



MARKETING RECAP JULY 2026

MARKETING

- **Display:** Overall, the display campaign performance was strong for the month. All campaigns performed within or above the benchmark CTR range, except for the DRF campaign and the Site Display RT campaign, which both performed slightly below the benchmark. The CC display campaign drove the highest CTR at 2.33%.
- **Pre-roll:** Two pre-roll video campaigns ran in July: CC and MIY. Both MIY And CC preroll videos performed within or above benchmark for CTR!
- **Youtube:** According to GA4, the Snapper Season YouTube campaign drove the longest average engagement time per session of any YouTube campaign that ran in July at 13 seconds.
- **OTT:** Overall, the OTT campaigns drove 25,229 view-through conversions between all OTT running this month!
- **Tripadvisor:** SEM CTR and Average Dwell time on brand channel were up MoM! The Luckie team made some updates to the content on the PCB TripAdvisor Brand Channel page which likely resulted in the higher average dwell time!

PUBLIC RELATIONS HIGHLIGHTS

Emerald Coast Magazine spotlighted Pineapple Willy's classic beachfront atmosphere by spotlighting its unbeatable sunset views and signature drink, Pineapple Willy, in the article, "Cheers! A Toast to the Coast."

TravelBinger highlighted Panama City Beach's growth by showcasing rising tourism numbers and continued investments in the destination in the article titled, "8 Beach Towns That Will Look Completely Different in a Decade."

Emerald Coast Magazine highlighted Panama City Beach's Russell-Fields City Pier and M.B. Miller County Pier—focusing on their prime fishing opportunities—in the article, "Pier Into Greatness."

Meetings Today positioned Panama City Beach as a leader in accessibility, featuring insights from Jayna Leach on how inclusive features are integrated into meetings and events, in the print article, "How to Create an Inclusive Environment at Beach Events."

WJHG-TV shared Panama City Beach's continued growth in sports tourism by highlighting the destination's summer sports events and the strong expected economic impact in the article titled, "Summer Sports Tournaments Bring Thousands of Visitors & Millions of Dollars to PCB."

REAL. FUN. SOCIAL STATS

TOP SOCIAL POSTS OF THE MONTH

Instagram

"Take a piece of the #RealFunBeach home with you!"

Likes: 82 Comments: 82 Impressions: 8.6K



105.5k followers

Facebook

"Take a piece of the #RealFunBeach home with you!"

Likes: 58 Comments: 9 Reach: 14.5K

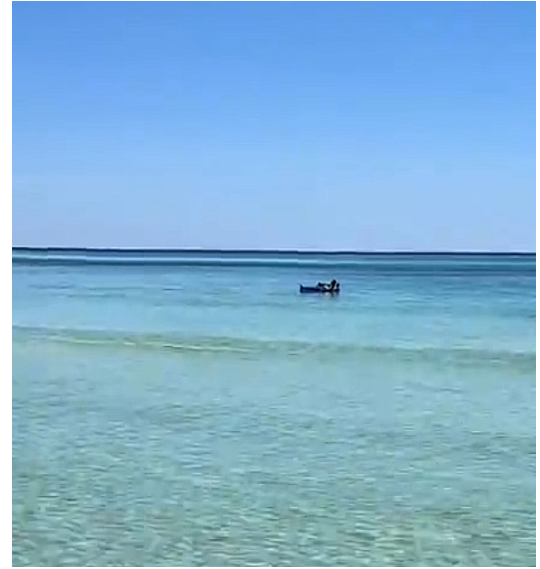


1.2 Million likes

TikTok

"Do not disturb."

Likes: 1,618K Comments: 8 Views: 169.6K



451.7k likes

FUTURE FUN

Our "always on" digital campaign continues in August. August will have continued efforts in Competitive Conquesting, MIY, and event & pulse campaign support for upcoming campaigns. August will continue partnerships with TripAdvisor, Pandora, Priceline/Booking.com, Expedia, and VRBO. New campaigns began with Hopper and Expedia Co-Op to support lodging partners in August – October and drive bookings.

August will continue paid media support with Peacock as the premium OTT partner for this quarter. Spotify and Pandora Podcasting will also continue in August to support MIY in audio channels. August will support social campaigns such as Sports Park, PCB Perks, Rising Tide, and For the Love of PCB. PCB will have regional support as the Beach Forecast Radio campaign continues in the Columbus market.

August will continue support for DRF with the standing billboard at Pier Park North and the Carvertise campaign.

This month we begin promotions for:

- PCB Perks
- Real.Fun.Deals.
- Hulu Streaming
- Pinterest Weddings
- TripAdvisor

Current Marketing Projects

- Black Pearl T-shirts
- Pirates Maps
- Escapism Magazine Spread
- Real Fun Beach Store Launch
- For the Love of PCB campaign
- Competitive Conquesting Campaign