

EVENT: UNWINED JUNE 2021

VISIT PANAMA CITY BEACH, FLORIDA

A photograph of three women sitting on a green lawn at an outdoor event. The woman on the left is wearing a large straw hat and a white floral dress, holding a glass of red wine. The woman in the middle is wearing a pink dress and holding a white parasol and a glass of red wine. The woman on the right is wearing a red dress and a straw hat, also holding a glass of red wine. They are all smiling and looking towards the right. In the background, there are wooden director's chairs with white cushions, a white umbrella, and some potted plants.

PANAMA CITY BEACH

UNwineD

CELEBRATING CRAFT BEER,
SPIRITS & WINE

OPPORTUNITY STATEMENT:

Panama City Beach set out to change visitor perception of the destination for the month of March and change the narrative with an outdoor food and wine event, called UNwined.

Presented in partnership with Southern Living magazine, the two-day southern garden party took place June 4 & 5 at Aaron Bessant Park and featured superb craft beer, spirits and wine from around the world, plus culinary creations by Northwest Florida's leading chefs along with a live musical performance by Ayron Jones.



GOAL:

In 2017, the purpose of this event was to change the narrative of the negative spring break coverage of the destination by showcasing a unique food and wine festival featuring an elegant Southern garden party with a family-friendly atmosphere.

The ultimate goal and anticipated outcome was to entice visitors from Visit Panama City Beach's core feeder markets to engage in a cultural and culinary experience over the weekend. This type of event had never been offered in Panama City Beach before its launch in 2017.

2018 was the second year for this event.

2019 was the third year for the event and extremely important to once again change the narrative of the perception issues associated with post Hurricane Michael damage. While Panama City Beach was mostly unscathed by the damage, other parts of Bay County received extensive damage. As tourism is extremely important to the economy in Bay County, Panama City Beach had to showcase the destination was fine and welcoming visitors for spring and summer travel.

By hosting a beautiful, elegant afternoon garden party, visitors were assured the destination was open and welcoming visitors for spring and summer vacations.

- 2020 was cancelled due to the Pandemic.
- 2021 took place on June 4 & 5 as a rescheduled event.
- 2022 returns to the third weekend of March, March 18 & 19



THE EVENT: SOUTHERN LIVING FRIDAY NIGHT KICK-OFF PARTY FRIDAY, JUNE 4 | AARON BESSANT PARK

Southern Living readers and friends gathered in Panama City Beach, Florida to kick-off UNwined with an exclusive VIP southern garden party presented by Southern Living at Aaron Bessant Park.



THE EVENT: GRAND AFTERNOON TASTING SATURDAY, JUNE 5 | AARON BESSANT PARK

The Saturday afternoon of UNwined began with the Grand Tasting and did not disappoint. The event sold out with 1600 attendees. The event featured an afternoon garden party with a delicious selection of local seafood, fine wines, craft beer and spirits.



THE EVENT | RECAP VIDEO



PANAMA CITY BEACH
UNwineD
CELEBRATING CRAFT BEER,
SPIRITS & WINE

MARKETING BILLBOARDS & POSTER

Rack Card | Poster | Snapchat Filter | Facebook | **Billboards** | Magazine ads | Digital Banners | Handbills | Editorial Coverage



MARKETING |

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | **Print ads** | Digital Banners | Handbills | Editorial Coverage



AARON BESSANT PARK
JUNE 4 & 5

PRESENTED BY SOUTHERN LIVING
PANAMA CITY BEACH

UNwineD

CELEBRATING CRAFT BEER,
SPIRITS & WINE

FRIDAY, JUNE 4
6-8pm
SOUTHERN LIVING KICKOFF PARTY
An exclusive event featuring Southern Fare and Craft Cocktails with *Top Chef* winner, Kelsey Barnard Clark and Live Music with Lindsay Ell (7:30pm)

SATURDAY, JUNE 5
1-4:30pm
GRAND AFTERNOON TASTING
Live Music, Cooking Demo, Art & Vendor Row, Mixologist Demo and Live Music

 **Panama City Beach**
REAL FUN BEACH

[VisitPanamaCityBeach.com/UNwineD](https://www.visitpanamacitybeach.com/UNwineD)

A portion of the ticket proceeds will benefit United Way of Northwest Florida and World Central Kitchen



AARON BESSANT PARK
JUNE 4 & 5

PRESENTED BY SOUTHERN LIVING
PANAMA CITY BEACH

UNwineD

CELEBRATING CRAFT BEER,
SPIRITS & WINE

FRIDAY, JUNE 4
SOLD OUT
SOUTHERN LIVING KICKOFF PARTY

SATURDAY, JUNE 5
1-4:30pm
GRAND AFTERNOON TASTING
Live Music, Cooking Demo, Art & Vendor Row, Mixologist Demo and Live Music with Ayrton Jones

TICKETS ON SALE NOW

 **Panama City Beach**
REAL FUN BEACH

[VisitPanamaCityBeach.com/UNwineD](https://www.visitpanamacitybeach.com/UNwineD)

A portion of the ticket proceeds will benefit United Way of Northwest Florida and World Central Kitchen

MARKETING ENTERTAINMENT | CONCERT:

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | Magazine ads | Digital Banners | Editorial Coverage



PRESENTED BY SOUTHERN LIVING

UNwineD
PANAMA CITY BEACH
CELEBRATING CRAFT BEER,
SPIRITS & WINE

JUNE 4 & 5
AARON BESSANT PARK

Taste craft beer, spirits and wine from around the world while you mix and mingle with elite chefs, mixologists and top tastemakers of the South.



Panama City Beach
REAL FUN BEACH



AARON BESSANT PARK
JUNE 4 & 5

PRESENTED BY SOUTHERN LIVING

UNwineD
PANAMA CITY BEACH
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Live Music, Cooking Demo, Art & Vendor Row and Mixologist Demo



VisitPanamaCityBeach.com/UNwineD

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PANAMA CITY BEACH

UNwineD
CELEBRATING CRAFT BEER,
SPIRITS & WINE

FRIDAY
6-8pm
SOUTHERN LIVING KICKOFF PARTY
An exclusive event featuring Southern fare and Craft Cocktails with "Top Chef" winner Kelsey Barnard Clark and Live Music with Lindsay Ell (7:30pm)

SATURDAY
1-4:30pm
GRAND AFTERNOON TASTING
Featuring a Cooking Demo, Mixologist Demo, Art & Vendor Row and Live Music



TICKETS
\$175 - Kickoff Party (Friday and Saturday)
\$75 - Grand Tasting & Live Music

A portion of the ticket proceeds will benefit United Way of Northwest Florida and World Central Kitchen

VisitPanamaCityBeach.com/UNwineD

MARKETING | DIGITAL:

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | Magazine ads | **Digital Banners** | Handbills | Editorial Coverage



MARKETING | SOUTHERN LIVING PARTNERSHIP

| Facebook | Magazine ads | Digital Banners | Editorial Coverage | Visit PCB and SL website Hub



Southern Living Partnership Objectives & Strategies

Through distinct print, digital and event executions, Better Homes & Gardens, Coastal Living and Southern Living worked together to set Panama City Beach apart from the other destinations.

- Brand elevation
- Event support
- Website traffic (volume & quality engagement)
- Destination visitation
- Perception issues

These brands engage with PCB's key segments.

There are nearly 58 million consumers that read or visit these publications.

Southern Living promoted the UNwineD event weekend through cross-brand and multi-platform executions.



UNWINE 2021 CREATIVE: SOCIAL



Visit Panama City Beach

February 26

Kick off summertime at UNwineD on June 4-5 featuring craft beer, wine & spirits from around the world, local cuisine & live music!



UNwineD in Panama City Beach

Learn More

Grand Afternoon Tasting

Learn More

Sam's Craft


139

14 Shares

Like

Comment


Share



Visit Panama City Beach

Sponsored

UNwineD in Panama City Beach Saturday, June 5 for the Grand Afternoon Tasting featuring craft beer, wine, spirits, local cuisine, live music by Ayron Jones & more!



FRI, JUN 4

UNwineD

Aaron Bessant park Panama City Beach Florida

16,638 people interested · 1,130 people going

Interested

64

15 Comments

Like

Comment

Share



Visit Panama City Beach

Sponsored

It's time to UNwineD in PCB on June 4-5! Join us for a weekend of world-class craft beer, spirits & wine plus mouthwatering creations from local chefs.



FRI, JUN 4

UNwineD

Aaron Bessant park Panama City Beach Florida

16,638 people interested · 1,130 people going

Interested



PUBLIC RELATIONS | MEDIA FAM TOUR



lipstickheelsandababy

5,188 posts 333k followers 780 following

Jess Fay
Blogger

Jesus saved | Wife to #greenberet Vet
Mama to 3
Beauty, Fashion & Lifestyle

📍 Florida #30a
lipstickheelsandababy@gmail.com
Text JESS to 850-757-8499
www.lipstickheelsandababy.com

June 4-7, 2021
Followers: 333,000
of Posts: 3
of Stories: 17



jensav11

1,514 posts 229k followers 985 following

JEN SAVIANO | Nashville
Entrepreneur
Healthy, mindful living ✨
🎧 #WHINNING Podcast Host
@wylde.woman
@whathappensinnash
jen@misslifestyler.com
podcasts.apple.com/us/podcast/whinning/id1508035301

June 4-7, 2021
Followers: 229,000
of Posts: 3
of Stories: 10



PUBLIC RELATIONS | MEDIA FAM TOUR

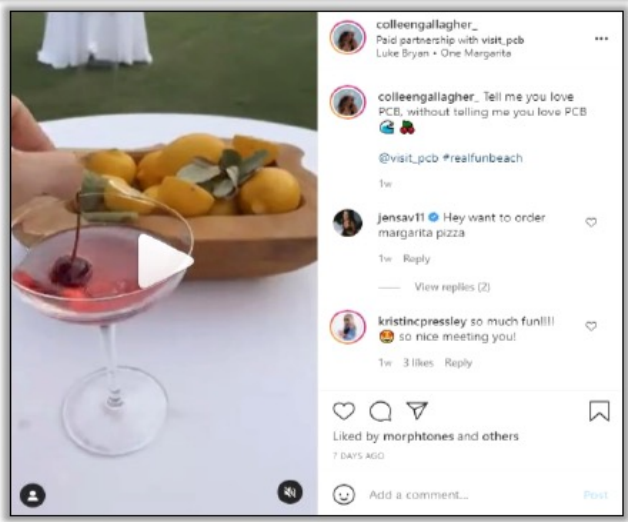



colleengallagher_

1,285 posts 40.5k followers 1,834 following

COLLEEN GALLAGHER
It's Kah-LEEN, not Clean & definitely not Co-Leen
life + travel + outfits + home
women's self defense advocate
#WHINNING ☀️
@whathappensinnash ⚡️
thesecondmuse.com

June 4-7, 2021
Followers: 40,500
of Posts: 2
of Stories: 17





kristinpressley

2,304 posts 332k followers 1,096 following

Kristin Coffey Pressley
Blogger
petite fashion (5'2)
everyday style • sale alerts • real life in stories
based in FL
collab@kristincoffey.com
shop my looks 👉
kristincoffey.com/shop-my-insta

June 4-7, 2021
Followers: 332,000
of Posts: 3
of Stories: 15





shealeighmills

906 posts 525k followers 953 following

Shea Leigh Mills
So. IL || Nashville, TN
"nothing can ruin this day!"
1 Timothy 4:12
currently in 📍Nashville!
DailySheaLeigh.com
bit.ly/DailySheaLeigh

June 4-7, 2021
Followers: 525,000
of Posts: 3
of Stories: 23



PUBLIC RELATIONS | UNWINED INFLUENCER | JOURNALISTS FAM TOUR RESULTS

RESULTS:

5 Influencers

15 Instagram Static Posts

98 Instagram Stories

1,459,500 Followers

218,500 + Engagements

3.2M Reach

26.6M Potential Impressions

Total: \$2.3M Estimated Media Value

Still Tracking:

Leslie Royal | Upscale Magazine



PUBLIC RELATIONS | UNWINED COVERAGE

FEATURES:
Forbes
Gannett Media
Good Life Magazine
Nashville Scene
Southern Living
Travel Girl
Panama City Living
VIE Magazine
Circuit
Visit Panama City Beach Vacation Guide


Forbes May 10, 2021 UVM: 71,039,953

May 10, 2021, 01:34pm EDT | 332 views

Your Guide To The Classic Resort Experience Along Northwest Florida's Emerald Coast

Wendy Altschuler Contributor @Travel

I cover travel, adventure, and culture across the globe, specializing in nature and the great outdoors.



Southwesters have direct access to the sugar-white sand and turquoise waters of South Walton. WALTON SANDSPRING BEACH GOLF RESORT & SPA

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

more content now April 15, 2021 Circulation: 300,000+

High-quality business, pages and sections

Living the beach life: How to do Panama City Beach like a local

By Karen Conrad April 15, 2021



The beaches of Panama City are paradise for kids. Buy Now Visit Panama City Beach

John Cerbo II moves easily from table to table at Andy's Flour Power on Panama City Beach. He greets longtime customers, checking on baby smelties, strawberry waffles and frothy banana maffins that make this place a favorite breakfast spot.

"I learned at an early age that food brings people together," said Cerbo, the owner. "We have generations of winter visitors return year after year. We've watched their children grow."

The restaurant's ambience reflects Cerbo's engaging and friendly personality. It is one of the many hot spots on Thomas Drive known as "Locals Row," dominated by family-owned businesses. Andy's Flour Power also has a Sunday jazz brunch.

GOODlife May 2, 2021 UVM: 100,000

Panama City Beach Shares Top 10 Outdoor Activities

Panama City Beach invites residents and visitors, who are looking to get outside safely, to explore the destination's picturesque, Caribbean-like outdoor experiences. With over 27 miles of white-sand beaches, perfect of all ages will find plenty of adventure on and off the water, from exploring a remote island and spotting wildlife in a nature sanctuary to finding inner peace with beach yoga and scuba diving to a ship wreck.



"Panama City Beach is a destination full of diverse experiences that cater to every type of traveler and with nearly 120 days of sunshine annually the Real, Fun, Beach, is the perfect place for outdoor enthusiasts," shares Visit Panama City Beach President and CEO Dan Lowe. "Whether it's simply taking a walk on 'the world's most beautiful beaches' or reefing in a pristine cove on a private fishing charter, we guarantee a wide variety of pursuits for all ages."

<https://pda.ly/3e9mP7n>

Southern Living May 2021 Circulation: 1,221,000 UVM: 5,096,422

Let's Get Away!

What up the year is nothing like the heat and humidity of Florida. So, if you're looking for a place to escape the heat and humidity, look no further than the beaches of Panama City Beach. The beaches of Panama City Beach are paradise for kids. Buy Now Visit Panama City Beach

Black Desert South Salted Delight

Visit All Areas

A Weekend To Remember

Change To Your Mindset

Change To Your Mindset

travelgirl March 1, 2021 UVM: 11,520

Panama City Beach's UNwineD Set for June



UNwineD, Panama City Beach's premier two-day culinary festival, has been rescheduled for June 4-5. The annual event, which takes place in Lane Beach Park, will feature craft beer, wine and spirits from around the world in addition to mouth-watering creations from some of the area's leading chefs.

The weekend's festivities kick off on June 4 at 6:00 p.m. with a garden party, and this exclusive, VIP event includes delicious bites from "Top Chef" winners and "Chef Southern" Kelsey Burnard Clark. Tickets also include entry into Saturday's event. Only 200 VIP tickets are available, and ticket holders must be 21 and over.

The Grand Afternoon Tasting takes place on June 5 from 1:00 p.m. to 4:00 p.m., offering guests the opportunity to savor craft beer, spirits and wine along with food pairings from favorite local eateries. Visitors are encouraged to bring their own blankets and chairs to set up in the park.

Of course, Panama City Beach is working with officials to ready the event, follow all CDC guidelines and offer ample social distancing. VIP tickets: \$75, Grand Afternoon Tasting: \$75.

<https://pda.ly/3e9mP7n>

MEDIA FLIGHT

FY21 Panama City Beach		Q1- 2021													2Q - 2021												
Media	Spend	January					February				March				April					May				June			
		12/28	1/4	1/11	1/18	1/25	2/1	2/8	2/15	2/22	3/1	3/8	3/15	3/22	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21
Beach TV	\$2,000																										
Local PCB TV	\$2,000																										
Radio- Drive Market	\$27,074.20																										
Radio - Local PCB	\$1,999.20																										
Radio - Local PCB	\$1,997.50																										
Display Banners	\$24,180																										
Social Media	\$50,885																										
Southern Living	\$201,331																										
Better Homes & Gardens	\$36,150																										
Beach Happy Magazine	\$3,800																										
VIE Magazine	\$1,951																										
OOH - Local Digital Billboards	\$9,973																										

MARKETING | SOCIAL MEDIA PLAN

Facebook event page:

17.8K people responded
599.1K people reached
36.1K event page views

Snapchat:

223 swipes
58 uses
2.3K views

Website Analytics:

35,587 sessions
29,017 new users
Average site duration: 1:22
+12.44% New Website Sessions



UNWINED 2021 RESULTS:

UNwineD Display drove 446 hotel bookings (based on Adara Impact)

Visit Panama City Beach was able to track attendees through the ticket purchase process and the results were overwhelmingly positive.

- **Friday Night VIP Kick Off: SOLD OUT (2 Weeks early)**
- **Grand Afternoon Tasting: SOLD OUT**
- **1600 attendees**
- **7 Restaurants**
- **16 craft beer Vendors**
- **19 wine Vendors**
- **16 spirit Vendors**
- **3 Seltzer Vendors**

22 States Represented: AL, AR, AZ, CA, CO, CT, FL, GA, HI, IL, IN, KY, LA, MD, ME, MI, MO, MS, NC, NM, NY, OK, TN, TX, UT, VA

Local – 38.16

Florida (Including local) – 52.4

Alabama – 21.85

Georgia – 16.54

All other – 9.21



THANK YOU.

What I made?



PANAMA CITY BEACH
UNwineD