



MARKETING RECAP **MAY 2026**

MARKETING

- **Display:** Overall, the display campaign performance was strong for the month. All campaigns performed within or above the benchmark CTR range! The Mother's Day display campaign drove the highest CTR at 2.99%.
- **Pre-roll:** Two pre-roll video campaigns ran in May: CC and MIY. The CC campaign performed above benchmark for both CTR and VCR.
- **YouTube:** While campaigns like Competitive Conquesting, MIY :30s, and Snapper Season have CTR lower than benchmark, they all exceeded performance in VCR.
- **OTT:** Overall, the OTT campaigns drove 32,142 view-through conversions between all OTT running this month!
- **Tripadvisor:** Page views and engagement rate had an increase MoM.
- **Priceline/Booking:** This campaign is showing solid results, with 6,581 total conversions and sales of \$4,870,663.05 with an ROAS of \$205.56 for the month of May!

PUBLIC RELATIONS HIGHLIGHTS

Forbes shared Dr. Beach's ranking of the Top 10 Best Beaches in the U.S. for 2026, noting that St. Andrews State Park earned a spot on the list for its natural beauty and tranquil atmosphere, in the article, "The 10 Best Beaches in the U.S. in 2026—According to Dr. Beach."

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."

Emerald Coast Magazine showcased Panama City Beach's commitment to expanding its diving offerings through sustainable reef development, featuring insights from Erin Graham in the print and online article, "Sunken Treasure."

Travel + Leisure showcased Panama City Beach as one of Florida's most affordable beach destinations, highlighting its more than 300 days of sunshine, natural beauty and family-friendly appeal, in the roundup, "I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacation Destinations in the State."

REAL. FUN. SOCIAL STATS

TOP SOCIAL POSTS OF THE MONTH

Instagram

"Here's your chance to win highly anticipated..."

Likes: 463 Comments: 413 Impressions: 24.1K



105.2k followers

Facebook

"Here's your chance to win tickets to the highly anticipated..."

Likes: 888 Comments: 830 Reach: 150K

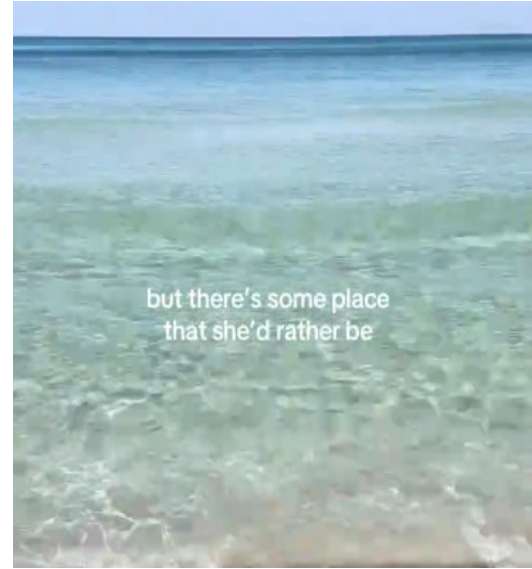


1.2 Million likes

TikTok

"PCB is the only place we want to be..."

Likes: 16.3K Comments: 78 Views: 157.2K



412.1k likes

FUTURE FUN

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

June will continue paid media support with Hulu as the premium OTT partner for this quarter. Spotify and Pandora Podcasting will also continue in June to support MIY in audio channels. June will support social campaigns such as Sports Park, Snapper Season, LinkedIn, PCB Perks, Direct Flights to New York, Austin, and Dallas. PCB will have regional support as the Beach Forecast Radio campaign continues in the Columbus market.

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

- Annual Report recap for 2025
- Event Eblasts
- Make It Yours Persona Video Refresh
- Beach Access Signage
- National Award Submissions
- For the Love of PCB campaign
- Competitive Conquesting Campaign