **Mission Beach** in California, and Hanauma Bay Beach, Hawaii, have made beach wheelchairs (which have thicker tires specifically designed to roll across the sand or enter the water) readily available for free.

<https://bit.ly/3FZesSA>



December 30, 2021
UMV: 68,926,390

These Places Across The U.S. Hold Unique New Year's Celebrations



Michele Herrmann Contributor
Travel
I write about destinations, travel news/trends, dining and culture.

Follow

With each year passing, a new one ushers in public celebrations that become annual traditions. Across the United States, there are cities and towns that have been putting on some memorable ways for ringing in the New Year.

From fun countdowns to colorful festivities, here's how New Year's Eve, and even New Year's Day, gets recognized throughout America. *(Editor's note: Due to the current pandemic, please check beforehand for event updates and Covid-19 related mandates for attending.)*



Every New Year's Eve, Panama City Beach is the site of a Beach Ball Drop. VISIT PANAMA CITY BEACH

<https://bit.ly/3J5ncHb>



May 20, 2022
UMV: 2,819,397

Barks and recreation: the best dog-friendly adventures in Florida

Jesse Scott



Discover Panama City Beach, Florida

Visit our pick of the best dog-friendly beaches along the Florida coastline

Florida has nearly 1350 miles of coastline, with many pet-friendly beaches dotted along the way. With any dog beach, make sure to note hours, leash requirements, and required vaccinations as they are often patrolled regularly. In Northern Florida, white sand spots with plenty of open space include Atlantic Beach and [Jacksonville Beach](#) in Jacksonville, Crescent Beach in [St Augustine](#), and the appropriately titled [Dog Beach](#) across from Pier Park in Panama City.

<https://bit.ly/3MF6tN7>



2021/2022 Top Coverage



June 12, 2022
UMV: 197,907,504

The Best Beaches In Florida With The Clearest Water

Cynthia Levy - Jun 12

 beachlifestyle30a
Laguna Beach on the Gulf of Mexico

[View profile](#)



Panama City Beach

Panama City Beach is one of the best beaches in Florida. The beach is so great for its clear waters that are perfect for snorkeling, swimming and boat rides to take the views. The beach is also popular for its shell island. What this means is that it has an uninhabited barrier island that is full of clean waters and untouched marine life making it a perfect destination.

<https://bit.ly/3xGy1va>



June 4, 2022
UMV: 6,543,963

12 Best Beaches for Snorkeling in Florida

By Kevin Mims | Updated June 04, 2022



St. Andrews State Park Jetty

Panama City Beach, Florida

Snorkel northwest Florida's St. Andrews State Park to see why the Panhandle is called the Emerald Coast. A rock jetty forms a lagoon protected from the Gulf of Mexico that's easy to snorkel and flanked by a white-sand beach. It's a perfect way for beginners and families with children to escape the heat.

<https://bit.ly/3aFC3MC>



February 7, 2022
UMV: 3,611,376

The natural side of the Florida Panhandle



TRAVEL
By Blake Guthrie

Scenic Highway 30A in the South Walton area of the Florida Panhandle has become more than just a dogleg route off of U.S. 98 connecting small beach communities; 30A is now a lifestyle as well as a study in contrasts. It's casual but upscale, luxurious but low-rise, commercially developed yet surrounded by untouched natural beauty beyond the beach.

Roughly 40% of South Walton — the coastal region of Walton County between Choctawhatchee Bay and the Gulf of Mexico — is protected from development in the form of state parks, forests, coastal dune lakes and nature preserves. The 26 miles of coastline between Destin to the west and Panama City Beach to the east is home to 16 beach communities and almost as many ecosystems, ranging from secondary dunes and old-growth forest to sand hills and cypress swamps.

bit.ly/34EYn5R



2021/2022 Top Coverage



May 11, 2022
UMV: 604,839

Panama City Beach Unveils Accessible Travel Campaign

DESTINATION & TOURISM | CLAUDETTE COVEY | MAY 11, 2022



Panama Beach City features elevated boardwalks and wheelchair rentals for travelers with mobility issues. (photo via Cory Lee, Visit Panama City Beach)

Visit Panama City Beach unveiled the “Fun.For.All.” campaign, which puts the spotlight on the destination’s myriad [accessible travel](#) options.

Launched in tandem with National Mobility Awareness Month, the initiative aligns with Visit Florida’s “Limitless Florida” campaign promoting accessible statewide resources and activities.

“Accessible travel is a top priority for our destination and community,” said Visit Panama City Beach President and CEO Dan Rowe.

“We believe every traveler should be able to experience our beaches, restaurants, hotels and resorts, as well as the endless activities and events we offer year-round.”

<https://bit.ly/38gJau7>

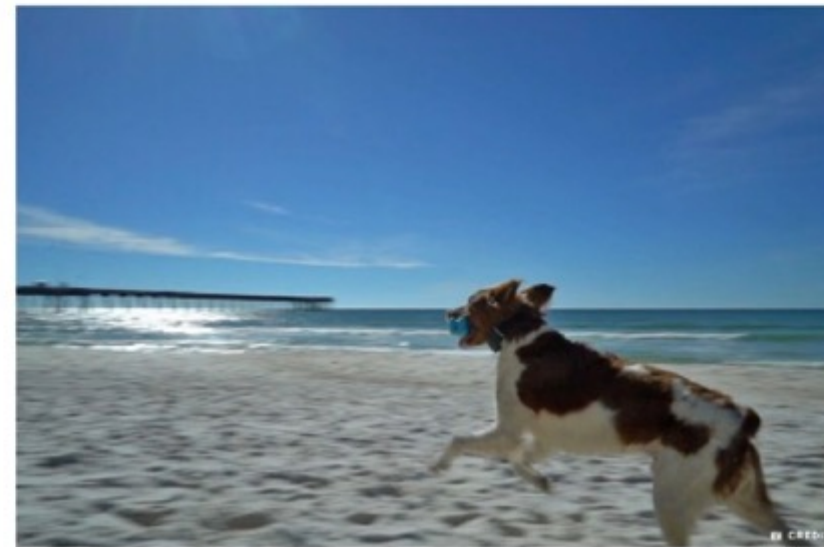


May 9, 2022
UMV: 39,278,696

The 30 Best Dog-Friendly Beaches in the U.S.

Bring your pet along on an unforgettable beach vacation.

By [Gwen Pratesi](#) | May 9, 2022, at 12:00 p.m.



Dog Beach at Pier Park: Panama City Beach, Florida

Plan a trip to Florida’s Gulf Coast to enjoy [white beaches](#) and sparkling emerald waters with your canine companion. As the pet-friendly section of City Beach, Dog Beach sits across from Pier Park and extends 400 feet along the coastline of [Panama City Beach](#) between beach access Nos. 56 and 57. The beach is open from sunrise to sunset, and leashes are required. A little more than a mile away, Frank Brown Dog Park has three fenced-in playgrounds for your furry friend to socialize and run free – one even offers a lakeside view. The park also has more than 2 miles of pet-friendly trails and greenways where you can get in human and doggie steps. For accommodations, plan to stay at the Sheraton Panama City Beach Golf & Spa Resort. Much of the resort is dog-friendly, and you can dine outdoors at Pelican’s Bar and Grill or Flip Flops Pool Bar with your pal.

<https://bit.ly/3KUKos4>



June 22, 2022
UMV: 3,226,080

10 Wheelchair Accessible Beaches in the U.S., From Florida to Hawaii

BY JULIA ESKINS
June 22, 2022



Panama City Beach, Florida

Home to 27 miles of powdery white sand beaches and abundant sea life, Panama City Beach is one of the most picturesque destinations along Florida’s Emerald Coast. Fortunately, it’s also one of the most accessible. “St. Andrews State Park is one of my favorite places in Panama City Beach because multiple Mobi-mats are available,” says Cory Lee, founder of the blog [Curb Free With Cory Lee](#). “The park also has complimentary manual beach wheelchairs available to use, including amphibious beach wheelchairs that can roll in the sand or float in the water. I have rented a motorized beach wheelchair from [Beach Powered Mobility](#) a few times. Rolling up and down the beach independently is a great feeling!”

<https://bit.ly/3OFPsTD>



2022/2023 Objectives

FY23 Objectives

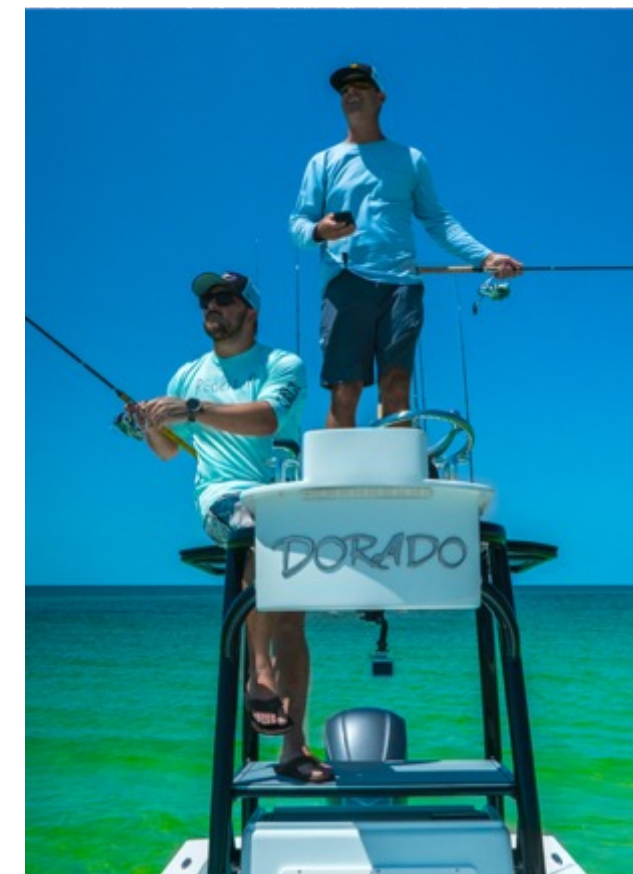
1. Drive momentum for Fun For All accessible travel campaign and extended verticals of the program
2. Amplify niche market storylines — i.e. weddings, meetings, sports, etc.
3. Inspire travel to PCB and expand reach through promotional partnerships, social media channels and burgeoning geographic markets
4. Support special events through hosting media and social media influencers
5. Leverage thought leadership opportunities to position PCB as a DMO leader within the industry
6. Capitalize on industry award opportunities

2022/2023

Key Initiatives

Key Initiatives Sampling: Oct – Mar

- Host media/influencers for Beach Home for the Holidays, Beach Ball Drop
- Announce news for 2023: accommodations/restaurants/attractions/infrastructure/Publix Sports Park
- Support fall, winter, spring events through proactive pitching
- Expand Fun For All offerings and approach into additional verticals, i.e. pets, solo travelers, etc.
- Secure thought leadership, executive insight opportunities surrounding destination's workforce initiative



Key Initiatives Sampling: Oct – Mar

- Pitch UNwineD (April) to long lead outlets, issue save-the-date for targeted media and influencers
- Extend “Chasin’ The Sun” support with brand/influencer collaborations, i.e. Minn Kota
- Identify emerging markets and areas of opportunity for media mission outreach
- Leverage PCB personas to create “PCB For Every Personality” campaign
- Secure interview and thought leadership opportunities for PCB’s Workforce Initiative with travel and hospitality trade outlets — i.e. Hospitality Net, Lodging Magazine, Skift, Travel Market Report



Key Initiatives Sampling: Oct – Mar

- Leverage tourism to address unmet community needs: pitch thought leadership opportunities for Dan Rowe in key travel, science/sustainability outlets — i.e. Travel Market Report, TravelPulse, Travel Weekly, Business Insider, National Geographic
- Niche Industry Support
 - **Weddings:** Real weddings submissions (partner/photographer), National Plan A Wedding Month (February)
 - **Sports:** Focus on upcoming events and potential opportunities for Publix Sports Park, lay foundation for Indoor Sports Park, create data driven insight from executive team on success of venue
 - **Meetings:** Utilize new VP of Sales, Steve Bailey, to offer insight on small market meetings within trade publications



Creative Ideas

Creative Ideas

Concept Name: MATADOR CREATORS

Description: As part of this non-paid collaboration, identify creators that fit PCB's brand personality and asset needs. Access to social, video and more specifically, TikTok creators, to promote the destination on social in exchange for a destination experience.

Components:

- Social posts to Instagram and TikTok on Matador Network channels — driving awareness for PCB with the No. 1 adventure lifestyle digital publisher
- Video creation shared on Matador Network YouTube
- Opportunity to secure video/social content for destination use with additional fee



MATADOR
network

Creative Ideas

Concept Name: REAL. FUN. BEACH FAM

Description: Collaborate with a variety of popular brands that align with PCB's coastal aesthetic to host a group of influencers in the destination — including a sandal brand, beach bag brand, swimsuit brand, and sunscreen or float brand.

Components:

- The Ultimate Beachside Itinerary
- Influencers are outfitted with products from the partnering brands
- Professional photographer available for content creation
- Social media contest via TikTok

REAL BEACH
FUN BEACH

LEFT ON FRIDAY



COOLA®

bogg®bags

Creative Ideas

Concept Name: REAL.DEALS

Description: Work directly with local partners to create a REAL.DEALS. summer savings program for the month of August, showcasing limited-time discounts, deals and packages on accommodations, attractions and dining.

Components:

- Press release and landing page with participating partners listed
- Partner with influencers for program promotion on social media
- REAL.DEALS. vacation itinerary to highlight range of offerings



Creative Ideas

Concept Name: FUN FOR ALL PHASE 2

Description: Expand on the destination's Fun For All offerings and resources to further highlight PCB's commitment to accessible travel.

Components:

- **Phase 2 – Accessible Travel Guide**
 - Create infographic and/or video guide showcasing accessible components across beach accesses, industry partners, etc.
 - Host accessible influencer Chelsea Bear (@chelseabear) to document her tour of all accessible offerings in the destination
- **Phase 3 – “FUN **FUR** ALL”**
 - Implement pet-friendly social media initiatives
 - Host top animal influencers around the country for a beach meet up to drive content creation, also highlighting pet-friendly offerings



Creative Ideas

Concept Name: REAL.FUN.MOM. AMBASSADOR PROGRAM

Description: Elevate Moms Who PCB campaign to engage community and show appreciation for moms in Bay County who are champions of the destination and the Real.Fun.Beach brand.

Components:

- Through social media and PR, encourage Moms Who PCB to become the destination's REAL.FUN.MOM. via a dedicated landing page for a chance to win a family reunion for 5 family members
- Participating moms will fill out a REAL.FUN.MOM. submission form to showcase the top 10 reasons she's the ultimate fun mom
- Create sharable logo for Moms Who PCB to add to their social content, etc.
- Winner will be selected on Mother's Day 2023 (May 4)



Creative Ideas

Concept Name: REEL FUN BEACH

Description: Partner with FishingBooker.com for a destination showcase, highlighting the top anglers/charter captains in the area, leveraging digital and social media exposure to a niche audience.

Components:

- Host a regional TV show/anchor to “chase the sun”
- National Go Fishing Day, June 18
- FishingBooker.com national contest to win a trip to PCB



Creative Ideas

Concept Name: CHUBBIES TAKES THE COAST

Description: Collaborate with national lifestyle brand, Chubbies, for a creative campaign initiative showcasing the destination via social media influencers and dynamic swim/beach-forward messaging.

Components:

- Host Chubbies influencers in PCB for a fun, coastal experience supporting an itinerary for the perfect seaside escape
- Implement a national contest for chance to win a trip to PCB via visiting influencers
- Explore PCB themed Chubbies products for brand enhancement



Media

FY23 Media Strategy

Our goal is to build brand awareness and perception of Panama City Beach across targeted audiences in core and new markets while remaining adaptable and inventive in our strategies and executions.

In order to drive preference and visitation for Panama City Beach, our media strategies will align channel preference of our audiences to the timing of their travel interest and intention.

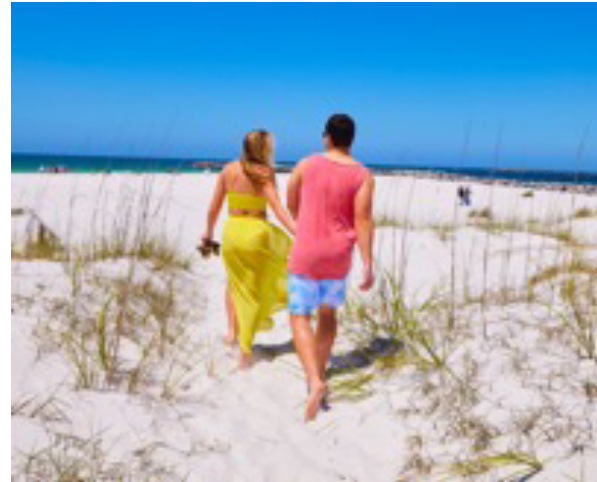
- Continue a digital first approach across all media channels
- Implement a flexible buying approach: plan annually, execute quarterly
- Dial up or back as needed based on external impacts
- Maintain competitive conquering efforts – they are working
- Execute unique core market support
- Expand promotion of pulse campaigns and dedicated support of PCB-owned events
- Utilize data and learnings in real-time and from historic results

Measurement of Success

For paid media performance we will monitor these metrics as indicators of success:

- Expanded reach
- New sessions to website
- Time on site
- Engagement metrics

Reaching Our Key Audience Segments



Couples



Long Weekend Families



Young Families



Summer Families



Sports Families



Winter Residents

We will target all PCB segments by identifying those with travel intention – those who have visited PCB in the past as well as prospecting new visitors.

Markets

Continue to target state-level for Georgia, Alabama, Tennessee

Chicago moves from Seasonal to Always On. St. Louis moves from Opportunity to Always On. Both scored in top 10 markets overall.

Always On

Core markets representing majority of year-round visitation.

Georgia

Atlanta
Columbus
Albany
Macon

Tennessee

Chattanooga
Nashville
Knoxville
Memphis

Alabama

Birmingham
Dothan
Huntsville
Mobile
Montgomery
Auburn
Tuscaloosa

Other

Tallahassee
Orlando
Dallas
Houston
Chicago
St. Louis

Seasonal

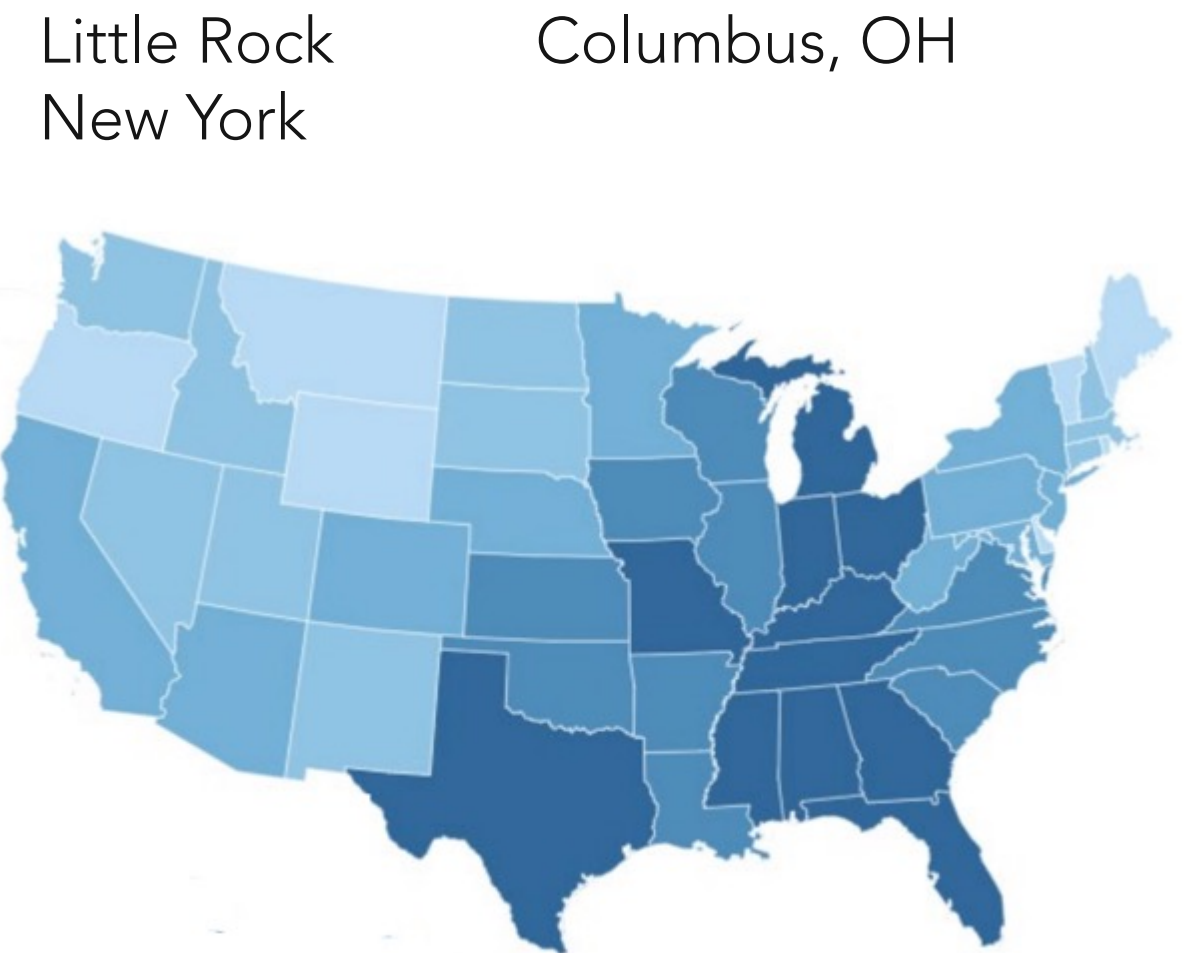
These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year.

Indianapolis
Louisville
Minneapolis
New Orleans
Baton Rouge
Cincinnati
Detroit

Opportunity

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors, and retarget those showing interest.

Austin
Jackson, MS
Newark
Denver
Kansas City
Washington DC



Map Source: Young Strategies, Spring 2022 Report

Pulse Campaigns & Event Support

Pulse Campaigns



Thanksgiving

Holidays/NYE

Mother's Day

Father's Day*

Valentine's Day

Labor Day



Events

Pirate's & Renaissance Fest

Beach Home for the Holidays

Mardi Gras

UNwineD



* As Needed

New For FY23

New For FY23

Catapult 



Podcasts



LinkedIn 



Programmatic
Display



Streaming TV
(OTT/CTV)


pandora [®]

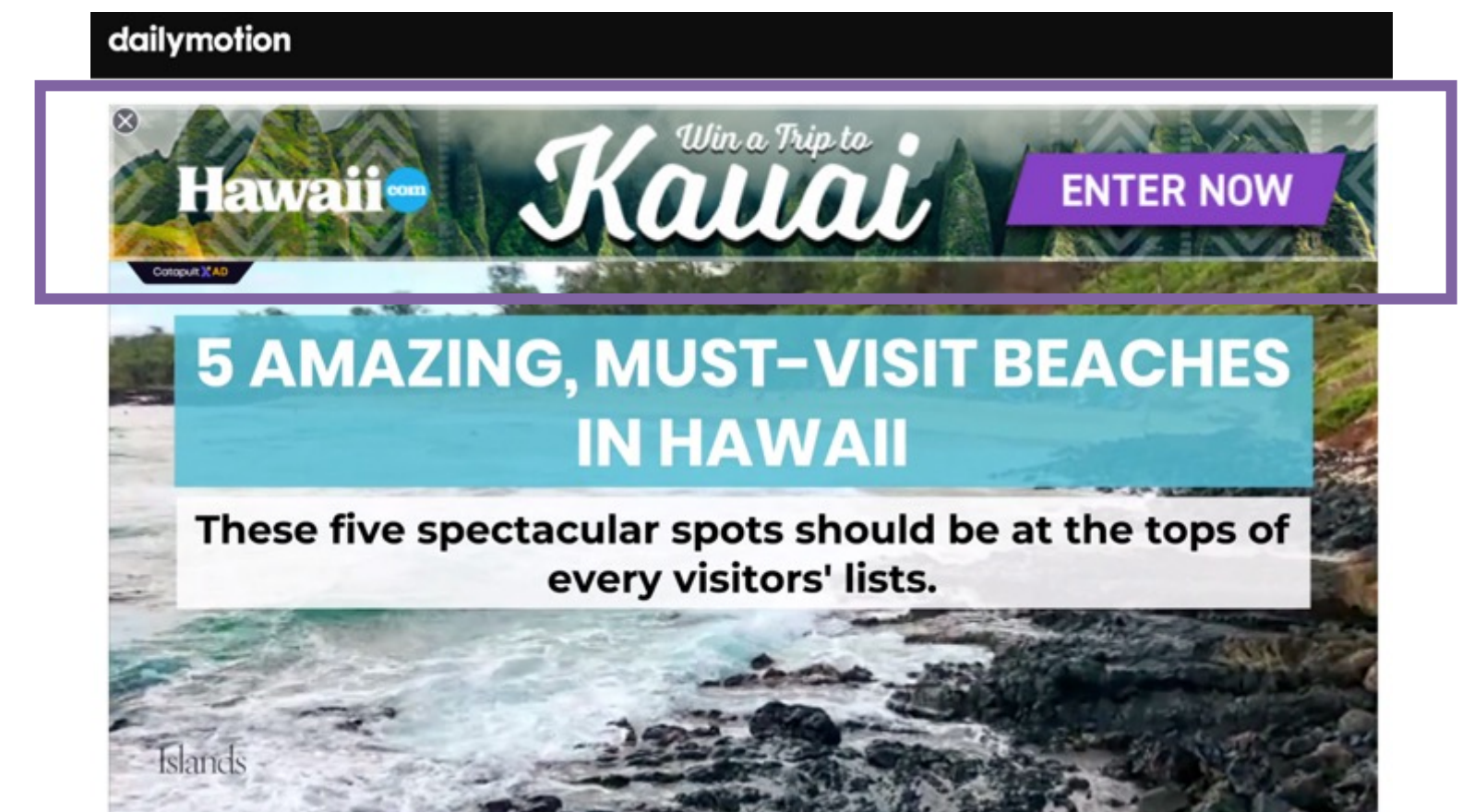
CatapultX: Moments Marketing



CatapultX uses artificial intelligence to:

- Match advertisers to relevant moments in the video content, yielding high CTR
 - A period of time in which an action or event has occurred in a video
 - Ensures that you're serving your ads on the right sites and videos
 - Optimizes towards the best-performing moments
- Serves within video on the web and CTV
- Uses existing display and native assets, they will dynamically format the ads based on the environment

Ad serving within relevant video content



Timing: Early 2023 to impact spring/summer travel planning



Podcasts



- Test an extension of our audio success – we know Time on Site for music platforms (Pandora/Spotify) is high
- Podcasts share of ear has surged 37% since 2020
- Buying programmatically allows us to reach travel intenders wherever they are listening, allowing max reach
- Increase brand awareness and reach is a highly-engaged environment where listeners are passionate about the topics they listen to



Apple
Podcasts



pandora®



Spotify®

Source: Edison Research, Share of Ear 1Q2020-1Q2022. P18+

Amazon Streaming TV: Visit Florida Co-Op

- Reach new audiences in our emerging/opportunity markets
- Ads appear alongside Amazon streaming video content like: Freevee, Live Spots within Prime Video, and apps on FireTV
- Run in April 2023, when people in the markets with direct flights (CHI/DC) are planning summer travel



Twitter



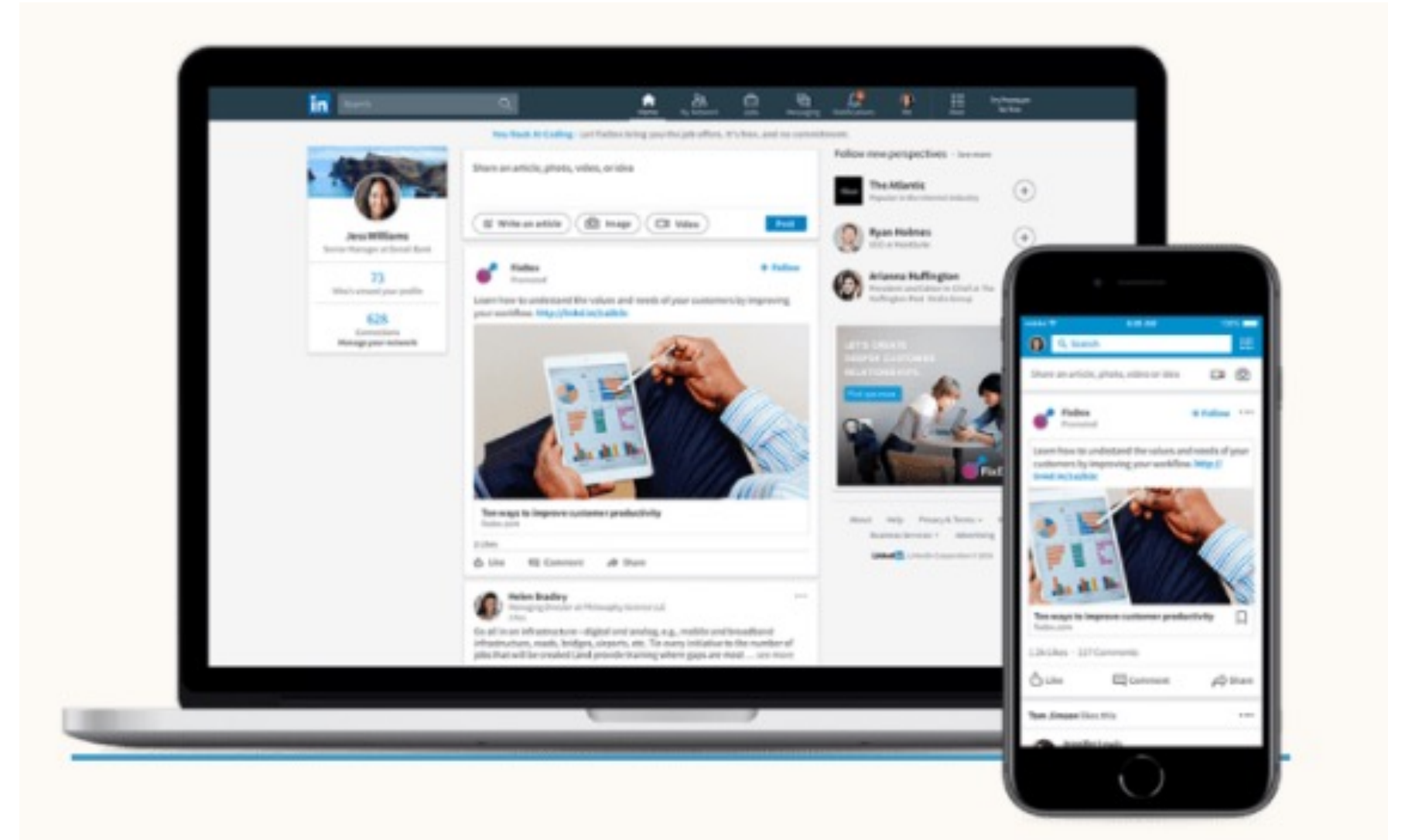
- Over the past two years, Twitter has driven a 2-minute average time on site organically
- Visit PCB has 42,700 followers and posts regularly
- Knowing this is a strong channel organically, we recommend testing paid support to drive site traffic
- Twitter has the unique targeting capability to target based on conversations people are engaged in on the platform

The screenshot displays the Twitter profile for Visit_PCB. The profile header includes a profile picture of a beach scene with two orange lounge chairs and a circular bio image. The bio text reads: "The official Twitter page for Visit Panama City Beach. Share your vacation fun with us using #MyPCB! Plan your getaway today at [VisitPanamaCityBeach.com](https://www.visitpanamacitybeach.com)". It also lists the location as Panama City Beach, Florida, the website as [visitpanamacitybeach.com](https://www.visitpanamacitybeach.com), and the join date as October 2008. The profile shows 1,423 following and 42.7K followers. Below the profile, a tweet from Sarah Rabin (@That'sSoRabin) is visible, which is a retweet of a tweet from Island Time Sailing (@IslandTimePCB) dated August 3. The tweet text is "Our kind of summertime blues" followed by emojis of a smiley face, a palm tree, and a beach ball.

LinkedIn



- Support the Sales team by utilizing LinkedIn's job title targeting capabilities
- Reach meeting decision markers and planners



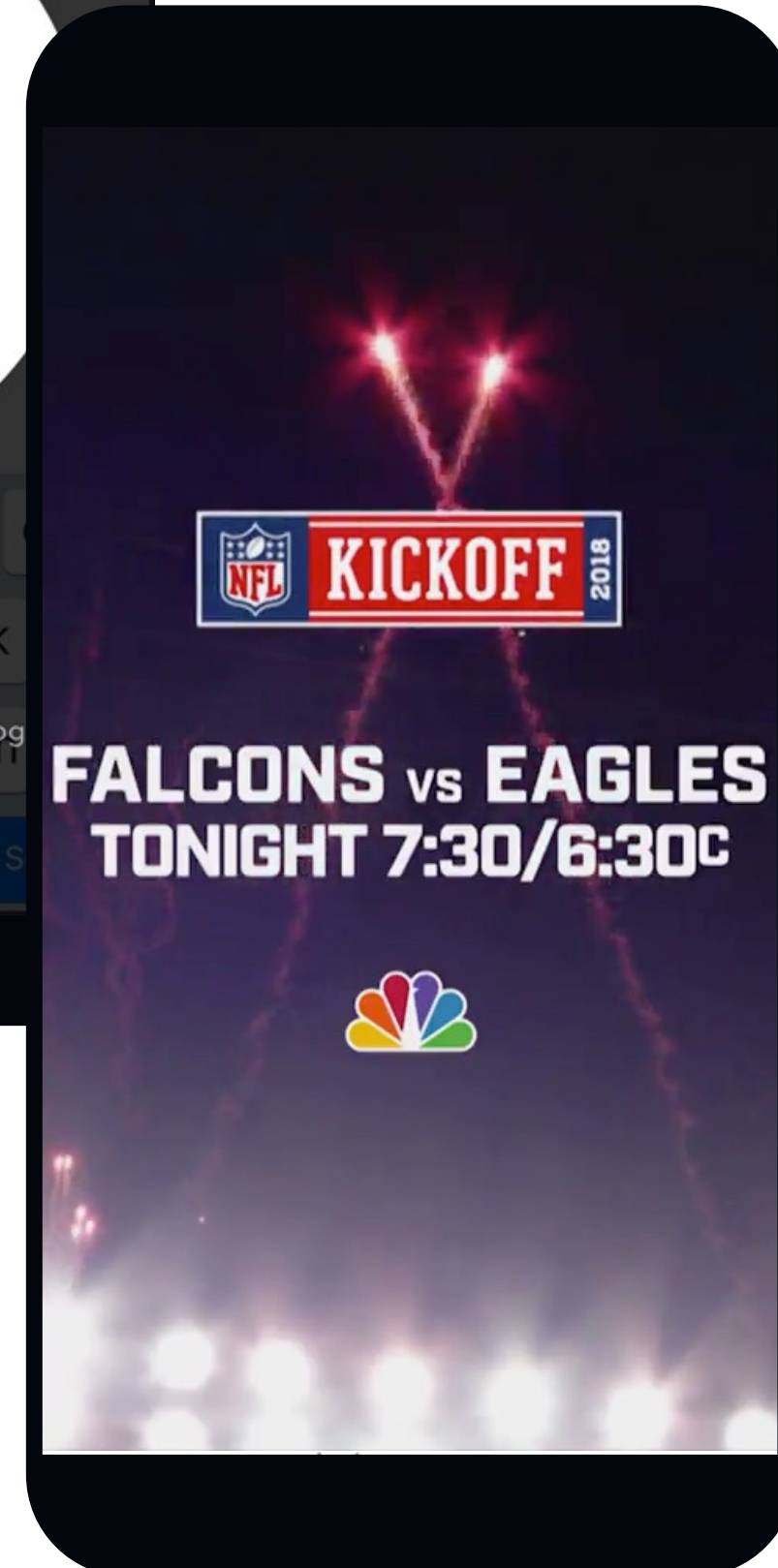
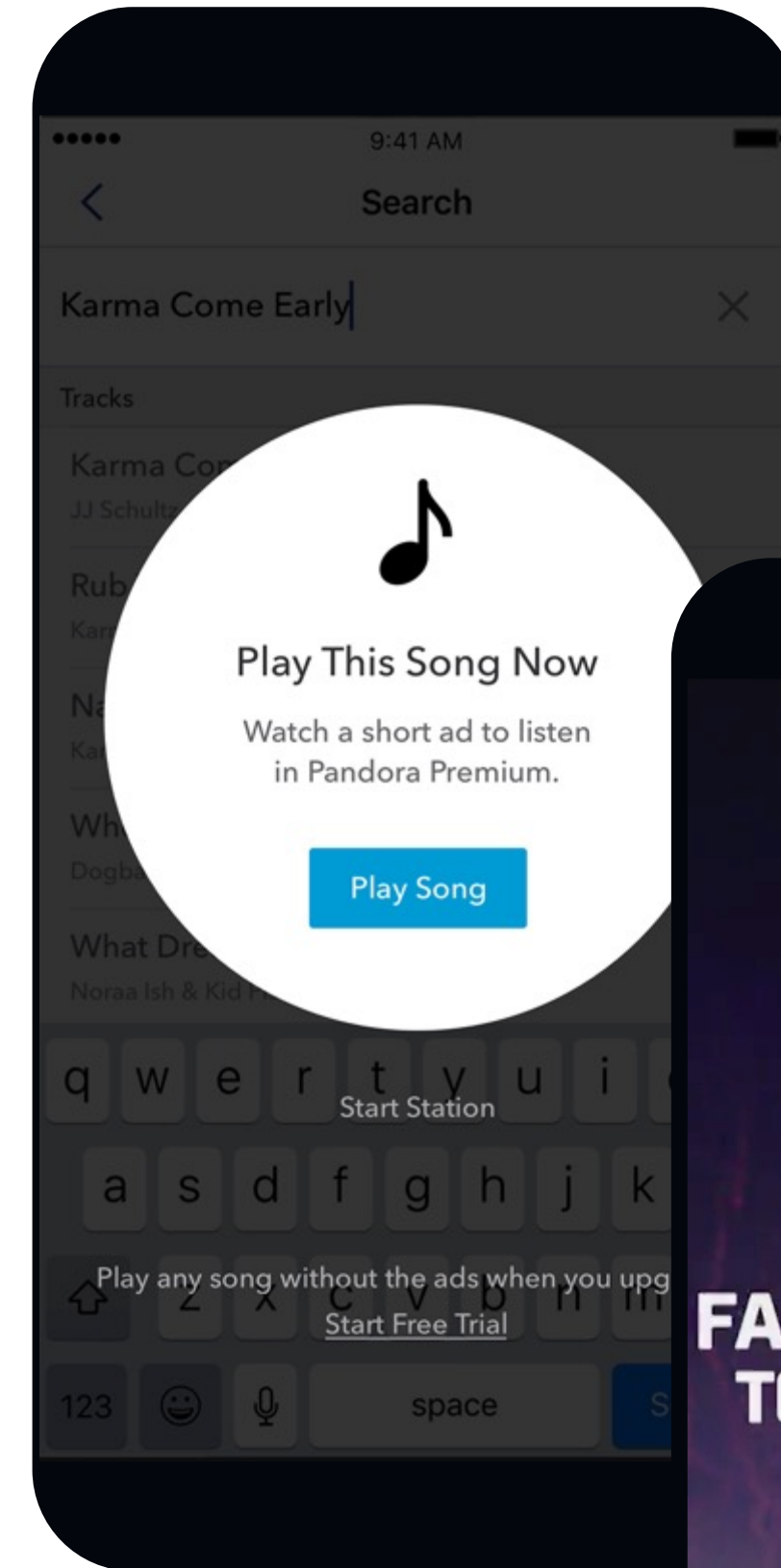
August 2023: Gen Z & Kids In Strollers

- August visitation saw a dip in 2022, largely due to kids being back in school
- This campaign will target the Gen Z and Kids in Stroller audiences who have flexibility to travel any time of the year
- **Flight:** July and August 2023
- **Potential Audiences:**
 - Gen Z Travelers (those that are able to travel)
 - Kids In Strollers: Parents of kids ages 0-5
- **Tactics:** Digital, based on current performances metric and availability



Pandora: Video Plus

- Reward listeners with access to premium features & on-demand listening in exchange for spending a minimum of 15 seconds with the PCB video ad
- Extension of our Sponsored Listening campaign, incentive-driven, with lower investment levels
- **This will support Events campaigns** & serve as a complement to Audio ads



Regional Efforts

Regional Efforts: Make It FUN

- **Goal:** Find unique opportunities to connect with potential visitors in our TOP markets and inspire a visit
 - Be creative, make it fun, unite the audience, market and timing to deliver an unexpected result
1. Reach visitors at home (i.e. Atlanta's Beach/Nashville's Beach)
 2. Bring PCB to life
 3. Find unique opportunities
 4. Align with in-market timing and PCB occasions



Regional Efforts: Local Media Partners

Connect with authentic, local partners bringing the PCB brand to life through custom opportunities



Sample partners – final plans/partners in review.

Regional Efforts: Beach Forecast in Columbus, GA

What Is It?

:30 second beach forecast by on-air talent

- Includes :05 second open "brought to you by PCB"
- Includes :10 close with PCB messaging

Partnering with iHeart Radio stations in Columbus, GA

Flight: 27 Weeks beginning March 1, 2023 to September 1, 2023

Stations:

- WGSY Sunny 100 – Columbus Adult Contemporary Station
- WSTH – South 106.1/ Simulcasting on 101.7



Regional Efforts: Weather Triggered Custom Campaign

What Is It?

- Display & social media ads
- We set trigger conditions like "heavy snow expected"
- Ads serve when conditions are detected
- Encourages cold weather markets to be in a "PCB" state of mind

Flight: January – February 2023

Markets: Chicago & St. Louis, MO

Tactics: Display and Social Media ads

Weather Condition Trigger Examples:

- Forecast > Heavy Snow 6 hr.: heavy snow is expected in the next 6 hours
- Past > Heavy Snow: heavy snow has fallen in the past 24 hours



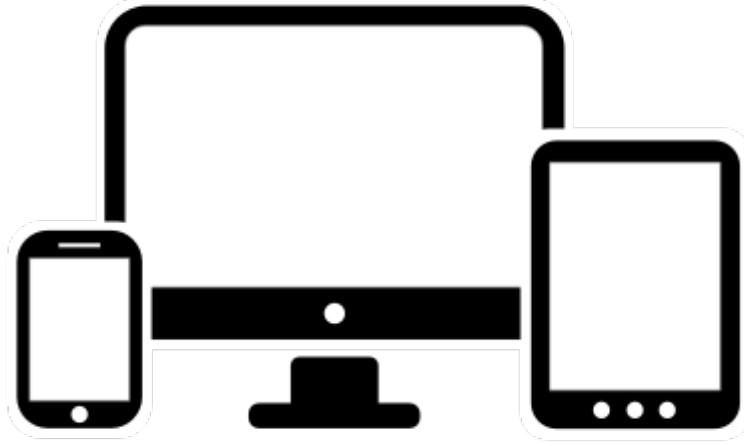
Example Ad

Returning Partners

Returning Partners



Continuing Tactics



Programmatic
Display



Programmatic
Native



Programmatic
Pre-Roll



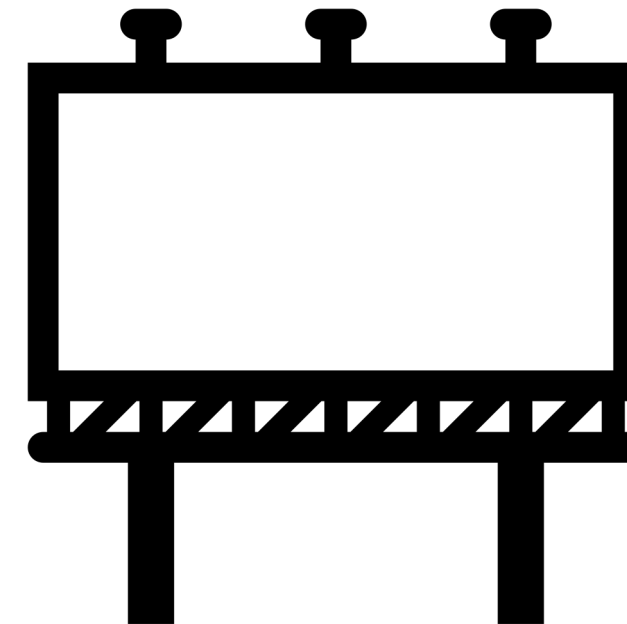
YouTube



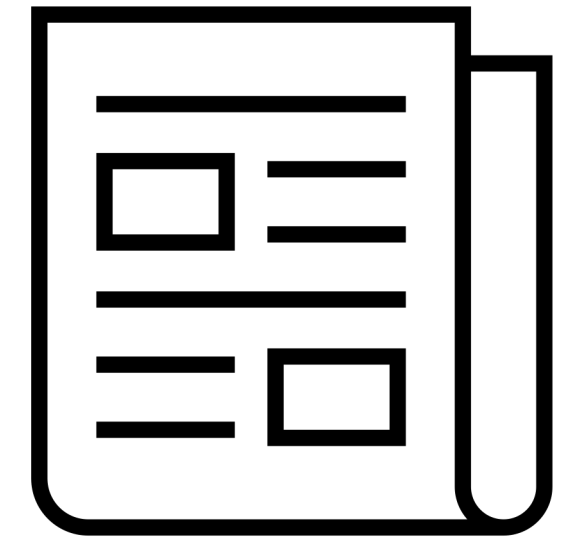
Streaming TV
(OTT/CTV)



Retargeting
Display



OOH



Print

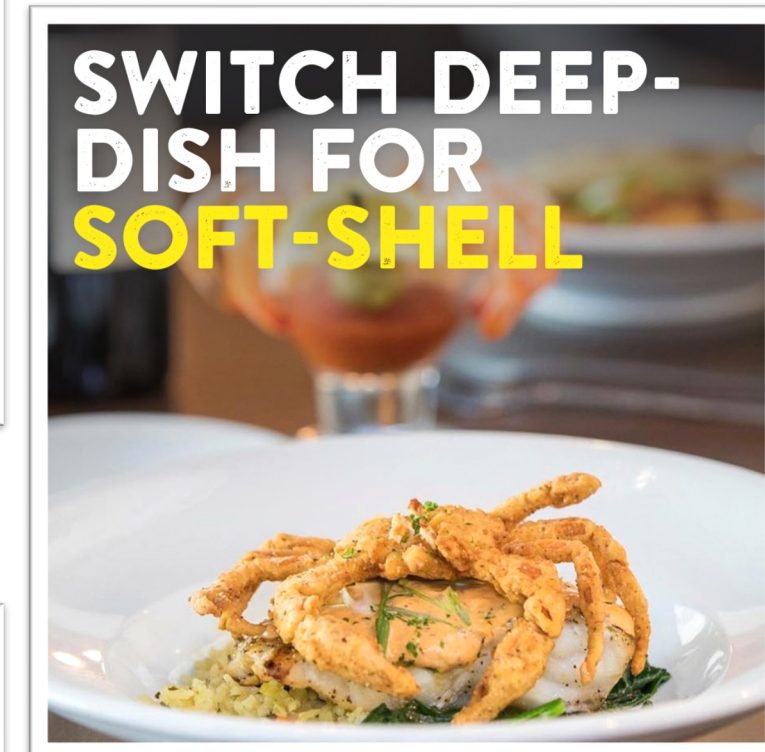
Sports & Sales Support



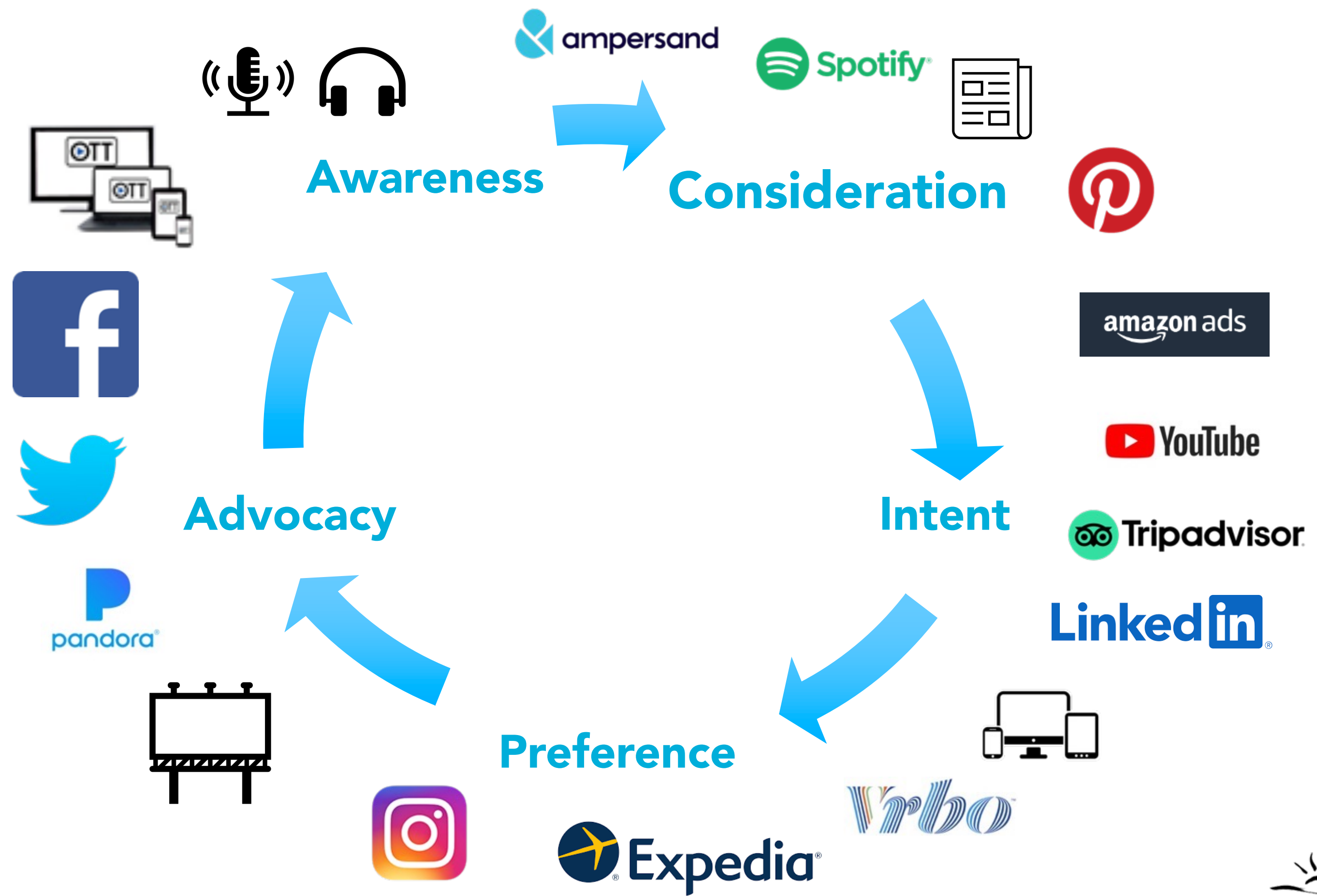
Paid Social



- Support organic I am Thankful and 12 Stays of Christmas campaigns with boosted posts
- Test and learn with a Lead Form campaign to drive sign ups
- Test Twitter to support MIY, based on high organic time on site
- MIY Always On
- Campaigns: Likes, Visitor's Guide, Facebook Poll Ads, Chasin' the Sun, Events Carousels, Direct Flights
- Pinterest: support MIY, Holiday, and Weddings (Sales Team)
- Find creative ways to support organic TikTok account
- Always keep funds in reserves to take advantage of new and innovative opportunities
- Continue to optimize and refine our audience targeting & retargeting tactics & consistent creative refreshes



Channel Alignment



FY23 Media Budget

FY23 Media Budget

CHANNEL	PLANNED BUDGET
Digital	\$1,556,000
Social Media & Fee	\$1,468,804
TV (Streaming, Broadcast, Local/Event)	\$862,000
Radio (Pandora, Spotify, Local/Event)	\$789,550
Local OOH	\$198,900
Print (includes Meredith Production Fee)	\$466,876
Regional Campaigns	\$300,000
Contingency Funds	\$250,000
Unallocated	\$107,871
TOTAL FY23 PLANNED	\$6,000,000

Creative

New Photoshoot To Refresh Our Library (Q2)

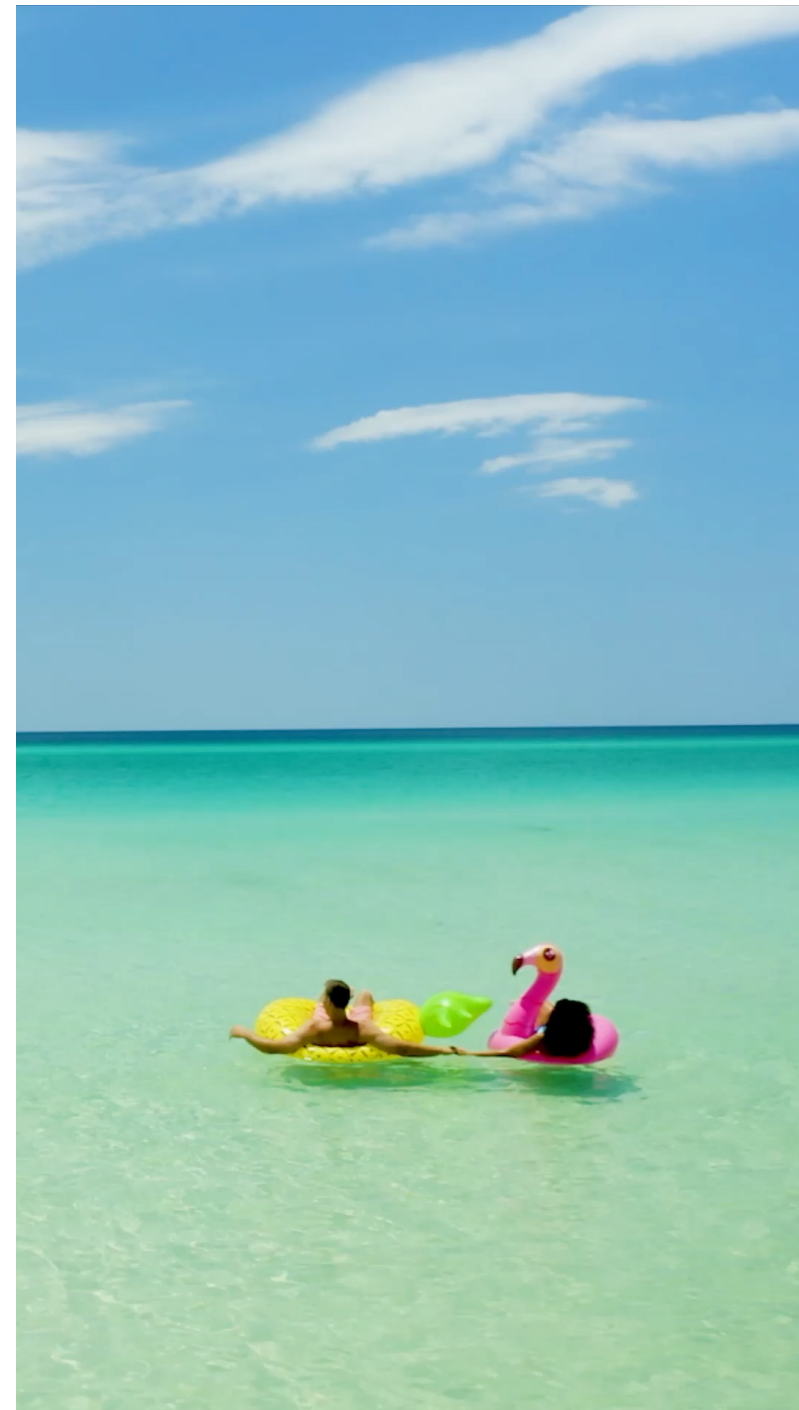


New Photoshoot To Refresh Our Library (Q2)

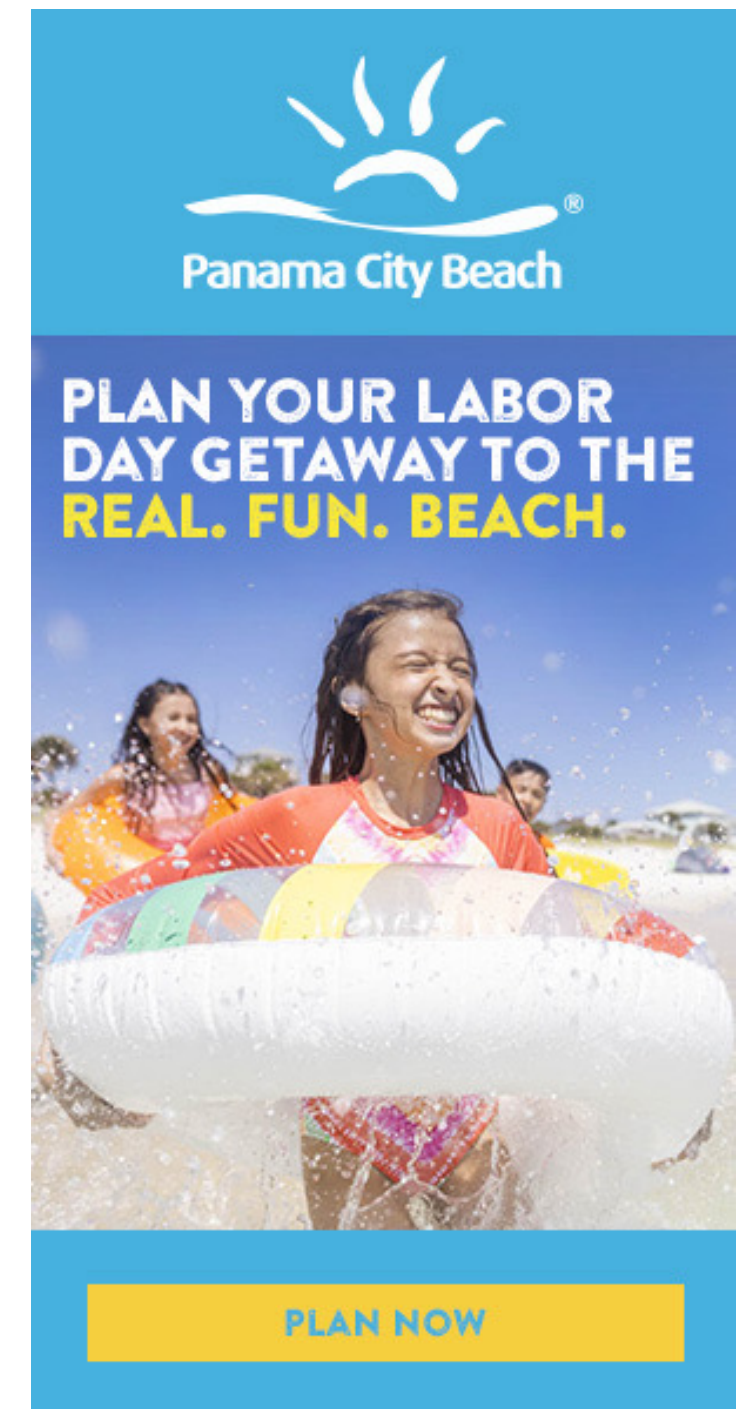


We Have A Lot Of Exciting Creative In Market Right Now!

Winter Residents



Labor Day Pulse Campaign*



*Flight Ended September 4th

We Have A Lot Of Exciting Creative In Market Right Now!

Competitive Conquesting

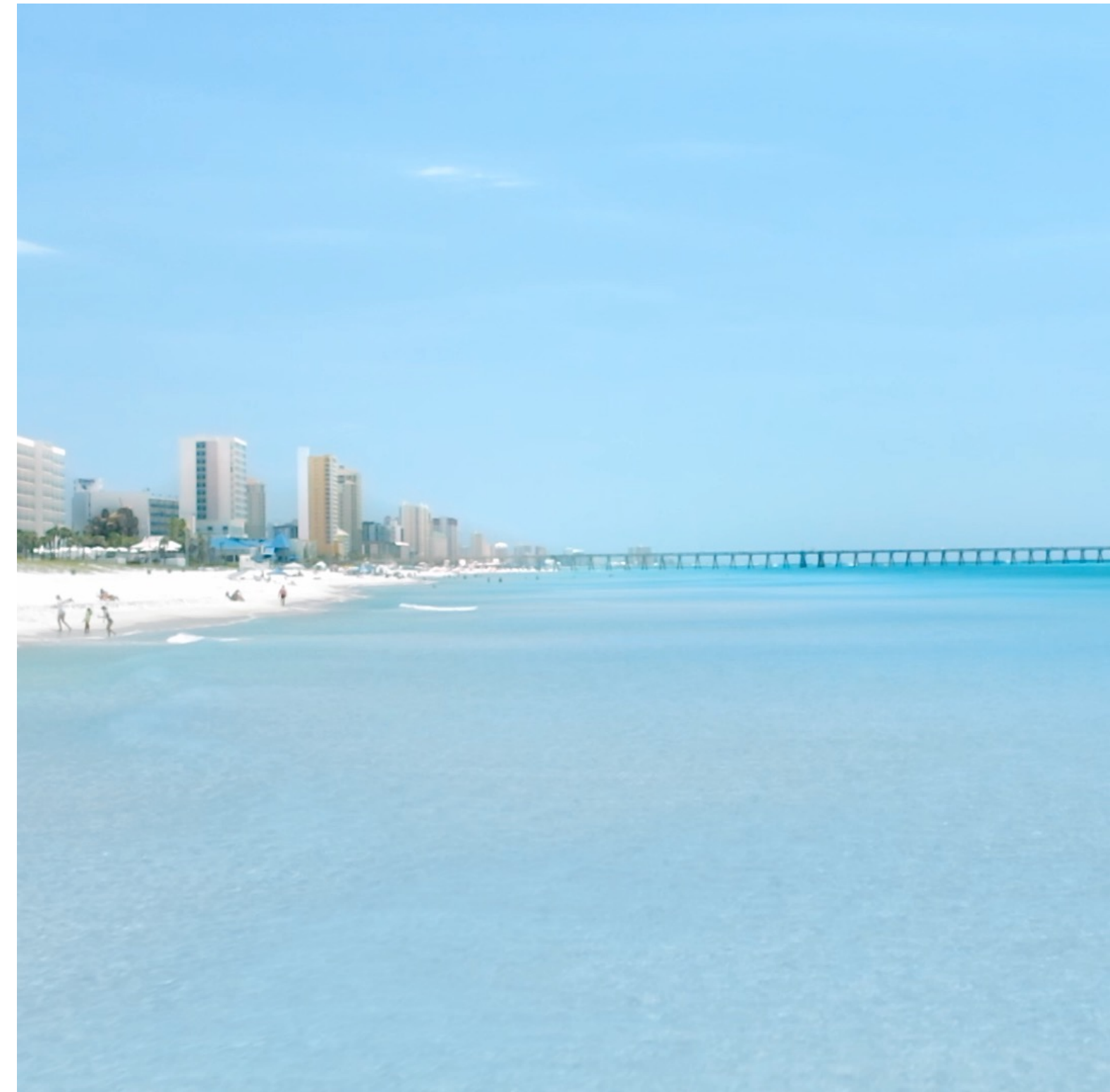


We Have A Lot Of Exciting Creative In Market Right Now!

Addressable (Broadcast) TV



Couples/Romance



Families

FY23 Creative Plan

Happening in Q4...

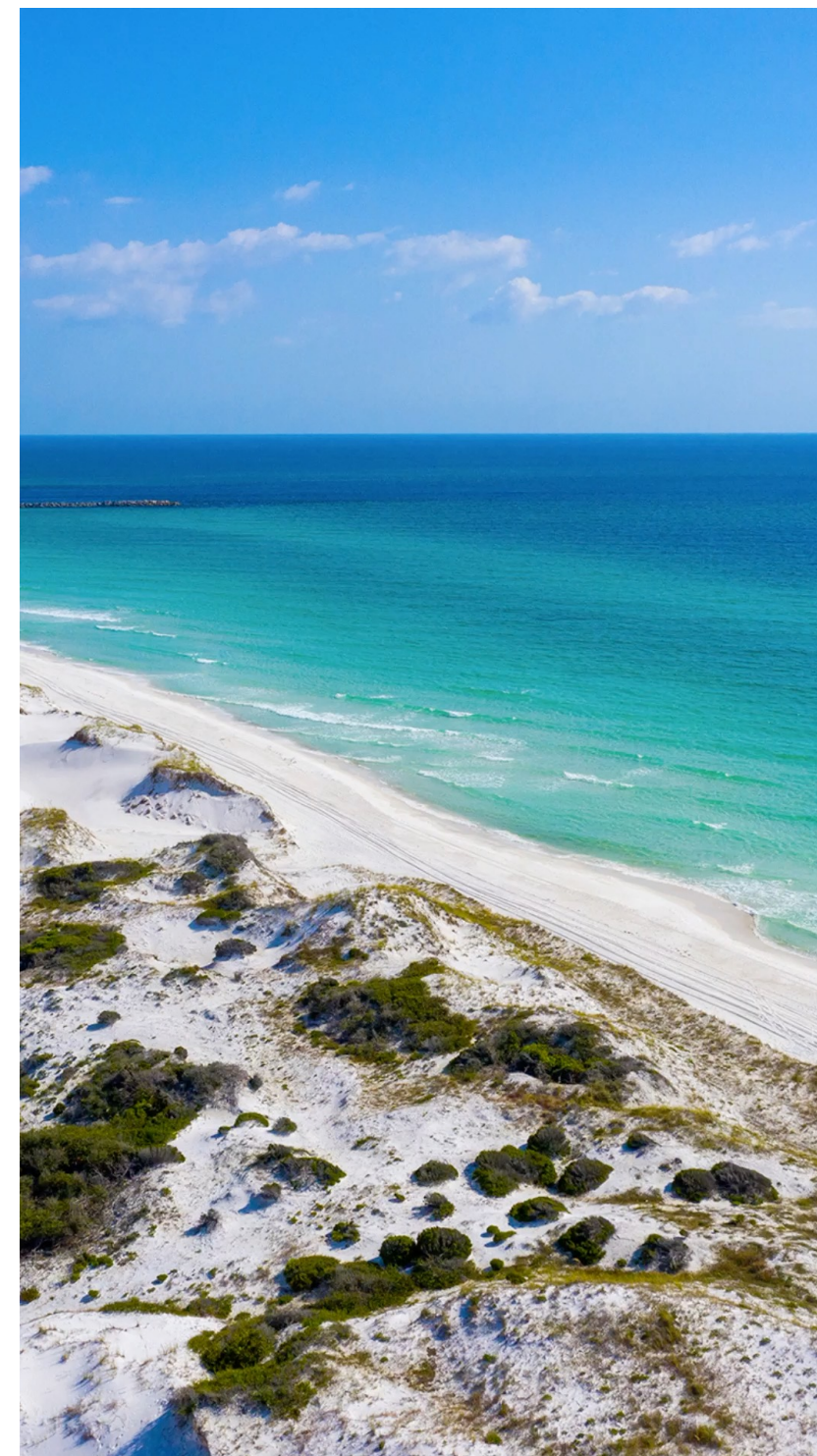
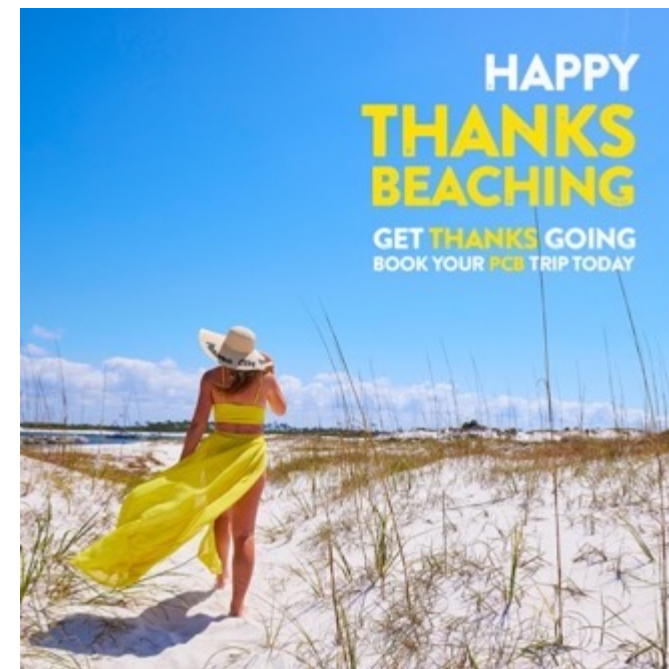
In addition to producing creative to support our media buys, we are working closely with the PCB to create experiences for our visitors and locals.

In-Destination Experiences*



**Project in progress, this is only an example*

Happy Thanks-Beaching



Give the Gift of Here



What's To Come in FY23...

Building on "REAL" and Embracing the Community

- **Continue What's Working:** We have begun evolving the Make It Yours campaign to have more storytelling and describing REAL experiences in PCB while still keeping the FUN of the brand
- **Emphasize:** "Make It Yours at the Real. FUN. Beach"
- **Build On Success:** For campaigns such as "Moms who PCB" and "Real Fast to the Real. FUN. Beach" we will continue building on the success of these campaigns, continuing to bring in new audiences and reinvigorating current visitors
- **Bridging the Local & Visitor Experience:** Our locals are just as important as our visitors, in FY23 we want to continue the work to bridge the gap between these audiences through education and experiences that benefit all

REAL
FUN
BEACH

Thank You!

