



MARKETING RECAP JUNE 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, which performed slightly below the benchmark. The MIY display campaign drove the highest CTR at 2.42%.
- **Pre-roll:** Two pre-roll video campaigns ran in June: CC and MIY. The Teen Make It Yours Campaign 30s video was the top performer for the MIY campaign, driving the highest CTR and VCR.
- **YouTube:** According to GA4, the Snapper Season YouTube campaign drove the longest average engagement time per session of any programmatic campaign that ran in June at 12s.
- **OTT:** Overall, the OTT campaigns drove 31,668 view-through conversions between all OTT running this month!
- **Tripadvisor:** Average dwell time and engagement rate had an increase MoM! The Horizon unit performed very well this month with a .22% CTR (double product bench!)
- **Priceline/Booking:** This campaign is showing 6,126 total conversions and sales of \$4,572,054.49 with an ROAS of \$243.78 for the month of June!

PUBLIC RELATIONS HIGHLIGHTS

Southern Living recognized Capt. Anderson's as one of Florida's legendary restaurants, highlighting its family-run legacy and commitment to fresh seafood in the article titled, "17 Legendary Florida Restaurants Everyone Should Try At Least Once."

Emerald Coast Magazine featured the Black Pearl artificial reef as one of the Emerald Coast's most memorable diving experiences in the article titled, "Diving Deeper."

Go RVing showcased Panama City Beach's standout fishing opportunities through a redfish fly-fishing excursion, positioning the destination as a premier Gulf Coast angling destination, in the article titled, "The Trout-to-Tarpon Highway: Roadtripping Through North Carolina and Florida."

WJHG-TV shared first-quarter tourism tax collection results from Visit Panama City Beach and the Tourist Development Council, highlighting the destination's strong summer events lineup and continued visitation growth, in the article titled, "PCB Enters Peak Summer Season as Tourism Tax Collections Rise Early in 2026."

WJHG-TV shared details of Panama City Beach's Real. Fun. Fourth celebration, highlighting the destination's fireworks, family-friendly programming and positive tourism impact in the article titled, "Panama City Beach Gearing Up for Fourth of July Fireworks and Festivities."

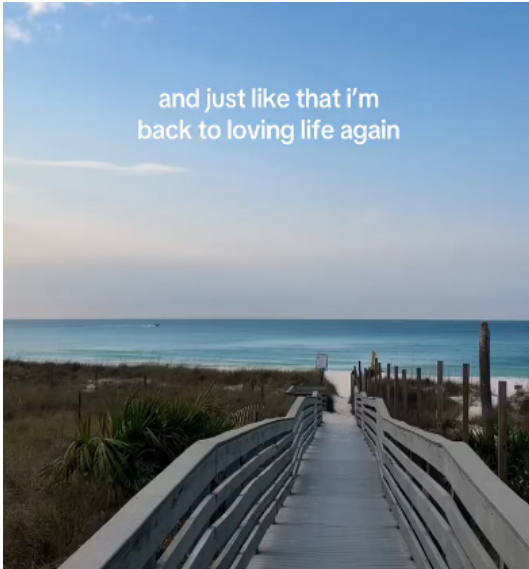
REAL. FUN. SOCIAL STATS

TOP SOCIAL POSTS OF THE MONTH

Instagram

"Loving life in PCB"

Likes: 707 Comments: 19 Impressions: 16K

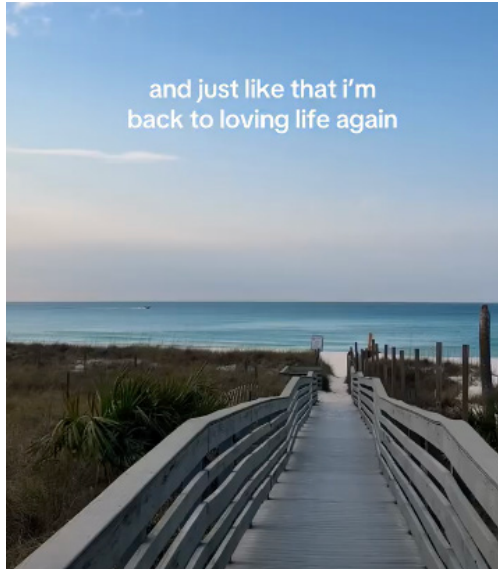


105.3k followers

Facebook

"Loving life in PCB."

Likes: 416 Comments: 15 Reach: 23.2K



1.2 Million likes

TikTok

"Book your tickets to get the full Pirates Voyage experience..."

Likes: 14.7K Comments: 5 Views: 74.5K



448.9k likes

FUTURE FUN

Our "always on" digital campaign continues in July. July will have continued efforts in Competitive Conquesting, MIY, and event & pulse campaign support for upcoming campaigns. July will continue partnerships with TripAdvisor, Pandora, Priceline/Booking.com, Expedia, and VRBO.

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

July is launching a new flight to include a standing billboard at Pier Park North for added support in the Double Red Flag campaign.

This month we begin promotions for:

- PCB Perks
- Real.Fun.Deals.
- Hulu Streaming
- Pinterest Weddings
- Father's Day (Dad's Who PCB)
- TripAdvisor

Current Marketing Projects

- Connect Sports Dedicated Email
- Event Eblasts
- Make It Yours Persona Video Refresh
- Beach Access Signage
- FY27 Planning
- Competitive Conquesting Campaign
- Marketing Sunset Sessions
- Publix Sports Park Mobile Friendly FB and Instagram Stories
- Deliverables for Pinterest Pins
- Pirates of the High Seas Fest Radio and TV Spot
- Pirates Fest Partner Toolkit
- Pirates Fest Merchandise design for the Real Fun Beach store