

# MEDIA PLAN

## FY26

2026 | PANAMA CITY BEACH



# FY26 MEDIA STRATEGY

**Objective:** Enhance brand awareness and perception of Panama City Beach among targeted audiences in both core and emerging markets, while embracing adaptability and innovation in all executions.

In order to drive preference and visitation for Panama City Beach, our media strategies will align channel preference of our audiences to the timing of their travel interest and intention.

- Support Combatting Takeovers
- Prioritize a digital first approach across all media channels
- Implement a flexible buying approach: plan annually, execute quarterly
- Dial up or back as needed based on external impacts
- Maintain competitive conquering efforts
- Expand promotion of pulse campaigns and dedicated support of PCB-owned events
- Utilize data and learnings in real-time and from historic results

## Measurement of Success

For paid media performance we will monitor these metrics as indicators of success:

- New sessions to website
- Engagement metrics



# REACHING OUR KEY AUDIENCE SEGMENTS

Prospecting first-time visitors and retargeting past visitors giving them another reason to visit to PCB, we align campaign timing, messaging, and targeting to reach core segments during their unique planning windows.



Summer Families



Young Families



Couples



Winter Residents



Teen Families



Long Weekend Families



Sports Families

# PULSE & EVENTS



## Pulse Campaigns

Thanksgiving

Holidays

Winter Residents

Mother's Day

Valentine's Day

PCB Perks

Snapper Season

High Impact Periods

## Events

Pirate's Fest

Beach Home for the Holidays

Beach Ball Drop

Mardi Gras

UNwineD

Gulf Coast Air Show



**GULF COAST SALUTE**

# CAMPAIGNS FY26

Overview of all initiatives supported to promote visitation and awareness of the destination

1. MIY
2. Competitive Conquesting
3. Winter Residents
4. UNwineD
5. Mardi Gras
6. Pirate's Fest & Renaissance Fest
7. Beach Home for the Holidays
8. Beach Ball Drop
9. Gulf Coast Air Show
10. I am Thankful Boosted Posts
11. Christmas Travel/Gift of Here
12. 12 Stays of Xmas Boosted Posts
13. Valentine's Day
14. Mother's Day
15. Direct Flights (NY added for FY25/FY26)
16. Snapper Season
17. Chasin the Sun
18. Visitor's Guide Lead Gen (social only)
19. PCB Perks
20. Double Red Flags
21. Beach Flag Safety
22. Tourism Scholarship Program (Rising Tides)
23. Weddings
24. Sales Dept Support
25. Sports/Events Dept Support
26. Anti-Takeovers (NEW for FY26)



# FY26 MARKETS

Continue to target state-level for Georgia, Alabama, Tennessee

## Always On

Core markets representing majority of year-round visitation.

### Georgia

Atlanta  
Columbus  
Albany  
Macon

### Tennessee

Chattanooga  
Nashville  
Knoxville

### Alabama

Birmingham  
Dothan  
Huntsville  
Mobile  
Montgomery  
Auburn  
Tuscaloosa

### Other

Tallahassee  
Orlando  
Dallas  
Houston  
Chicago  
St. Louis  
Louisville  
Indianapolis  
New Orleans  
Tampa

## Seasonal

These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year.

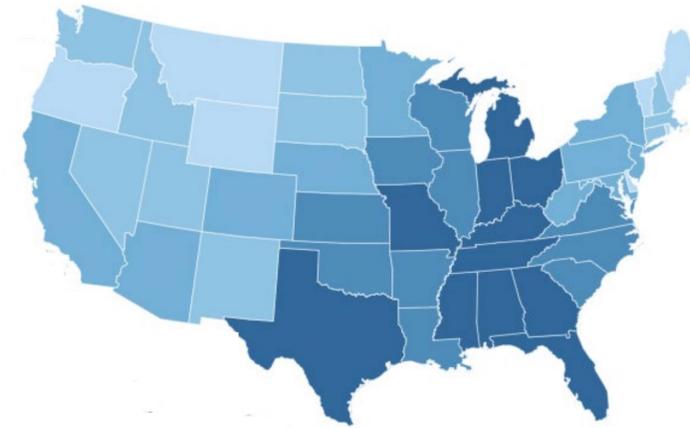
Baton Rouge  
Cincinnati  
Detroit  
New York  
Washington, DC (holiday)  
Jackson, MS  
Lexington, KY

## Opportunity

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors, and retarget those showing interest.

Austin  
Newark  
Columbus, OH  
Kansas City  
Little Rock

San Antonio  
Lafayette, LA  
Philly  
Boston  
Hattiesburg, MS



# COMBATING TAKEOVERS

# COMBATING TAKEOVERS

## PILLAR

Brand Campaign  
(MIY)

High Impact Periods

Anti-Takeover  
Response

## AUDIENCE

- Key Audience Segments

- Teens
- Parents of Teens

- Teens

## CHANNEL

- Display
- Pre-Roll
- Paid Social
- OTT

- Teens: TikTok, Snapchat, Instagram, Gaming Apps, YouTube, Spotify
- Parents: TikTok, YouTube, OTT, Meta, YouTube Music

- TikTok & Snapchat

# HIGH IMPACT PERIODS: TEENS

# TEENS: PAID MEDIA RECOMMENDATION

Channel	Targeting
TikTok	Age 13 - 17 & Location
Snapchat	Age 14 - 17 & Location
Instagram	Age 14 - 17 & Location
Gaming Apps	Curated Game List & Location
YouTube	Creators, Channels, Content & Location
Spotify	Age 13 - 17 & Location



YouTube



# HIGH IMPACT PERIODS: PARENTS OF TEENS

# MEDIA REC: PARENTS OF TEENS

Channel	Targeting
TikTok	Parents
YouTube	A25-54 with children aged 13-17
OTT/CTV	A25-54 with children aged 13-17
Meta (Facebook & IG)	A25-54 with children aged 13-17
YouTube Music	A25-54 with children aged 13-17



**BREAK THE GLASS**

# ANTI-TAKEOVER PAID MEDIA RECOMMENDATION

- Serve our anti-takeover messaging in the social media apps WHERE the takeover is being shared/planned
- **TikTok and Snapchat** are the most effective channels to distribute this message
- Paid media campaign will be turned on at the direction of City officials

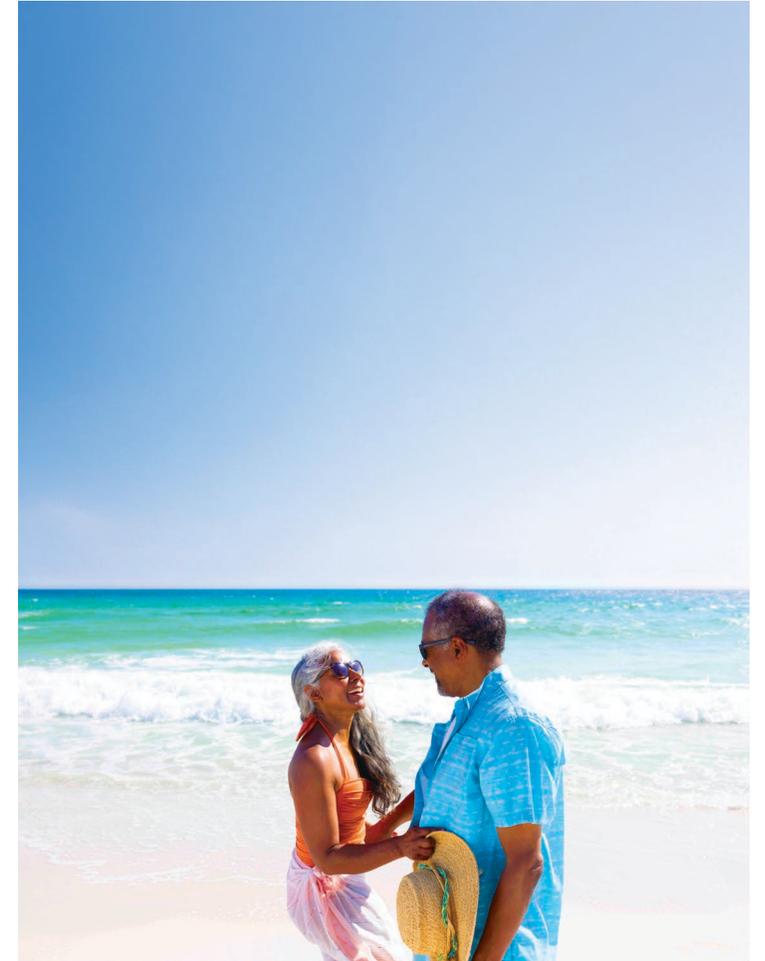
Channel	Targeting
TikTok	Age 13 - 17 & Location
Snapchat	Age 14 - 17 & Location



# FY26 WINTER RESIDENTS

# WINTER RESIDENTS

- Winter residents aren't just snowbirds with longer stays. They are also empty nester couples who can travel outside of the school calendar
- We target them ahead of when they visit, during their planning cycles with the goals of:
  - Driving Aug/Sept/October travel
  - Driving travel planning for extended stays in 4Q/1Q and rebooking before they leave
- Our recommendation for 2026 reflects current sentiment in the Canadian market
  - Expand domestic US markets based on visitor data
  - Keep trusted and reputable partners in Canada that allow for annual presence
  - New print partners in the Canadian market offering exposure among new audiences
  - Align digital media tactics with most appropriate markets



GEO-TARGETING

# FY26 WINTER RESIDENTS GEO-TARGETING

New: expand to **state-level** for **Minnesota, Michigan, and Wisconsin**

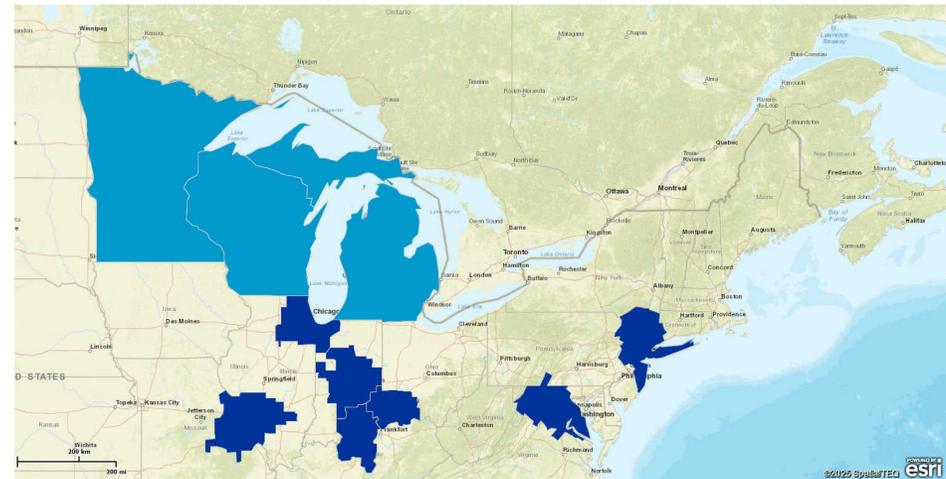
## FY26 WINTER RESIDENT MARKETS

### State Level

- Minnesota
- Michigan
- Wisconsin

### DMA Level

- Indianapolis, IN
- Chicago, IL
- Cincinnati, OH
- Louisville, KY
- NY Metro DMA (includes Newark)
- Washington D.C.
- St Louis, MO



New: expand to **state-level** for **Minnesota, Michigan, and Wisconsin**

# WINTER RESIDENTS MEDIA PLAN

# FY26 WINTER RESIDENTS MEDIA PLAN



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DREAMSCAPES

**CSA NEWS**  
OFFICIAL MAGAZINE OF THE CANADIAN SNOWBIRD ASSOCIATION

Media Channel	Markets
Display	U.S. & Ontario
Pre-Roll	U.S. & Ontario
Social Media	U.S.
VRBO Canada	Canada
Snowbird Advisor Canada	Canada
DreamScapes Magazine <i>*NEW!</i>	Canada
Canadian Snowbird Association News <i>*NEW!!</i>	Canada

PARTNERS

# VISIT FLORIDA CO-OP

VISIT **FLORIDA**<sup>®</sup>

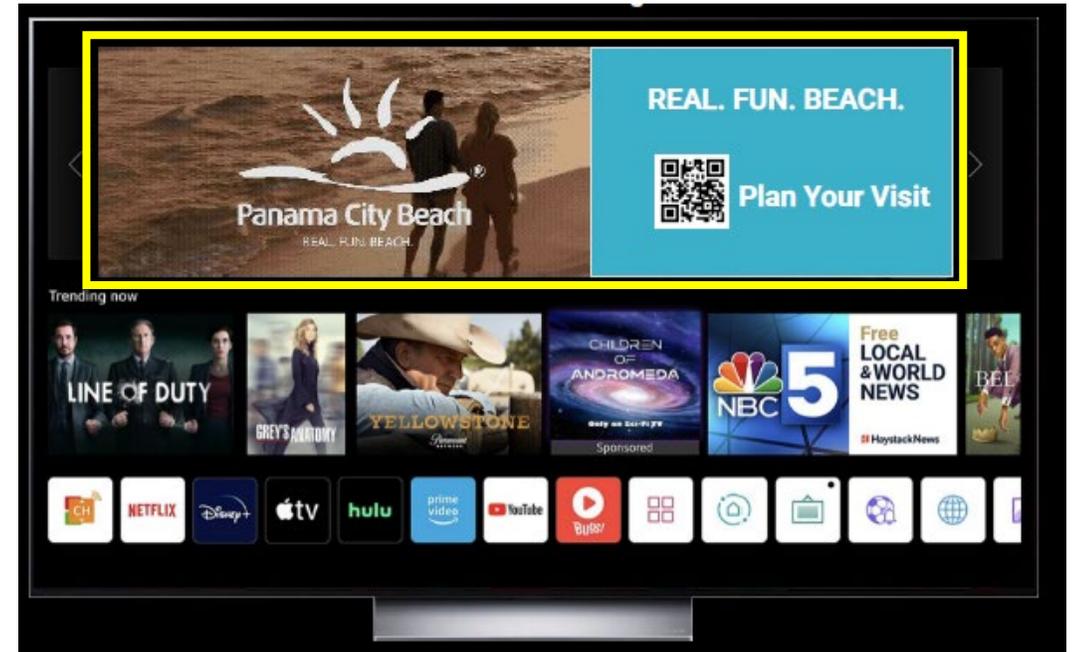
- Support Visit Florida by running a co-op campaign on Connected TV's through three streaming platforms
- Access to new streaming video platforms (Prime & HBO)
- Reach a national audience of travel intenders



**NETFLIX**

# LG ADS

- Maximum visibility, high impact ads on the home screen
- Engage audiences as soon as they turn on their TV
- Served on all makes and models of LG Connected TVs
- Pause Ads & Screensaver Ads: full screen ads when viewers pause or are idle



Example: creative mockups from vendor, FPO

# EPSILON: COMP CONQUESTING

- 2025 campaign drove 263 arrivals, according to Arrivalist – the highest of all tactics and partners that we track
- Utilize this for Competitive Conquesting, target people we know have stayed in hotels in our competitive destination set. Reach people who have stayed 6+ months ago, who may be looking to book another beach trip
- Can incorporate those who have stayed at vacation rentals as well (not AirBnB)

Epsilon®

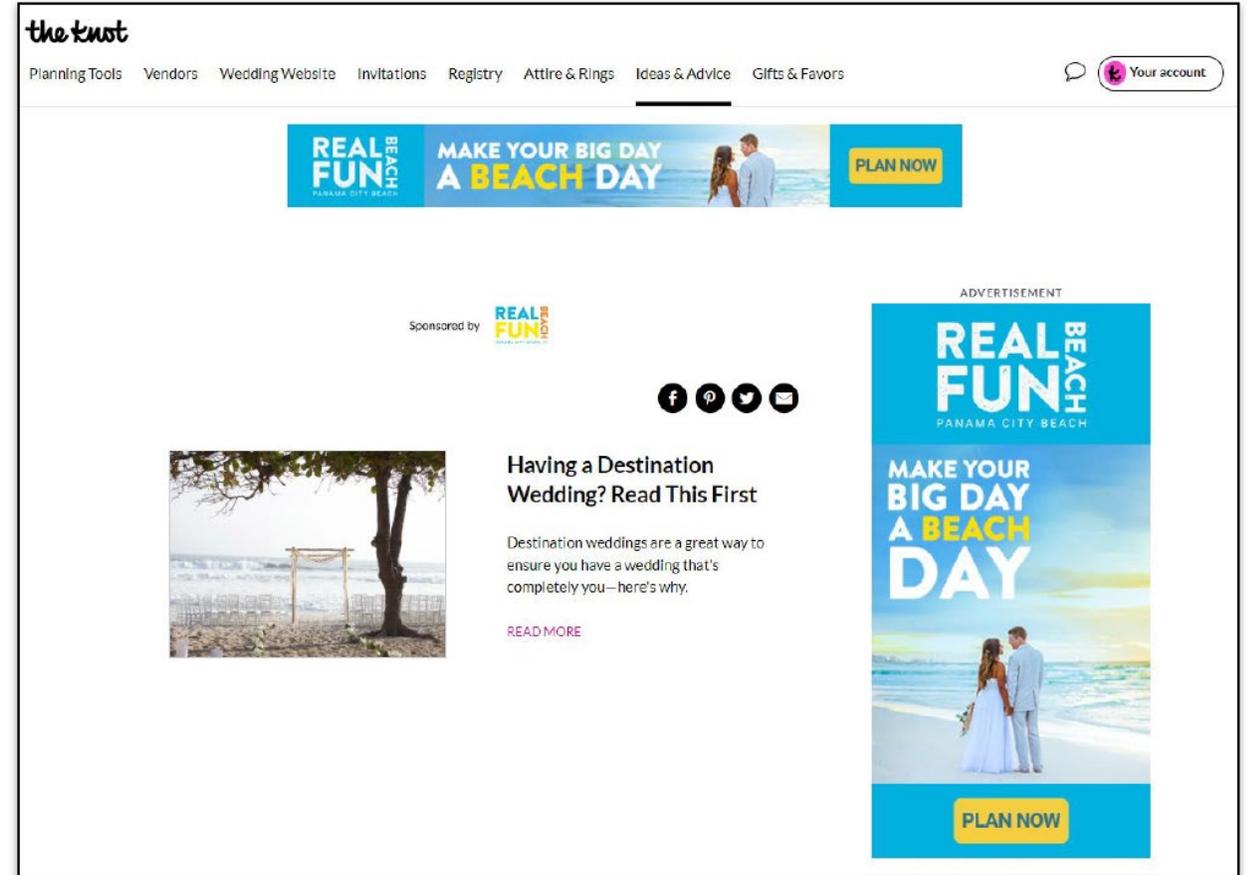


Programmatic Display



Programmatic Pre-Roll

- This will be our third year partnering; continues to be the top wedding brand and drive strong CTR
- Continue to influence newly engaged couples to plan their destination wedding at PCB
- Campaign runs during peak engagement season over the holidays
- Sponsorship of an Article, Email Blasts, Social Media partnership, and custom high impact display ads



Example: Editorial Sponsorship in FY24

# BOOKING PARTNERS

- In Spring of FY25 we heaved up with booking partners to drive visitation
- Return on Ad Spend for the TDT was \$8.68
- Based on strong results we recommend continuing with **Priceline, Booking, Expedia, and VRBO**

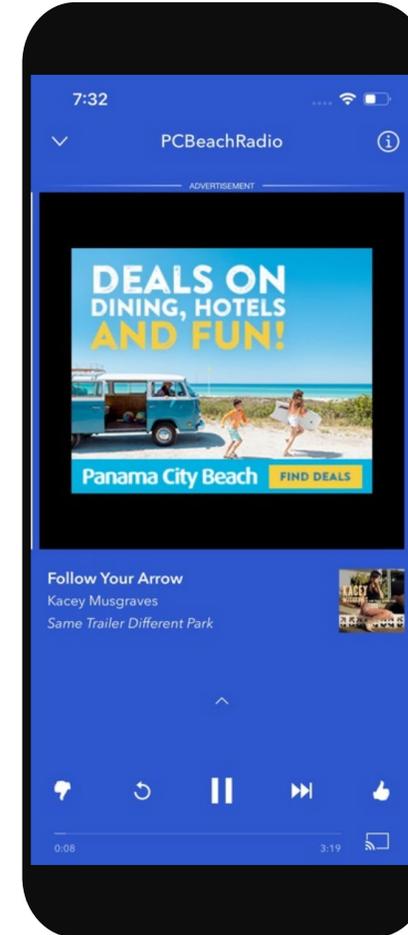
PARTNER	ROOM NIGHTS	LODGING REVENUE GENERATED
Expedia (May-June)	28,716	\$7,228,366
VRBO (Feb – June)	64,378	\$26,630,801
Booking/Priceline (April – August)	34,386	\$6,923,917
<b>TOTAL</b>	<b>127,480</b>	<b>\$40,793,084</b>

*Note: Revenue reported directly from booking partners. This does not reflect Expedia Co-Op & VRBO July/August metrics. Data subject to change; as more time passes, more conversions are attributed to the media.*



All sponsorship elements with Pandora continue to drive high CTR and time on site

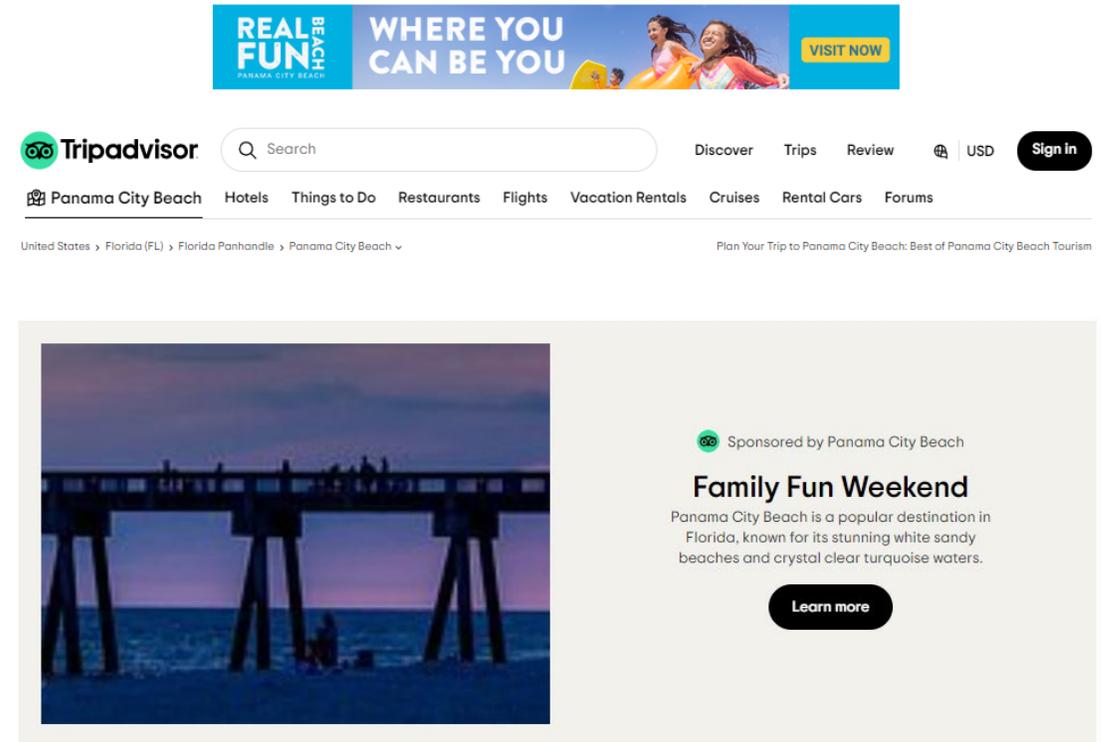
- Continue **Sponsored Listening** partnership where listeners will receive an ad-free hour of music in return for listening to or watching our ad
- Custom **PCBeachRadio Station** to drive brand engagement and brand loyalty, as users keep returning to the station and we reach new listeners every month
- We will continue with **Podcasting** to achieve broad awareness and reach an engaged audience



# TRIP ADVISOR



- Continue to sponsor the Panama City Beach Brand Channel (formerly Destination Page) and maintain 100% Share of Voice
- Continue to drive TripAdvisor users to our Brand Channel via native traffic drivers
- Engagement rate with content on the PCB page is average 2.50%+, above Trip Advisor's benchmark
- Average dwell time on the page is an average of 100+ seconds, above Trip Advisor's benchmark



# FY26 PARTNERS

peacock

NETFLIX

priceline

Booking.com

hulu

vrbo

Expedia

Tripadvisor

Spotify

pandora

the knot

Epsilon

iHeart  
RADIO

CARVERTISE

Southern Living

LinkedIn

# ALWAYS ON TACTICS



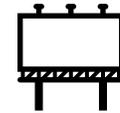
Programmatic Display



Programmatic Pre-Roll



YouTube



OOH



Streaming TV (OTT/CTV)



Print



Retargeting Display

# PAID SOCIAL



- Video ads consistently drove highest performance, recommend continuing to prioritize video ads across all campaigns
- Snapper Season Campaigns will continue, with increased support
- New York Direct Flight support
- Meta (Facebook/Instagram) Campaigns: Likes, Visitor's Guide, Chasin' the Sun, Events Carousels, Direct Flights, Pulse & Events, Weddings, Competitive Conquesting, Winter Residents, Rising Tide, DRF, Beach Safety Education
- Pinterest Campaigns: MIY, Weddings, and Holiday
- Continue to optimize and refine our targeting & retargeting tactics & consistent creative refreshes



CO-OP

# CO-OP

- Support local businesses by offering opportunities for them to buy-in to special media offerings
- Winter, Spring, Summer opportunities
- Tactics range from display, paid social, and partnerships with Canadian publishers

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**CSA NEWS**  
OFFICIAL MAGAZINE OF THE CANADIAN SNOWBIRD ASSOCIATION



As one of the newest all-suites hotels on the beach, SpringHill Suites - Panama City Beach is sure to make your beach retreat a memorable vacation! Start your mornings with a free made-to-order breakfast before exploring the area. We're near many fun-filled attractions like Shipwreck Island Waterpark, Pier Park, Shell Island and Frank Brown Park. Cool down after exploring with a handcrafted cocktail on our hotel bar's terrace, or take the kids for ice cream and a swim in our sparkling outdoor pool! Whether you're attending an event hosted in our beachfront venue or soaking up the sun on your time off, we're here to help you dive into the fun! <https://bit.ly/SpringHillSuitesPCB>



**FIND ADVENTURE WHERE YOU REAL BEACH CAN BE YOU FUN**  
PANAMA CITY BEACH, FL

You're closer than you think to 27 miles of white sand, gorgeous turquoise waters and sunsets you'll never forget. Scan the QR code to plan your visit.

**PANHANDLEGETAWAYS.COM** | 950-590-8125  
Panhandle Getaways is locally owned and has served guests for the past 30 years with exceptional service and amazing homes. With the largest selection of condos and beach homes in PCB, our inventory includes beachfront resorts, rentals for large groups, private pools and pet-friendly options. The handle Getaways Jamaica features free access to activities every day of the stay, like rounds of golf, dolphin cruises, scuba diving and much more.

**RESORTCOLLECTION.COM** | 866-424-6903  
Panama City Beach. It's not just a destination - it's a cherished family tradition! Explore a vast array of private rentals with unique features to enhance your stay, including pet-friendly options. Find the perfect spot for sunny moments, whether at a private pool, on a terrace or along an expansive golf course. Your ideal beach getaway awaits. We hope to see you soon!

panhandle getaways

RESORT COLLECTION  
By Southern Vacation Rentals

DOUBLE RED FLAGS  
&  
BEACH SAFETY

# CARVERTISE



- This continues to be a tangible tactic to drive awareness of Double Red Flag meaning
- Over 36,000 miles driven in 2025
- Over 2.7 million impressions delivered in 2025
- Carvertise has over-delivered miles and impressions for the second year in a row



# DOUBLE RED FLAGS & BEACH SAFETY

## Double Red Flags

- Raise awareness to visitors and beachgoers that water is closed when double red flags are up
- Turns on ONLY when DRF are flying



Car Wraps



Social Media



Digital Display

## Beach Safety Education

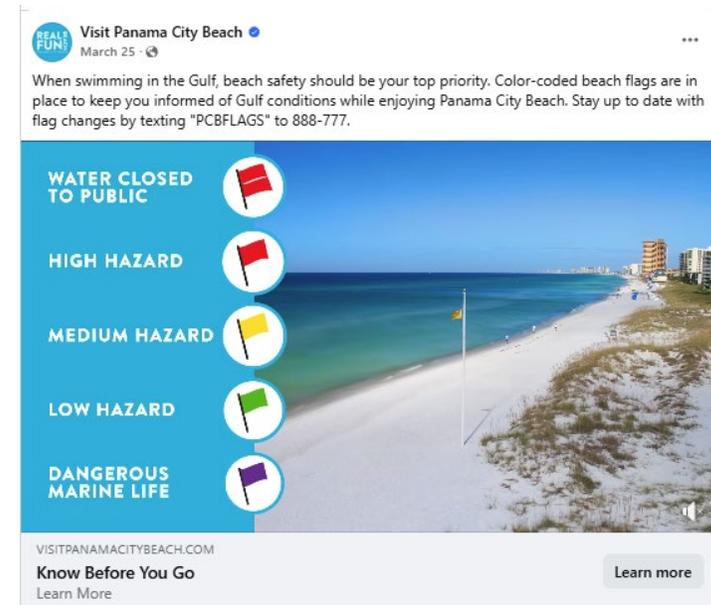
- Educate visitors about the Beach Flag system & what it means
- Run campaign during highest months of visitation and beach-goers
- Creative is a :30 second video



Social Media



Local TV



FUN FOR ALL  
FUN FOR ALL  
FUN FOR ALL

# FUN FOR ALL



Expand PCB's Fun. For. All. initiative to promote accessible travel

- This effort began in FY25
- Utilize video channels to encourage visitation during time periods when destination is more accessible
- Audience targeting in digital platforms allows us to reach users who have handicap accessible homes, wheelchair purchasers, and with interests that include: accessible travel, disabilities, disabled parent, children with disabilities



# RISING TIDE SCHOLARSHIP SUPPORT

# RISING TIDE SCHOLARSHIP SUPPORT

- Raise awareness with key audiences to highlight how PCB's focus on customer service helps make PCB visitor's beach of choice

## Media Channels



**SALES & SPORTS**

# FY26 SALES PARTNERS



# FY26 SPORTS PARTNERS



# FY26 MEDIA MIX

CHANNEL	PLANNED BUDGET
Digital	\$1,900,000
Social Media	\$1,659,483
Radio <i>(Pandora, Spotify, Local/Event)</i>	\$941,780
TV <i>(OTT, Local/Event)</i>	\$544,272
Print	\$575,486
OOH	\$270,801
Contingency Funds	\$250,000
Unallocated	\$108,178
<b>TOTAL FY26</b>	<b>\$6,250,000</b>

THANK YOU!