

# PANAMA CITY BEACH | BOARD MEETING

FEBRUARY 12, 2019

# WHAT WE WILL SHARE TODAY

## FEBRUARY UPDATES

Media and Creative Plan from November 2018 - Present

Visit Florida Grant - New Media Opportunities

Spring Events Media Flowchart

Website Analytics Overview (November 2018 - Present)

“I Am Thankful” Recap

#RealPCB Recap

Plan Ahead/Plan Now Recap

How Do You PCB? Recap

Influencer Marketing - Izea

Make It Yours 2.0

Lou Hammond Update

## WHAT WE WANTED TO ACCOMPLISH POST-HURRICANE

Engage our PCB fans in a way that drives advocacy.

Build an organic experience that connects our locals with visitors.

Develop more insights about fans while transitioning to MAKE IT YOURS 2.0.

## WHAT HAVE WE DONE

# TIMELINE | POST-HURRICANE

## PHASE 1

## PHASE 2

## PHASE 3

THANKSGIVING  
*BEACH HOME FOR THE HOLIDAYS*

DECEMBER

JANUARY

FEBRUARY

MARCH

THANKSGIVING  
"I AM  
THANKFUL"  
PAID SOCIAL

#REALPCB  
TUNE IN TO CURRENT  
UPDATES FROM  
LOCALS

HOW DO YOU PCB? #MYPCB  
SOCIAL | PAID MEDIA ENCOURAGING TO SUBMIT  
YOUR PCB IMAGES, VIDEOS AND STORIES

INTRODUCE EVOLUTION OF MAKE IT YOURS  
REFRESHED CREATIVE

UGC

UGC

UGC

UGC

VIDEO ADS

IG STORIES

CAROUSELS

SNAPCHAT

MICROSITE PLATFORM

UNwineD - KEYSTONE SPRING EVENT

INFLUENCER MARKETING

PRINT ADS

DISPLAY

EBLASTS

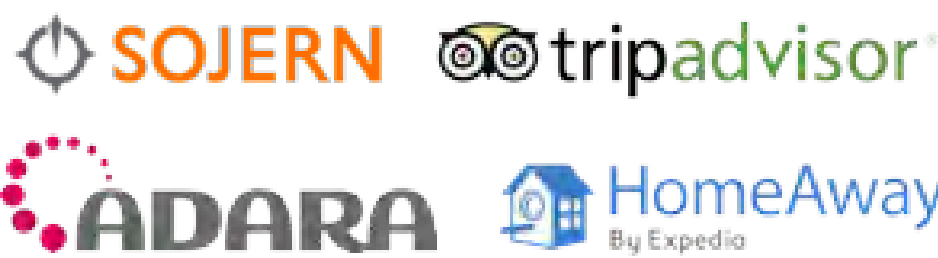
ADVERTORIALS

PLAN AHEAD | DISPLAY

PLAN NOW | DISPLAY/PRE-ROLL

PAID MEDIA ROLLOUT

NOV	DEC	JAN	FEB	MAR	APR
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Southern Living



PUBLICATIONS

pandora®

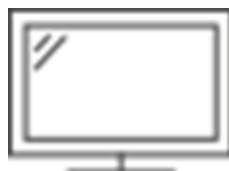


Spotify®

hulu



RADIO



TELEVISION



BILLBOARDS

attn:

THRILLIST

TREMOR VIDEO

zynga

BuzzFeed

**VISIT FLORIDA GRANT | NEW MEDIA PARTNERS**

## VISIT FLORIDA GRANT ADDED OPPORTUNITIES

*16 million added media impressions  
across all efforts funded by grant!*



Sponsored video listening prompts users to watch a sponsor video in exchange for an hour of ad free listening

# THRILLIST

*Thrillist is a lifestyle publishers covering food, drink, travel and entertainment merged with internet brands such as The Dodo, NowThis News and Seeker.*

Create custom editorials for travelers looking for destination “go-to’s” in PCB aligned with food, drink and fun.

- 1 Custom Editorials
- 1 Sponsored Editorial

# attn:

*ATTN: entertains and informs by providing users with what's important by reaching people who want content on what matters most*

Utilize existing video assets to create a custom video that will be pushed out across all of attn:’s social media platforms to create optimal social engagement.

- 1 custom co-branded Visit PCB Video
- 1 social cutdown video



# SPRING EVENTS MEDIA SUPPORT

# SPRING EVENTS MEDIA

## MARDI GRAS

Media	January				February				March				
	31	7	14	21	28	4	11	18	25	4	11	18	25
Mardi Gras													
Beach TV													
PCB Radio													
Digital Banners													
Digital OOH Billboards													
Social Media													
Gulf Coast Snowbirds													
Collateral													

## UNwineD

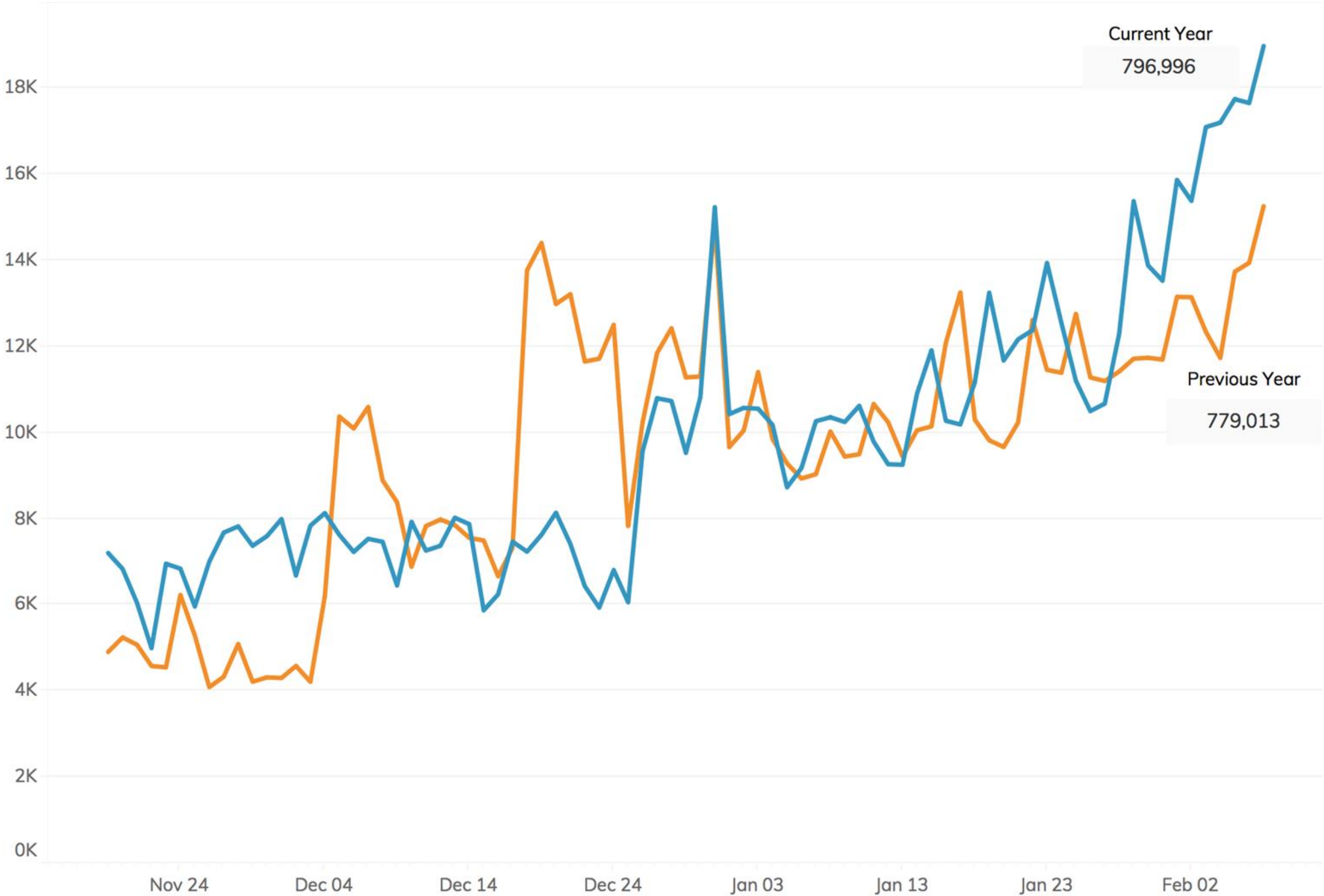
Vendor	January				February				March				
	31	7	14	21	28	4	11	18	25	4	11	18	25
UNwineD													
Beach TV													
Local PCB TV													
Radio													
Pandora													
Southern Living Partnership													
Digital Banners													
Print													
Digital Billboards													
Social Media													
Collateral													



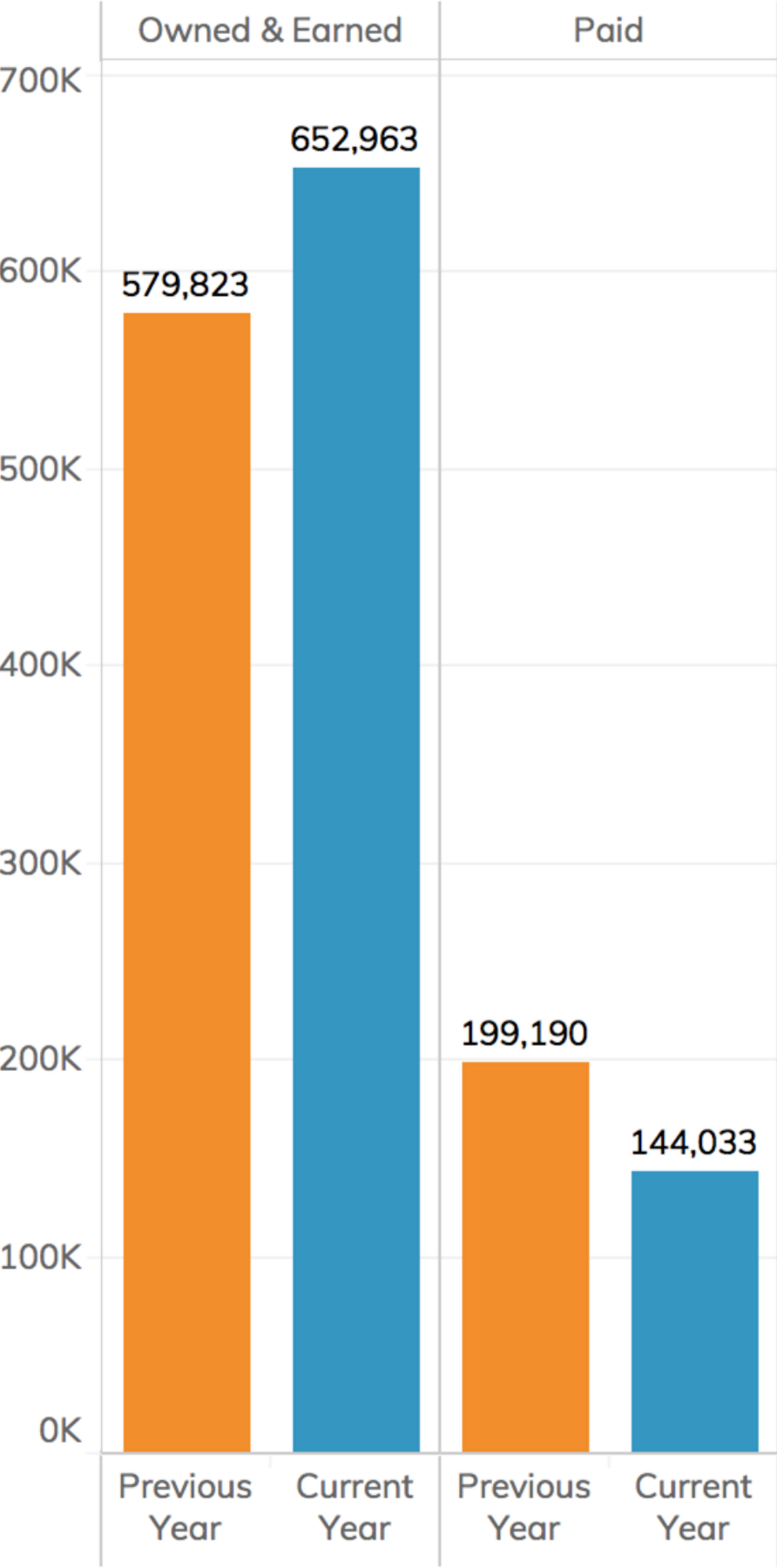
# WEBSITE ANALYTICS

ANALYTICS OVERVIEW | Although Paid Media declined in Q4 YoY, traffic is up

TOTAL SESSIONS: 796,996 = 2% Lift YoY



Traffic from Paid vs. Owned & Earned Channels



**I AM THANKFUL**



# I AM THANKFUL

The goal of this campaign was to bring Panama City Beach back to top of mind for loyalists and locals. We also wanted to shift the conversation from the hurricane's destruction to a more positive focus on the locals. Thankfully, Panama City Beach suffered significantly less damage from the hurricane than nearby communities, so we wanted to take this opportunity to show our gratefulness.

MONDAY | STATIC POST | FB AND IG



Post Copy

In the true spirit of Thanksgiving, we are reflecting on all the things we are thankful for in Panama City Beach. Today we are thankful for the simple serenity of sugar-white sand and turquoise water. [#RealFunBeach](#)

FRIDAY | STATIC POST | FB AND IG



Post Copy

And we love you too! Whether PCB is your home or your home away from home, the strength of our community is something to be thankful for. What are you thankful for?

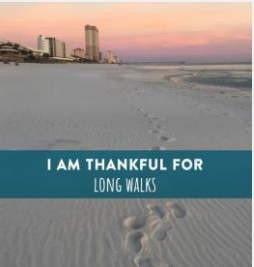
TUESDAY | IG CAROUSEL | FB MULTI-PHOTO POST



Post Copy

Today we are all thankful for the simple joys found in Panama City Beach, the people who make them possible and the loved ones we share them with.

WEDNESDAY | STATIC POST | FB AND IG



Post Copy

We are all thankful for any opportunity to lose the shoes and enjoy long walks with our toes in the sugar-white sand.

THURSDAY | IG CAROUSEL | FB MULTI-PHOTO POST



Post Copy

Happy Thanksgiving from the [#RealFunBeach](#)! At the end of the day, we are all thankful for each other, the moments shared, the memories made and the place that always brings out the best in us.



# RESULTS

PEOPLE REACHED: 220K

REACTIONS, COMMENTS & SHARES: 16,622



**Joann Medley** I am thankful that I enjoyed an amazing vacation with my family and rode the sky wheel with my grandchildren ,the first week of October. I went from being terrified to being amazed at the view we had. The beach was beautiful at sunset from the top.


Like · Reply · 2w



**Visit Panama City Beach** It is an amazing view - especially during sunset! So glad you enjoyed your visit with us, Joann Medley!

Like · Reply · 2w



**Freida Guzman** Bucket list  1

Like · Reply · 2w



**Visit Panama City Beach** Hope you can check it off soon!

Like · Reply · 2w



**Bonnie Rubio** Wish I was there instead of looking at dreary weather here!

Like · Reply · 2w



2



**Visit Panama City Beach** We wish you were too, Bonnie Rubio!

Like · Reply · 2w



2




**Carol Cole** My favorite activity while in PCB. Beach walks calm the soul and fill the heart with hope and peace.

Like · Reply · 2w



8



**Visit Panama City Beach** We agree, Carol!  1

Like · Reply · 2w



**Lynn Pollock** We are all very thankful for PCB!! And the opportunity to come enjoy the ocean, the beach, the sunshine, the restaurants, and all the fun activities y'all offer! It's our favorite vacation spot and represents years of wonderful memories for us there!! Thank you so much for your gracious hospitality! We can't wait to come back and see you!! ❤️

Like · Reply · 2w



7



**Marion Williams** Remember the hundred walks on sugar white sands, collections shells, feeding seagulls, watching the waves roll in forever. Looking at the beautiful water as far as the eye can as if it was eternity. And the sunsets that were more breathtaking than the ones before. No place like Panama City Beach. The jetties, St. Andrew state park. Fishing peers or just walking on the beach with your footsteps behind you. Love Panama City Beach ❤️❤️

Like · Reply · 2w

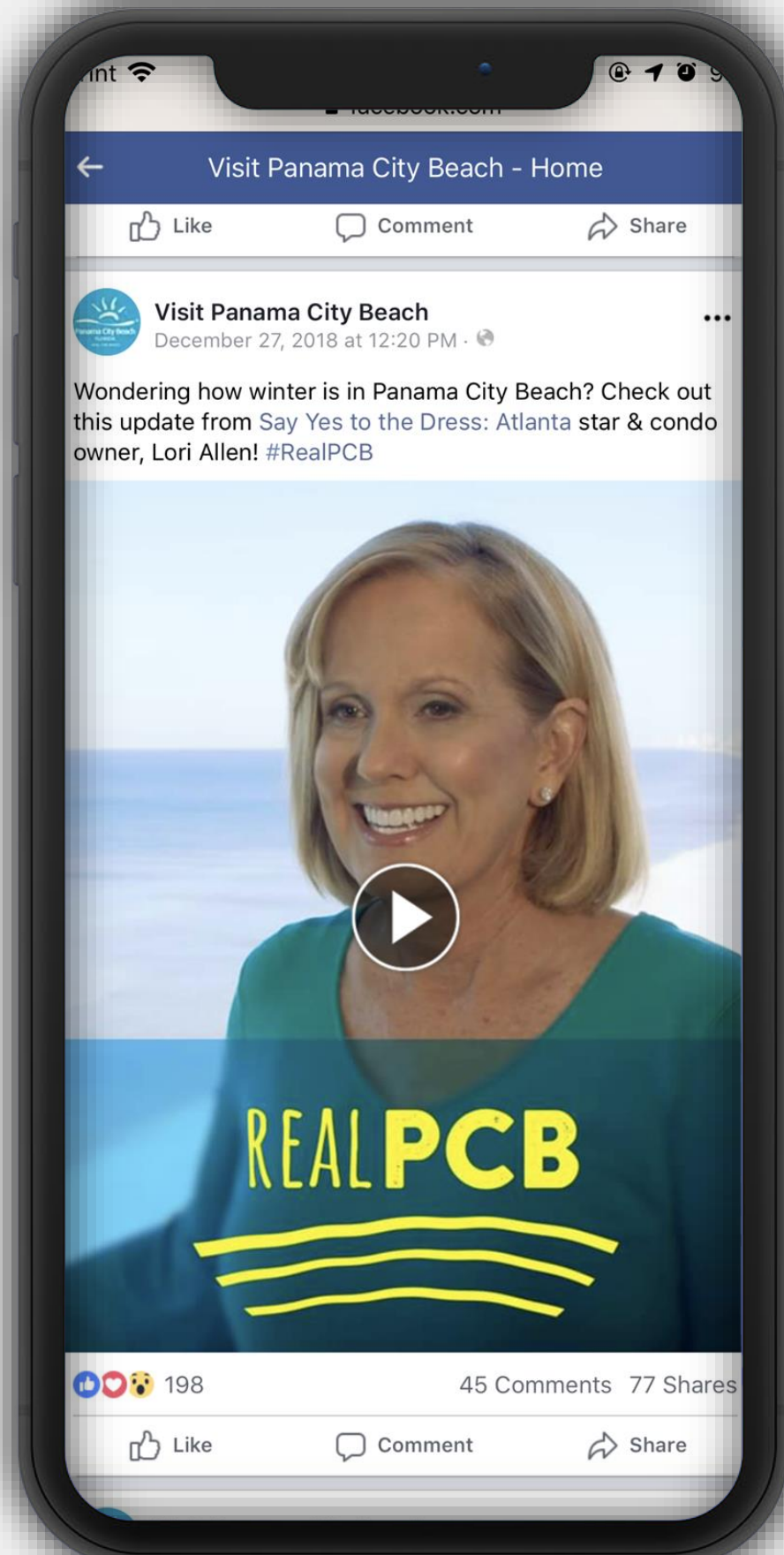
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**#REALPCB**



## #RealPCB



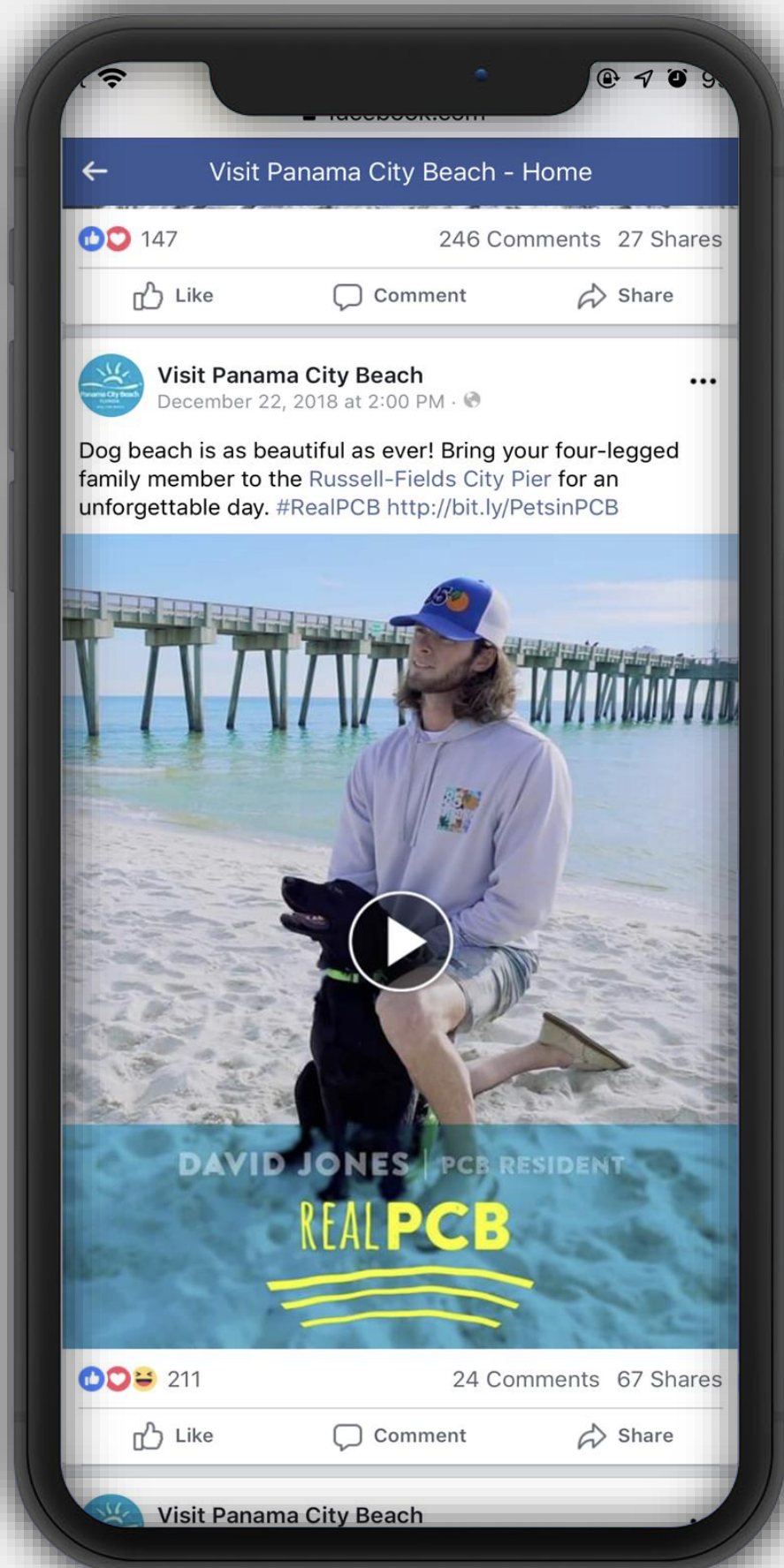
The goal of this campaign was to start shifting the perceptions of our audience about Panama City Beach. Many people outside of the destination were under the impression that PCB was severely damaged and would take quite a while to rebuild. We wanted to use locals to educate our audience about how the destination was fortunate enough to suffer minimal damage. We also wanted to start encouraging visitors to plan their spring and summer vacations.

Organic Video Views: 80k

Paid Video Views: 166K



#RealPCB



RESULTS

ORGANIC Results

14

Posts

4,027

Reactions

218

Comments

579

Shares

266,556

Views

7,269,273

Impressions Delivered

PAID Results

7

Posts

1,582

Reactions

50

Comments

214

Shares

691,000

Views

28,710,787

Impressions Delivered

**PLAN AHEAD/PLAN NOW**



## PLAN AHEAD/PLAN NOW

In addition to our social campaigns we wanted to have a broader reach so we utilized some of our partners to run display creative.

In mid-January we shifted our messaging to “Plan Now” to encourage visitors to start planning their spring and summer travel. We continued running display creative and we also added pre-roll creative with this messaging shift.

This creative ran right up until we launched our “Make it Yours” creative.

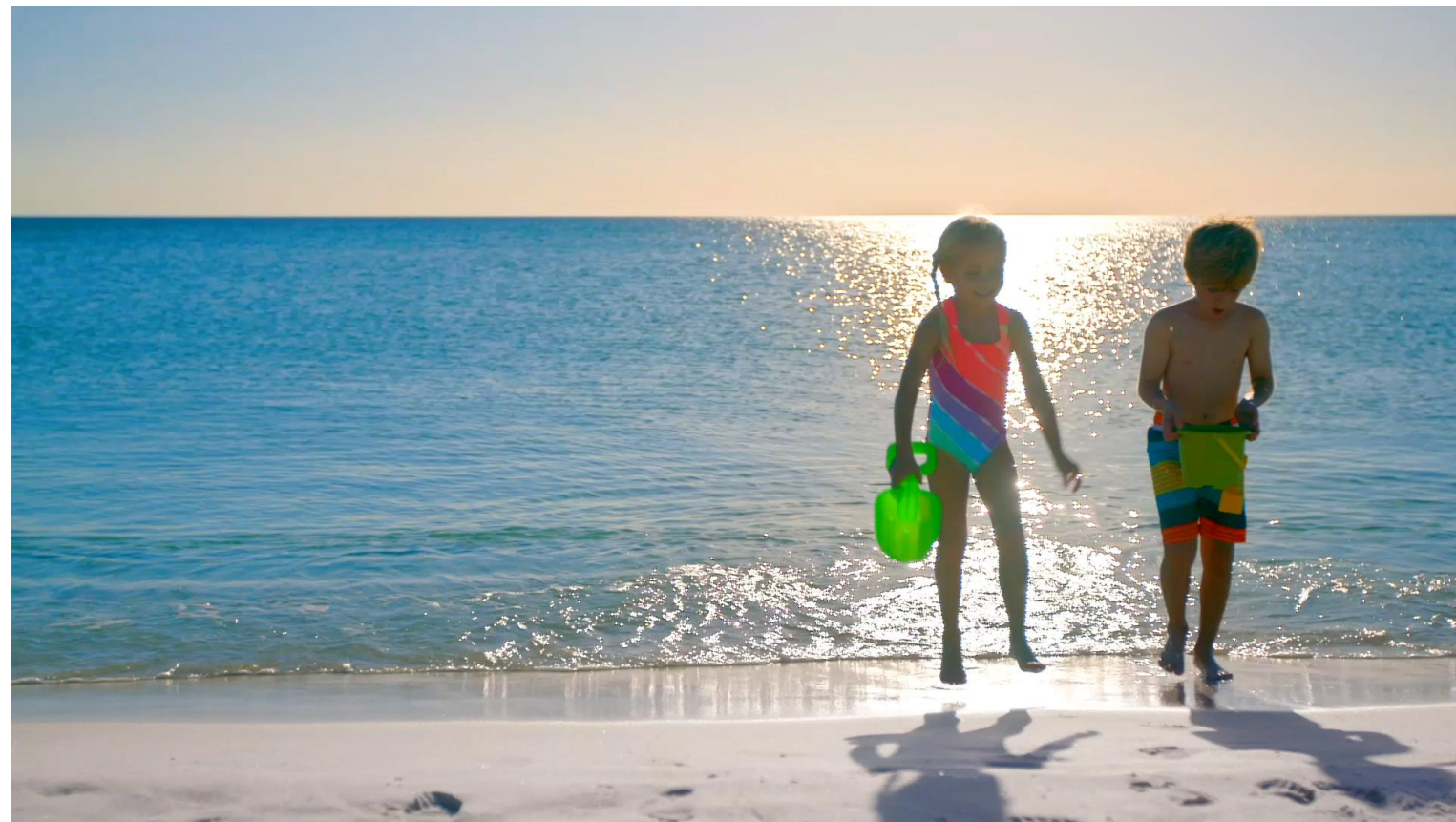




## PLAN AHEAD/PLAN NOW METRICS

### Plan Ahead Display Dec 2018 - Jan. 18<sup>th</sup>

- Total Impressions: **4,891,956**
- Total Clicks: **4,678**
- CTR: **0.10%** 0.07% Industry Benchmark



### Plan Now Display & Pre-Roll Jan. 18<sup>th</sup> – MIY Launch

- Total Impressions: **2,050,334**
- Total Clicks: **2,164**
- CTR: **0.08%**

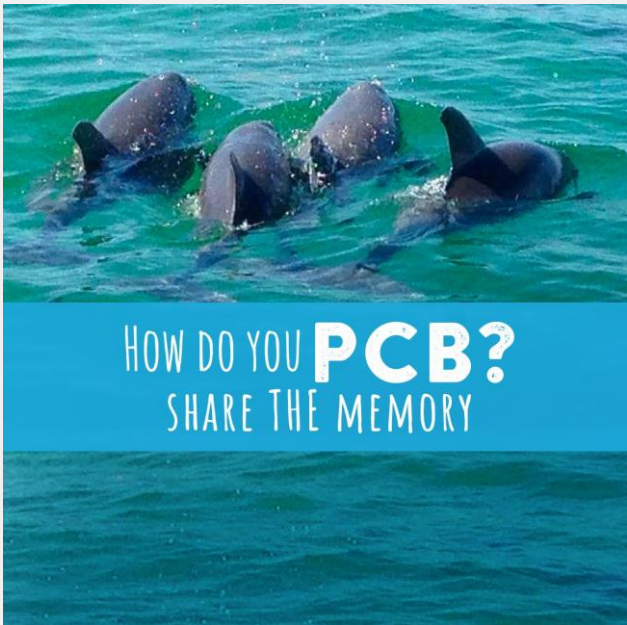
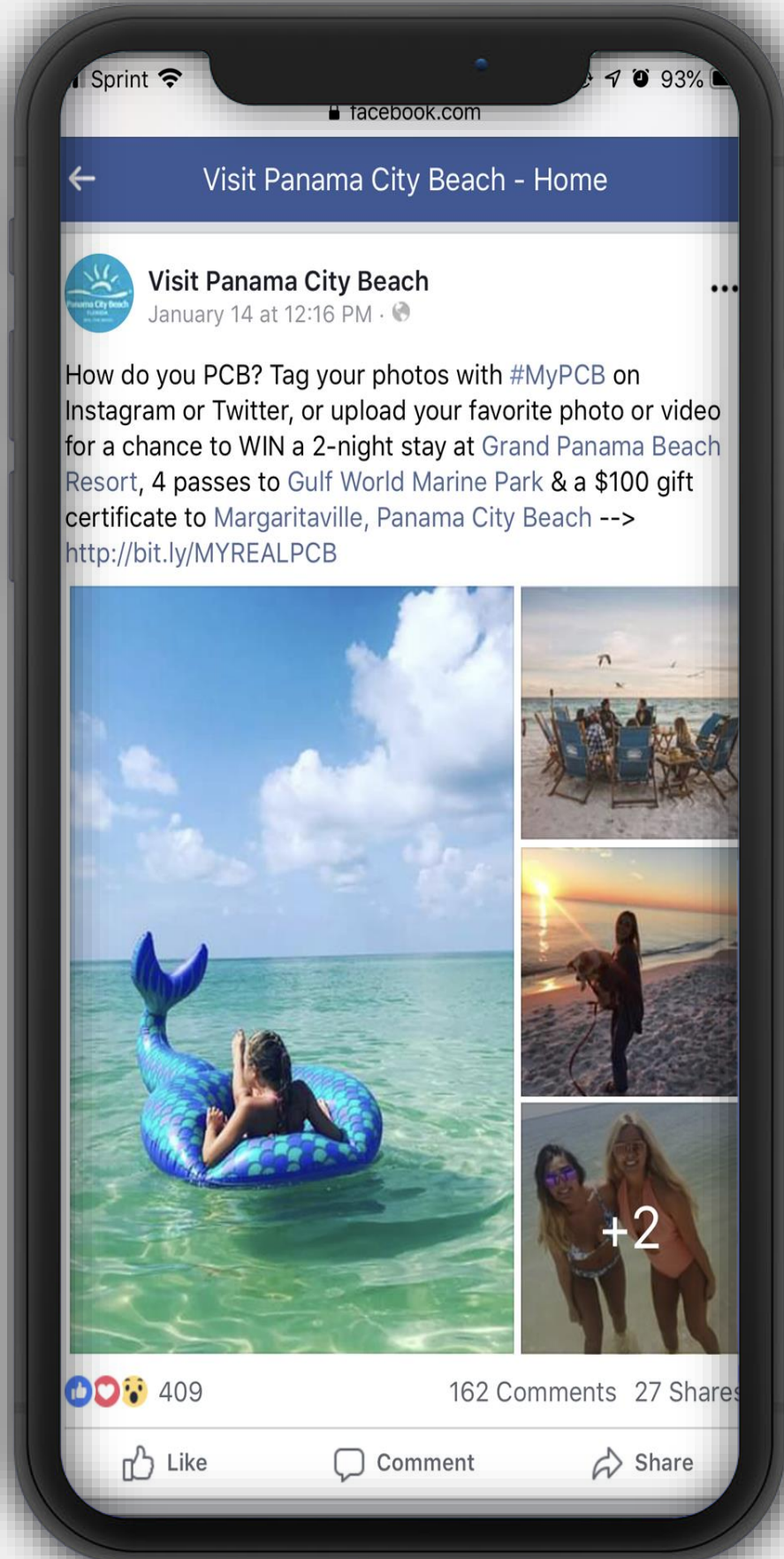


HOW DO YOU PCB?



# HOW DO YOU PCB?

Once we adjusted the mindset of our visitors with #RealPCB, we moved into “How Do You PCB?” which is the second phase of our campaign. The purpose of this campaign is to get visitors excited about coming back to PCB. We want to elicit UGC content by asking people “How Do You PCB?” we want people to show us why they love PCB, how they make PCB their home, what brings them back each year and anything else that answers “How Do You PCB? We are using the hashtag (#MyPCB) to collect the content and starting in March, we want to pull stories out from within the UGC content to be used widespread. People taking part of this campaign will also be entered to win a weekend getaway.





HOW DO YOU PCB? RESULTS

IMPRESSIONS DELIVERED TO DATE: 20,071,235

REACTIONS TO DATE: 2,982

COMMENTS TO DATE: 453

SHARES TO DATE: 1,218

VIDEO VIEWS TO DATE: 974,000 *(excludes Instagram Stories and Snapchat Stories)*


**Visit Panama City Beach**  
January 24 at 11:21 AM · 🌐

Want a chance to win a trip to PCB? Share your favorite memory at MyRealPCB.com or with #MyPCB on Instagram or Twitter.

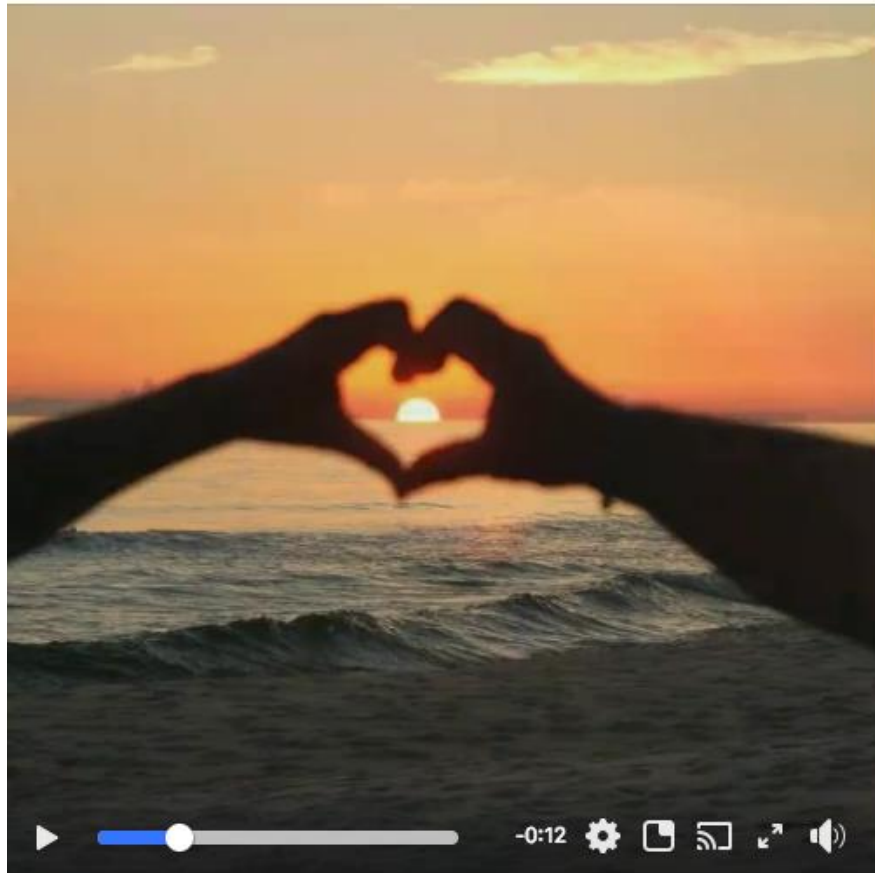




 154

17 Comments 22 Shares 207K Views


**Visit Panama City Beach**  
February 1 at 11:12 AM · 🌐


Who doesn't love a free vacation? Show us why you love PCB by tagging #MyPCB on Instagram or Twitter or by visiting MyRealPCB.com and you'll have a chance to win!



 376

28 Comments 52 Shares 291K Views

**HOW DO YOU PCB?**  
SHARE AND YOU COULD WIN!




@GFX\_VILLAIN

Your priceless Panama City Beach memories might make you a winner. Just share what makes your little slice of paradise special at [MyRealPCB.com](#) or with [#MyPCB](#). The best submissions will be featured, and you could even win a trip to PCB.




ENTER TO WIN >

**PRIZE PACKAGE INCLUDES:**  
A THREE-NIGHT STAY FOR FOUR  
ATTRACTION PASSES FOR FOUR  
RESTAURANT PASSES FOR FOUR



SHARE WHAT MAKES PCB SPECIAL TO YOU

ENTER TO WIN >

**REALFUN BEACH**  
Plan your getaway today.  
  
1-800-PCBEACH (800-722-3224) | [info@VisitPanamaCityBeach.com](#)  
[VisitPanamaCityBeach.com](#)





## HOW DO YOU PCB? RESULTS | Non-Bounce users are very engaged (time on page)

# 46,277 SESSIONS

- 16% OF TOTAL SESSIONS SINCE START OF CAMPAIGN

## 43,074 NEW USERS (total 43,319)

- 27% OF TOTAL NEW USERS SINCE START OF CAMPAIGN

**AVERAGE TIME ON PAGE: 8m12s**

- NEARLY 4X HIGHER THAN OVERALL AVERAGE TIME OF 2m4s

# INFLUENCER MARKETING

## INFLUENCER MARKETING - IZEA



With Izea, we are working with a wide variety of influencers that know the destination well from past visits, influencers that want to visit but have not yet had the chance, and influencers local to the area. Some influencers created Instagram posts while other wrote blogs to help accomplish a few things for us.

1. We needed to shift perceptions about PCB after the hurricane
2. We needed these influencers to help push out the message that people should start planning their spring and summer vacations to the destination.
3. We also needed help introducing our “How Do You PCB?” campaign.
4. These bloggers also helped to get our “Make it Yours” messaging out by telling their audience why they would want to go to PCB and what they would do there. Much of this content fell within our persona language.

We have the following content in market currently or preparing to go in market:

- 13 Instagram posts that are live
- 9 blog posts that are live
- 7 blog posts that are approved to go live - need influencers to post the approved content
- 8 blog posts that are being written by our influencers

## INFLUENCER MARKETING - IZEA RESULTS

TOTAL NUMBER OF UNIQUE MONTHLY USERS: **1, 852,816**

TOTAL NUMBER OF BLOG VIEWS: **5,401**

BLOG CLICK THROUGH RATE: **4.54%** (ABOVE 3% TRAVEL BENCHMARK)

INSTAGRAM ENGAGEMENT RATE: **3.12%** (ABOVE 2.17% TRAVEL BENCHMARK)

TOTAL SOCIAL LIKES: **21,252**

TOTAL SOCIAL COMMENTS: **641**

TOTAL SOCIAL SHARES: **69**

**MAKE IT YOURS 2.0**



## MAKE IT YOURS 2.0

Make It Yours 2.0 is an evolution of our campaign last year. We have evolved our messaging and creative look and feel to be aligned with the mini-campaigns that led up to this point.

This campaign is live.

In our drive markets we will have broadcast tv, traffic radio, and OOH. We will also be on Spotify, Pandora, and streaming platforms. We are working with a few different content partners such as Meredith, Southern Living and BuzzFeed. Refer to slide 6 for a full list of media partners.





## MAKE IT YOURS 2.0

Below is our Universal broadcast spot which is 1 of 2 that we will be running. The other broadcast spot will have a family focus.





# PUBLIC RELATIONS EFFORTS





# POST-STORM EFFORTS

- Toronto Media Mission- Dec. 4 & 5. Met with:
  - Ian Stalker, Canadian Travel Press
  - Jennifer Merrick, Freelance: Canadian World Traveler + Modern Mississauga
  - Alison Kent, Freelance: Toronto Star + Reader's Digest
  - Kathryn Folliott, Travel Week
  - Domini Clark, Globe & Mail
  - Ted McIntyre, Canadian Golfer
  - Jim Byers, Freelance: Vancouver Sun + Travel Pulse CA
  - Andrea Chrysanthou, SavyMom.ca + Have Baby Will Travel
- NYE Beach Ball Drop promotion
- International Media Marketplace in NYC- Jan. 24
  - Met with over 30+ media and influencers to share news and happenings in destination for 2019





# PRESS RELEASES

- UNwineD (March 22-23)
- Chasin' The Sun episodes
  - Episode 4, Jan. 24
  - Episode 5, Jan. 31
  - Episode 6, Feb. 7
- Spring Events Release
  - SandJam Music Festival (April 26-28)
  - Seabreeze Jazz Festival (April 25-28)
  - Thunder Beach Spring Motorcycle Rally (May 1-5)
  - Jeep Beach Jam (May 14-19)
- SandJam Music Festival Headliners
  - Kings of Leon, Third Eye Blind + Young the Giant



## Panama City Beach Presents Fourth Annual UNwineD Culinary Event -March 22-23, 2018

PANAMA CITY BEACH, Fla., February, 2019 – [Panama City Beach](#) continues to add to its lineup of fantastic entertainment and events in 2019 with the announcement of [UNwineD](#), presented in partnership with Southern Living. The annual two-day event, taking place March 22-23 at Aaron Bessant Park, will feature craft beer and wine tasting, creative cocktails, culinary creations by some of the South's leading chefs including Top Chef Finalist Kevin Gillespie of Red Beard Restaurants and live musical performances from opening band JOHNNYSWIM, followed by a feature performance by seven-time Grammy winner Brandi Carlile.

"We are thrilled to announce the return of our award-winning UNwineD to Panama City Beach and partnership with Southern Living," shares Visit Panama City Beach President and CEO Dan Rowe. "With Brandi Carlile, JOHNNYSWIM, Chef Kevin Gillespie and Mixologist Mercedes O'Brien joining the lineup, this year's garden party and grand tasting is shaping up to be one of the most memorable weekends of the year, featuring the best cuisine, cocktails and live music in Northwest Florida."

The weekend begins on Friday, March 22 with an elegant garden party presented by Southern Living, complete with bites from Chef Kevin and drinks by Mixologist Mercedes O'Brien. Guests can expect the same bold flavors and delicious plays on ingredients that Chef Kevin uses in his two restaurants, [Gunshow](#) in Atlanta and [Revival](#) in Decatur, along with the same cocktail creativity that Mercedes uses at Gunshow and soon-to-open Cold Beer. This exclusive VIP event has a limited amount of tickets available, priced at \$175 per person, for adults 21 and over.



## PAST PRESS TRIPS + COVERAGE

### Press Trips:

*\*The following bloggers held coverage due to Hurricane Michael and posted in the last few months*

### Preschoolers in Paradise: August 9-12

- Pamela Watternberger, Simply Southern
- Ayren Jackson-Cannady, Red Tricycle
- Lisa Collins, Mom on the Side
- Nate Skaggs, Someday I'll Learn
- Heather Anti, Daily Mom

### Real. Fun. Thrills: October 5-8

- Sherry Boswell, Traveling Mom
- Nicky Ornohundo, Little Family Adventure
- Michelle Marine, Simplify Live Love
- Lauren Happell, Midget Momma
- Vera Sweeney, Lady and the Blog

**Midget MOMMA**  
Designs, Crafts, Travel & Family Advice for Moms

January 21, 2019  
UMV: 99,290

#### 5 Reasons to visit Gulf World Marine Park in Panama City Beach Florida

Our visit to **Gulf World Marine Park in Panama City Beach Florida** was absolutely amazing and is the perfect hands on learning and fun place to visit when you are in Panama City Beach Florida!

If you are looking for an amazing, fun and educational place to spend the day with your family, Gulf World Marine Park can easily fill up a whole day of fun!



Gulf World Marine Park  
dolphins, California  
African penguins

**SimplifyLiveLove**  
down to earth tips for adventurous families

January 16, 2019  
UMV: 27,870

#### Fun Things to Do in Panama City Beach, Florida with (& without) Teens!

JANUARY 16, 2019 BY MICHELLE — LEAVE A COMMENT

Visiting Shell Island, jet ski rentals, airboat rides, and swimming with dolphins are just a few **fun things to do in Panama City Beach, Florida!** Here's info on it all and our **favorite Panama City Beach Restaurants** you will enjoy with (and without) your teens!



SimplifyLiveLove occasionally receives complimentary products, hosted travel, and/or compensation related to the content shared here. This story may contain affiliate links which means we receive a small commission on your purchase.

#### Fun Things to Do in Panama City Beach, Florida with (& without) Teens!

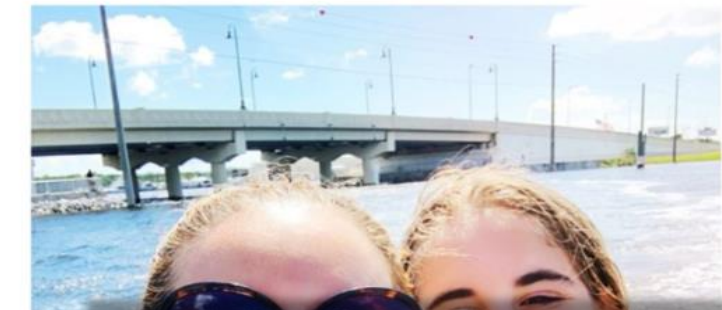
Last fall I was invited to visit Panama City Beach with one of my teenagers for a Real.FUN.Thrills press trip. The two of us hadn't gone anywhere on our own since she was a toddler and when I asked her if she would like to go, she was 100% ready!

**vera sweeney**  
LADY AND THE BLOG

January 16 2019  
UMV: 59,008

#### ADVENTURES AT SEA JET SKIS TOUR REVIEW IN PANAMA CITY BEACH

Several months ago, I visited Panama City Beach and had the chance to take my daughter on an Adventures At Sea Jet Skis tour. It was so much fun! Because she was a young teenager, she wasn't allowed to drive one of the jetskis on her own. So, I had to take full control while on the water. It resulted in a mother-daughter travel experience we will never forget. If you are heading down to Panama City Beach, Florida, you need to put Adventures At Sea on your list because we had an absolute blast. This would also be a great idea for a **girlfriend's getaway!**



**Little Family ADVENTURE**

February 2, 2019  
UMV: 142,784

#### 5 REASONS WHY YOU SHOULD VISIT SHELL ISLAND (PANAMA CITY BEACH, FLORIDA)

There is nothing I love more than a day at the beach. Feeling the sun on my face, dipping by toes in the sand, and playing in the water is a "Perfect Day" in my book. Recently my daughter and I spent some time in Panama City Beach and discovered a new favorite beach, well it's an island really. That place is Shell Island. Have you been? We found ourselves coming back here again and again. Let me tell you why you should visit too!



Little Family Adventure sometimes receives complimentary products, hosted travel, and/or compensation related to shared content. This story may contain affiliate links. Purchase through our affiliate links and we receive a small commission without any extra expense to you!

#### SHELL ISLAND FLORIDA

Gulf Coast beaches have a special place in my heart. The warm Gulf water means I can visit throughout the year and the water is actually warm enough to get in during the late spring or fall. Plus the pristine white sand beaches are spectacular! Panama City Beach has 27 miles of beaches and all are worthy of a visit. But Shell Island is different because of what it DOESN'T have. These are the reasons why you should visit Shell Island in Florida on your next visit.



Southern Living

November 18, 2018  
UMV: 3,152,571

Head to PCB for “Beach Home for the Holidays”

This Thanksgiving, our friends in Panama City Beach, Florida, invite you to a celebration that’s heavy on the thanks *and* the giving.



Panama City Beach was extremely fortunate during Hurricane Michael, remaining mostly unscathed, while Panama City and other neighboring communities took a major hit. That makes the fourth annual Beach Home for the Holidays – happening in PCB November 23-25, the weekend after Thanksgiving – all the more special.

MATADOR network

December 17, 2018  
UMV: 3,813,849

The 15 cheapest beach towns in America



Matthew Meltzer  
Dec 17, 2018

IT’S ABOUT THE TIME of year where a week at the beach sounds pretty good. Of course, it’s also the time of the year when abundant holiday shopping has left your bank account in a not-so-vacation-friendly condition. But trips to the shore don’t have to be financially crippling. If you can get a good group together and rent a house somewhere warm, it can actually be surprisingly economical.

The folks at [Homes.com](#) took a look at the beach towns across America with the cheapest vacation rentals. Surprisingly, there are a lot of little slices of paradise you can have for fewer than \$200 a night. Though we culled the list for warm-weather destinations, excluding places you probably wouldn’t travel in the winter, we still found some incredible deals. So as you plan your first post-holiday vacation, remember that a trip to one of these 15 cities might not cost you much.

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



January 8, 2019  
UMV: 610,072

## **CHEAP VACATION IDEAS THAT WON'T BLOW YOUR ENTIRE BANK ACCOUNT**

Here's where to get the biggest bang for your buck!



Everyone wants to take a vacation, but traveling can really add up, especially if you're with kids. But fret not — there are always ways to save money. Traveling in the off-season is one way to travel on the cheap, not to mention visiting lesser-known areas that you may not have considered. So, pack your bags and keep your bank account intact, because here are some cheap vacation ideas to consider when planning your next trip.

January 24, 2019  
UMV: 346,915,968

## 30 Cheap Beach Vacations for Travelers on a Budget



19/31 SLIDES © (Getty Images)

Full screen 

## The Florida Panhandle

Sunny days in the mid-50s (on average) boost the winter appeal of Florida Panhandle beaches. Vacations in this area are always affordable, but they are generally cheapest from November to February. Choose [Panama City Beach](#)'s 27-mile beach for its budget-friendly motels, restaurants and clubs. Head to [Pensacola](#) to see a Blue Angels Show and tour the National Naval Aviation Museum, or book a [vacation](#) rental in Grayton Beach, a sleepier community that overlooks the Gulf of Mexico.

February 4, 2019  
CIRC: 24,749 / UMW: 42,202

## FLORIDA DESTINATION WEATHERS OCTOBER HURRICANE

 IAN STALKER

## HURRICANE

**HURRICANE** Michael huffed and puffed, but it didn't come anywhere close to dealing a knockout blow to the tourist trade in the coastal Florida city of Panama City Beach.

The Oct. 10 hurricane only lead to "minimal structural damage" in the northwestern Florida destination, which was "90% up and running" as of Dec. 4, says Jayna Leach, vice-president of marketing for Visit Panama City Beach, the local tourism promotion body.

"In certain areas, you would never know that something had happened," she reports.

Nearby Panama City took a harder hit. Indeed, Leach is expecting that this winter's tourist trade will pretty much be on par with past ones for Panama City Beach.

Leach concedes that Panama City Beach hasn't made the same inroads internationally as some other Florida destinations, but says it draws Canadians, who often spend one or two months there during winter in what she labels a "unique, laidback and fun" destination.

Visit Panama City Beach's promotional slogan is "Real. Fun. Beach."

Much of its tourist trade revolves around what Leach describes as white-sand beaches and emerald water.

The fronting Gulf of Mexico offers opportunities for the likes of kayaking, snorkelling, diving and other water sports, or, as Leach says, "anything above or under the water."

The area is also home to the largest number of bottlenose dolphins in American waters. "When you get out on the water, you're always seeing something, whether it's dolphins or sea turtles or even a manatee," Leach says.

Leach acknowledges that Panama City Beach can see cooler winter weather than southern Florida. "We may

southern Florida. "We may not be the warmest, but we're the most fun."

Leach also says that her

Another highlight is the March 23 and 24 Unwined celebration, which has wineries, craft breweries and restaurants invite people to sample some of their wares in a park. March 24 will see a concert as well.

Meanwhile, the area is seeing its hotel infrastructure grow, with 2017 seeing the opening of a Holiday Inn Express and a Hampton Inn. Other upcoming projects include a Margaritaville resort that will see a phased opening starting in 2021.

More information is available at [VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com).



Visit Panama City says families are certain to appreciate Panama City Beach's many beaches.



## UPCOMING MEDIA VISITS + SMT

### Media Visits:

- Dennis Lennox, The Christian Post
- Marissa Anwar, Darling Escapes
- Peter Greenberg, Peter Greenberg
- Andrea Chrysanthou, Have Baby Will Travel
- Vanessa Krombeen, @TheCheekyBeen
- Heather and Chris Boothman, A Brit & A Southerner
- Guistina Miller, Domestically Blissful
- David Coggins, Robb Report

### Panama City Beach SMT:

- March 4-5
- Focus on families & couples
- Talking points: Spring travel following Hurricane Michael





## UPCOMING PRESS TRIPS

### Radio Influencer Trips Beginning this weekend Feb 15

- Atlanta (WSBFM) Charly Morgan 2/15
- Orlando (WOMXFM) Jay Edwards 2/21
- Nashville (WSMFM) Lisa Manning 2/21
- Birmingham (WDXB/WQUEN) Madison Reeves 2/15
- \*:30 and :60 endorsements with in market visit

### Chasin' The Sun Fishing: Feb. 28-March 3:

- Ed Mashburn, Florida Sportsman
- Luke Norman, @FishingWithNorm
- Randy Cnota, Coastal Angler Magazine

### UNwineD: March 21-24:

- Jim Byers, Travel Pulse Canada
- Abigail Abesamis, Forbes
- Chris Chamberlain, StyleBlueprint Magazine

### Scuba Diving Influencer Trip: May 16-19

- Ed and Jenn Coleman, Coleman Concierge blog





THANK YOU