

# REAL FUN BEACH

PANAMA CITY BEACH



# PUBLIC RELATIONS

FY26 | PANAMA CITY BEACH



# ACCOUNT TEAM

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**Gina Stouffer**

President,  
South Carolina



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President,  
Florida



**Erin Murphy**

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Account Executive,  
Florida

# 2024/2025 REACH

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- Total Impressions: 3,147,420,856 (Through September 30, 2025)
  - 4.06% Increase YOY
- Estimated Ad Value: \$2,153,134 (Through September 30, 2025)
  - 6.87% Increase YOY

# 2024/2025 COVERAGE SAMPLING



August 29, 2025  
UVM: 13,533,898

## These Are the Multigenerational Trips to Take This Year

Consider these destinations that appeal to family members of all ages



### Panama City Beach, Florida

#### Holiday Inn Resort Panama City Beach

Holiday Inn Resort Panama City Beach offers oceanfront standard rooms (some with private balconies), a lazy river and easy beach access. In addition, Panama City Beach has more than 100 feet of mobility mats along the shoreline, accessible boardwalks and piers that are compliant with the [Americans With Disabilities Act](#). Sporty family members will find the "Wreck Diving Capital of the South" perfect for snorkeling, kayaking and paddleboarding. Dolly Parton's Pirates Voyage Dinner & Show, which opened in June, and iconic seafood restaurants like Capt. Anderson's ensure that no one goes hungry.

"People are really focusing on experiences that matter," Gerlach says. "It's a good time to slow down, spend time with people you care about and finally take that trip you've been putting off."



August 15, 2025  
UVM: 11,872,550

## America's Best Small Towns of 2025

### Best Small Retirement Town



The colorful homes along the beach in Panama City Beach, Florida.  
Credit: benedek/Getty Images

### Panama City Beach, Florida

With 320 days of sunshine, plenty of parks, and no state income tax, Panama City Beach (PCB) is an affordable small-town gem (population 19,393) on Florida's Panhandle that's increasingly capturing the attention of retirees. I've called this place home for over three decades, and each morning I take a walk along the soft, powdery white sand before joining water aerobics classes at Frank Brown Park—a perfect blend of gentle exercise and community connection.

The laid-back town offers natural beauty alongside an active lifestyle, where you can fish, paddleboard, hike scenic trails, and spot bottlenose dolphins in the emerald Gulf waters. The fresh local seafood, annual wine festival, and host of new attractions

add to the allure. "We moved down here, and I just fell in love with this place," says artist and Beach Arts Group founder Helen Ferrell. "It's a great place to live, to raise kids—and people treat you well. They embrace everybody: the military, the tourists, the locals."

Daniel Pratt, the owner of [Panama City Coffee Co.](#), shared a similar sentiment. "People stop and say, 'Hey, how are you doing?' There's a community feel here you just don't find everywhere."



September 9, 2025  
UVM: 18,174,865

## The 20 Friendliest Places In The South

### Andy's Flour Power



### Panama City Beach, Florida

Unlike at many restaurants in this busy beach town, residents and tourists will happily wait in line for a table [here](#). The secret ingredient is chef-owner John Certo, who treats the dining room like it's his home. You'll find him popping in and out of the kitchen to check on diners, offer menu suggestions, and pull up a chair to chat. "It means the world to me to hear people say the boy from New York is bringing back Southern hospitality," he says.

# 2024/2025 COVERAGE SAMPLING

The Washington Post

June 7, 2025  
UVM: 37,926,623

## She's completed 99 Ironman races. Her motivation? Petting dogs mid-race.

Triathlete Jill Walker said she's used to spectators' questions when she stops to pet their dogs, including "shouldn't you be running?"

After Jill Walker finished the bike portion of a triathlon, her friend informed her that the top runner in her age group was only about seven minutes ahead.

But Walker didn't speed up to try to clinch first place. Her main objective was to pet as many dogs as possible.

Walker paused running to pet dozens of dogs over the rest of the course in Madison, Wisconsin. She was about a quarter-mile from winning her age group when she saw a spectator near the finish line holding a puppy above his head. Walker couldn't resist; she delayed her victory to pet her 45th dog that race in September.

Walker, 57, is now preparing for her 100th Ironman triathlon, which consists of a grueling 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. Among the highlights of her races in more than a dozen states and six continents are the hundreds of dogs she has stopped to meet along the way.

Although she is usually not overly concerned with her race time, Walker keeps a mental tally of the dogs she pets each race — her record is 67 pets.

"They're like my aid station," Walker, who lives in Tampa, told The Washington Post. "If I feel like I'm running slow, and I'm just like, 'Ugh, I don't feel like running anymore,' then I see a dog and I'm petting them, and I start running again, and my pace is so much faster."

<https://tinyurl.com/3ucstmw2>

TRAVEL+  
LEISURE

May 5, 2025  
UVM: 11,872,550

## Delta's New Route Connects New York City to This Iconic Florida Destination for the First Time Ever

A beach getaway just got easier from the Big Apple.



A beach getaway just got easier from the Big Apple.

Delta Air Lines will soon begin new service between New York's LaGuardia Airport (LGA) and Panama City, Florida's Northwest Florida Beaches International Airport (ECP), which serves the popular Panama City Beach and surrounding communities. The service will operate weekly starting June 14 before moving to daily on Nov. 6.

Travel + Leisure spotted one-way fares as low as \$199 for the new route on Delta's website, with availability throughout the summer and fall.

The region is a popular tourism destination, and home to a newly opened hotel, the 225-room Embassy Suites by Hilton Panama City Beach Resort, which began welcoming guests in 2023. Families may also enjoy the Splash Resort, which has a water park and dive-in movie theater.

While many sun-seekers visit the area for beach and ocean activities like a shipwreck trail for scuba divers and viewing the world's largest bottlenose dolphin population, outdoor enthusiasts can also enjoy a variety of hiking at popular trails within St. Andrews State Park, according to AllTrails. The region is also home to the Tyndall Air Force Base.

Family  
Vacationist  
USA  
TODAY

February 18, 2025  
UVM: 50,803,730

## The best Florida beaches for families, according to a local beach-loving mom

### 13. Russell-Fields City Pier and Beach

#### Panama City Beach, Florida

Everyone in your family will find something to love about Russell-Fields City Pier and Beach on the Florida Panhandle. That includes your four-legged critters, who can enjoy the Dog Beach on the west side of the City Pier (dogs must be leashed). The whole area is known for its white sand and emerald Gulf waters, and there's also beach volleyball courts, restrooms and showers, and lifeguards on duty from April through Labor Day weekend. Head out onto the 1,500-foot pier for some fishing or wildlife spotting, or walk across the street to Pier Park for lunch or a little shopping to get out of the sun.

#### ► Where to stay near Russell-Fields City Pier and Beach, Florida

Families have lots of room to spread out at [SpringHill Suites Panama City Beach Beachfront](#), where some suites include bunk beds and all make it easy to get out on the sand. A free breakfast buffet is served daily, the outdoor pool overlooks the Gulf, and on-site dining options include a poolside bar and grill and ice cream and coffee shop.

# 2024/2025 COVERAGE SAMPLING

**Outside**

January 19, 2025  
UVM: 3,156,936

## The Top 13 Beaches in Florida for Sun and Adventure

Done with cold weather? From the Keys' turquoise waters to the Panhandle's white-sand shores and beyond, here are the Sunshine State's best beaches to visit.

From rideable-year-round waves at Sebastian Inlet and Cocoa Beach to hunting for Spanish galleon coins along Vero Beach and scuba diving to World War II shipwrecks off Panama City Beach, these sandy stretches offer mega adventure. Pack the SPF 30 (nay, 50), plenty of water, and get psyched for Florida's coastline to *wow* you.

## Best Florida Panhandle Beaches for Diving, Scalping, and Paddling

Panama City Beach

• **Location:** About 112 miles west of Tallahassee in Northwest Florida

• **Why We Love It:** It's second only to the Florida Keys for the best wreck diving in Florida.

Serious and beginner scuba divers can look forward to epic and unexpected diving in Florida's Panhandle, thanks to its artificial reefs in the form of intentionally-sunk shipwrecks offshore from Panama City Beach. Divers with an advanced certification come from around the world to explore the 465-foot Empire Mica, a British tanker torpedoed offshore during World War II—the longest war wreck in the Gulf of Mexico. Trips out with [Panama City Diving](#) (from \$300) to dive the wreck, 60 miles from Panama City, resting in 110 feet of water, take all day but are worth the effort. Closer to shore and shallower, the wreck of the Red Sea is covered with urchins and sponges and is home to goliath groupers that tip the scales over 300 pounds. [Hathaway Bridge Span 12](#), sunken bridge parts that once connected Panama City and Panama City Beach, is another stellar and super-fishy dive site clouded with bait balls.

• **Don't Miss:** Every spring (dates vary), the local Blessing of the Fleet, Fish Fry, and Burning of the Socks festival takes over St. Andrews Marina and includes a procession of water vessels and blessings for those bound for the sea. Winter socks are tossed into a fire to burn as a symbol of walking into spring, and it's a fun and free-to-witness vibe.

**TimeOut**

January 21, 2025  
UVM: 15,222,770

## The best places to celebrate Mardi Gras in the USA

We're jazzed to let the good times roll at America's best Mardi Gras celebrations, from Twelfth Night to Fat Tuesday.

### 10. Panama City Beach Mardi Gras | Panama City Beach, FL

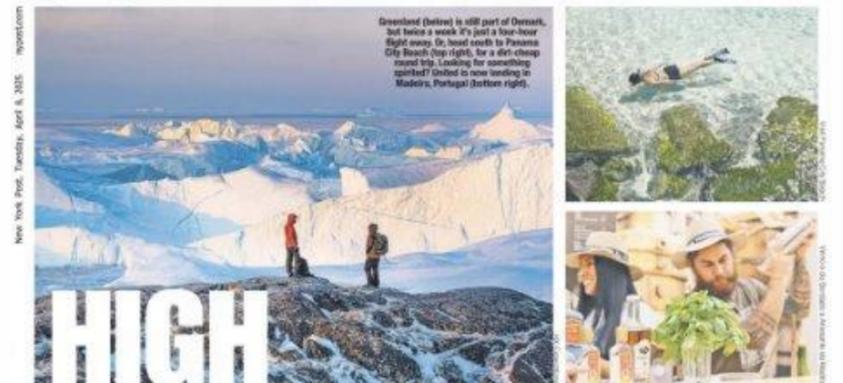


Panama City Beach combines Mardi Gras fun with the beach, sugar white sand and sun at its annual [Panama City Beach Mardi Gras and Music Festival](#). A highlight of the celebration is the Krewe of Dominique Youx's lively parade down the beach. The two-day family-friendly festival also includes a children's parade, a 5K fun run, beachfront fireworks, and live music, including a concert with country music star Chris Janson. [Panama City Beach Mardi Gras and Music Festival is February 14–15, 2025.](#)

**NEW YORK POST**

April 8, 2025  
CIRC: 871,000

## Spring travel



## HIGH POINTS

New direct flights on the horizons for New Yorkers

By PUPPI ORNAMENT BLUMBERG

**N**EW York is perfect — until it's not. Then it's time to take off. Here's a look at some of the latest and greatest newly unveiled nonstop flight routes to and from the city.

**Delta Air Lines (DLA) to Northwest Florida Beaches International Airport (ECP)**  
Aircraft: Bombardier CRJ-900  
Round-trip: From \$249  
With its inaugural wheels up on June 18, the first nonstop flight from NYC to ECP will run weekly on Saturdays through Labor Day with daily service from June 28 to July 9. In just under three hours, hanted New Yorkers can find R&R at one of Florida's most budget-friendly oceanfronts. Once you land, you're about 20 minutes away from ocean-to-sand, plus colorful island Panama City Beach, known as the "Island of Living Capital of the South" for its many accessible shipwrecks. PCR also has one of the world's highest concentrations of boaters, dolphins, sea otters, scuba-dived wrecks and even water-fresh glamping at St. Andrews State Park. While you're there, check out the recently redesigned Edward F. Hickey Sr. Park. The ADA-compliant beach access point is ideal for everyone. Thanks to accessible parking, beach ramps and more than 100 feet of disability mats extending to the shoreline.

**Azair (EWR) to Las Américas South Domingo Airport (SDQ)**  
Aircraft: Boeing 737 MAX 8  
Round-trip: From \$262  
Azair's latest launch is to the Dominican Republic. Starting on June 18, Azair (EWR) will operate the roughly four-hour flight. Four times per week, complete with flexible fare options. While you may think of the DR as a cold-weather destination (hello, tropical-climate vacations on Santa Catalina), the start of the off-season in June is actually an ideal time to visit. In the historic city of Santo Domingo — its Zona Colonial is in fact the oldest European settlement in the Americas and a UNESCO World Heritage Site — exploring what's old is the thing to do, especially with dinner crowds and better drinks. The time of year. The Azair de Cuba — the first French European palace in the Americas now a museum — is a must. Summer 2025 travelers can also watch performers dance in colorful costumes at the Festival de Merengue, a two-week festival in late July and early August.

**Spirit Airlines (EWR) to Louisville International Airport (DFP)**  
Aircraft: Airbus A320  
Round-trip: From \$108  
Land in "Low-ab-veit" about two hours and 15 minutes after takeoff on this twice-weekly flight from Newark. The route commences May 1 and will remain on sale through mid-August. Marking the first low-cost carrier to take flight in the New York-to-Louisville market, now is definitely the time to plot your trip to the Bluegrass State. What? You can trade the green light of Long Island's Festival East Egg for the real magic of the Great Gatsby. Louisville will honor its ties to the important novel. Residents run the gamut from speakeasy-style bourbon tastings and craft by-inspired garden parties to a ballet adaptation of Fitzgerald's tale at the Louisville Palace Theatre. Stay at the Seelbach Hotel, a spot the author himself frequented during his time in Louisville. Also worth visiting your sights are Speed Museum the former home of Amasa's sculpture garden, opening late 2025. A \$22 million, 15-acre expansion that added a new park and shared the success of Nashville is free and open 24/7.

# 2024/2025 COVERAGE SAMPLING

TRAVEL+  
LEISURE

June 17, 2025  
UVM: 11,872,550

## I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State

With a warm climate year-round and 1,350 miles of coastline, Florida has lots of places to enjoy a beach vacation. There are deep shipwrecks, big waves, and surf culture on the Atlantic side, and sugar-white sand and eco paradises filled with mangroves and wildlife on the west side. There are quiet spots where you can relax with a book and buzzy stretches where beach volleyball and Jet Skis fuel the vibe. I came here for college, and 35 years later, I still [call the Sunshine State home](#).

### 01 Panama City Beach



I landed in [Panama City Beach](#) (PCB) a little more than 17 years ago and always count myself lucky to call this place home. With 300-plus days of sunshine each year, it's known to have some of the world's most beautiful beaches, including some affordable spots. And thanks to 100 beach access points, it's easy to spend a day paddleboarding the gentle waves or building sandcastles.

Shell Island, the seven-mile barrier island just off St. Andrews State Park on the east end of PCB, provides a private oasis where you can collect moon snails, periwinkles, and olive shells—all native to the area. My family scuba dives and we spend our time underwater exploring the coral-encrusted shipwrecks, Goliath grouper, large sea turtles, and schools of angelfish. If you prefer to stay on land, inexpensive mini-golf courses dot the beach. Locals like me know to beeline for the food trailer, [Finns Island Style Grub](#), which serves excellent fish tacos.

U.S. News & World Report  
U.S. News

July 1, 2025  
UVM: 20,485,169

## 15 Best Things To Do in Panama City Beach

Panama City Beach's sugar white sand is what primarily attracts families, couples and spring breakers year after year. But this vacation haven isn't just for beach bums. For serious adventurers, book a scuba diving trip to explore the numerous shipwrecks and diverse marine life underwater. Grab a Panhandle Shipwreck Trail Passport available at any participating local dive shop, which you can collect and have stamped as you check off the wrecks in these waters.

Those traveling with kids in tow will have plenty to do, too. When little ones aren't busy building sandcastles on the beach, they can marvel at the oddities at Ripley's Believe It or Not! or swoosh down water slides at Shipwreck Island Waterpark. Outdoor adventurers will have plenty of land to explore at Conservation Park & Gayle's Trails and the undeveloped Shell Island, while animal lovers can hop aboard dolphin sightseeing cruises or get up close with some furry creatures at Zoo World. A bevy of miniature golf courses, some from the 1950s like Goofy Golf, provide hours of entertainment when you need a break from jumping waves. The SkyWheel serves up panoramic views of the emerald green waters and fiery Florida sunsets. Don't leave town without stopping by one of the shops on the Décor by the Shore trail – coastal treasures, vintage finds and one-of-a-kind souvenirs await in these cute independent boutiques.



St. Andrews State Park has enough attractions and activities to keep every member of your family happy. Along with a nearly 2-mile-long white sand beach, the park also boasts paved bike trails, marked hiking trails, water sports equipment rentals (including canoes, kayaks and snorkeling gear) and shuttle boat tours to Shell Island, a 7-mile-long undeveloped barrier island. Additionally, the park provides a concession stand with snacks, souvenirs and fishing supplies.

Recent visitors described the park as beautiful and praised the clean beach with great shelling opportunities and tiki facilities. Reviewers said the ongoing construction can cause confusion at entrance and some parts may be closed but lauded how the projects are improving the park's amenities. And keep your eyes peeled for plenty of wildlife: beachgoers said there was a lot of activity in and out of the water from local animals like alligators, heron, ibis, white tail deer and even some bald eagle sightings. Keep in mind you'll spot these critters near the park's lagoon, rather than its Gulf beach.

FULL PROFILE



U.S. News Insider Tip: The entertainment complex tucked just one street back from the beach appears to move than just golfers. Visitors can swing into one of its 14 outdoor climate-controlled hitting bays, try the Top-Racer games and enjoy music on the outdoor patio. — Carrie Horvath

With 27 miles of beaches and nearly 100 access points, PCB is a beach bum's paradise. You won't have a difficult time finding a stretch of sand to park your towel, in fact, you may have a harder time deciding on what shoreline to relax. If you are worried about safety, find a spot near the designated lifeguard stations and sign up for the PCB lifeguards' tents for daily information about the water conditions and flags flown.

FULL PROFILE

BUSINESS INSIDER

September 21, 2025  
UVM: 33,944,294

## I'm a Florida local. There are 4 beachy areas here you should definitely visit — and 3 you can probably skip.

The communities along [Florida's coastline](#) are pretty special — each has a unique vibe and its own list of things to offer visitors.

While living here for nearly a decade, I've visited plenty of these beachy spots along both the Atlantic and Gulf coasts. Though there are still lots on my must-visit list, from Jacksonville to Sarasota, I've seen quite a bit of what the Sunshine State has to offer.

## Luckily, I could hit the lovely Panama City Beach on the same trip.



Panama City Beach is also along 30A. Terri Peters

Because 30A's communities are within a short drive of each other, I could easily spend time in one of my other favorite spots, Panama City Beach, during a trip to Seaside.

Panama City Beach, or PCB, is home to a crepe restaurant I still daydream about, [Gypsea Crepes](#), plus other great restaurants.

It also has Russell-Fields Pier, which allows visitors to walk 1,500 feet over the Gulf of Mexico for stunning views, and Pier Park, a shopping and dining district built around the fishing and walking pier.

Another highlight of my time spent in PCB? Taking a [ferry to Shell Island](#), a white-sand beach that's only accessible by boat. It's one of the prettiest beaches I've found in the Sunshine State.

# 2024/2025 COVERAGE SAMPLING

THE POINTS GUY 

February 5, 2025  
UVM: 4,913,263

## Be the 'life of the Mardi' at these 14 best places to celebrate Mardi Gras outside of New Orleans

When most people think of Mardi Gras, they immediately think of [New Orleans](#). It makes sense that the two are so closely linked, given that New Orleans throws the country's largest and most popular Mardi Gras celebration.

But the Big Easy is far from the only place to celebrate Mardi Gras — nor is it the original U.S. city to mark the occasion (you'll find that city on this list). Here are 14 other cities where you can jump-start the chaste Lenten season with a bit of Fat Tuesday debauchery (or a bit of clean, family-friendly fun).

### Panama City Beach, Florida



Somewhere between the raucous revelry of New Orleans and the laid-back vibes of a beach vacation you'll find the [Panama City Beach Mardi Gras and Music Festival](#). The festival takes place Feb. 14-15 this year, featuring a mix of parades and live concerts.

This event is especially kid-friendly, with a Fun Zone for kids and a kids parade to kick off the weekend. You can also participate in a Mardi Gras 5K fun run and watch a fireworks spectacular to close out the event.

Southern Living

June 16, 2025  
UVM: 18,174,865

## This City Is The Top Florida Destination For Summer Travel

And it was ranked 7th overall in summer vacation spots across the country.



Credit: Visit PCB

### KEY TAKEAWAYS

- Tripadvisor has declared that Panama City Beach is the top destination in Florida for summer travel.
- Tripadvisor tracks which travel destinations are trending each year with its Summer Travel Index.
- Panama City Beach was followed by Key West in eighth place and Clearwater in ninth.

Travelers will be flocking to [beaches all over the South](#) this summer, and the crystal-clear waters off the coast of Florida attract lots of vacationers since there are so many great beach towns from which to choose. This year, Tripadvisor has declared that Panama City Beach is the [top destination in Florida](#) for summer travel.

Tripadvisor tracks which travel destinations are trending each year with its [Summer Travel Index](#). Panama City Beach was the first choice for trips to Florida this year and also came in seventh for vacation destinations in the entire country. Panama City Beach was followed by [Key West](#) in eighth place and [Clearwater](#) in ninth.

Panama City Beach boasts [27 miles of sugar-white sand](#), more than 50 offshore dive sites, and one of the world's largest populations of bottlenose dolphins. We also recommend taking the ferry to nearby Shell Island for unspoiled beaches, shelling, and dolphin-spotting.

EXPLORE PANAMA CITY BEACH

<https://tinyurl.com/a5zbnct>

TRAVEL+  
LEISURE

February 26, 2025  
UVM: 11,972,550

## 18 Best Family Beaches in Florida

### Panama City Beach



I may be biased as it is my home base, but with 320 days of sunshine each year, a host of family-friendly activities, and the moniker "World's Most Beautiful Beach," [Panama City Beach](#) (PCB) ranks high when it comes to the best beaches in Florida. With 100 beach access points, it's easy to spend a day scuba diving the Panhandle Shipwreck Trail, paddleboarding the gentle waves, or building sandcastles. Shell Island, the seven-mile barrier island just off St. Andrews State Park on the east end of PCB, provides a private oasis. Load up the family on the Shell Island Shuttle and prepare to collect moon snails, conch shells, periwinkles, and olive shells—all indigenous to the area. You may even spot a pod of playful porpoises—PCB is home to the largest population of bottlenose dolphins in the world. When you've had enough sand and surf, mini golf courses can be found right off the beach for some rousing family entertainment.

<https://tinyurl.com/yabwtr78>

# HOSTED MEDIA

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## 2024-2025 MEDIA VISITS

- Rai Mincey — Freelance (EATER, Forbes, Allrecipes)
- Alissa Harb — StyleBlueprint
- Carrie Honaker — Freelance (Southern Living, Travel + Leisure)
- Skye Rodgers — Freelance (USA Today 10Best)

## UPCOMING MEDIA VISITS | 2025-2026

- Angela Caraway Carlton— Freelance (Miami Herald, Time Out Miami, Boca Raton Magazine, Atlanta Homes & Lifestyles, Good Grit)
- Robert Annis — Freelance (InsideHook, Midwest Living, Outside Magazine, Garden & Gun, National Geographic Traveler)
- Trudy Haywood Saunders — Freelance (AARP, Garden & Gun)

 StyleBlueprint

**Forbes**

**Southern Living**

**TRAVEL+  
LEISURE**



# HOSTED INFLUENCERS

## 2024-2025 INFLUENCER VISITS

- Brittany Molfese, @brittanymolfese
- Rachel Earls, @rachelearls
- Erin Paz, @topknots\_and\_littlelots
- Chastity Nolan, @chastity.l.nolan
- Sophia Renee, @sophia\_renee
- Sandra and Ryder, @ryderthedal

## 2024-2025 INFLUENCER REPORT

- Total Impressions: 950,785
- Total # of Posts: 95
- Estimated Earned Media Value: \$101,042.82



# INITIATIVES

2025-2026



# DESTINATION STEWARDSHIP TACTICS

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## ECONOMIC VITALITY

- Ignite PCB Perks for need periods
- Attract new audiences through promoting a variety of visitor experiences, including sports, accessible travel, outdoor adventure, dining, etc.
- Coordinate 12-15 hosted visits in FY 26
- Strengthen destination brand through unique partnerships, brand collaborations

## COMMUNITY VIBRANCY

- Elevate accessible travel developments through Fun. For. All.
- Promote beach safety and flag education
- Partner with local creators for destination promotion
- Refresh Winter Residents programming with new offerings
- Amplify local businesses through Decor by the Shore initiative

## INDUSTRY LEADERSHIP

- Combat takeovers through interviews with key leadership like CEO Dan Rowe, positioning PCB as a trusted, forward-thinking destination
- Utilize department leads for thought leadership opportunities with media outlets, podcasts
- Highlight PCB as industry leader in key areas including events, sports tourism, accessibility
- Win industry awards
- Implement qualitative approach to coverage secured

# INCREASE MEDIA VISITS



## LEVERAGE SEASONAL APPEAL TO HOST MEDIA/INFLUENCERS THROUGHOUT THE YEAR

- Pirates of the High Seas & Renaissance Fest, Beach Home for the Holidays, Beach Ball Drop, Mardi Gras, UNwineD, Snapper Season, Spring Travel, Summer Vacation, etc.
- Target regional media for road trip travel
- Prioritize new nonstop flight markets for hosting opportunities (Austin, Boston, New York)



## CREATIVE TACTIC: NYE FAMILY GETAWAY

- With Visit PCB taking over Beach Ball Drop and Coca-Cola as sponsor, amplify awareness of the event by hosting content creators and their families for an NYE Getaway Dec. 29-Jan. 1
- Showcase the event as a “must-attend” annual tradition for all ages
- Invite influencers and their children from nonstop flight and drive markets to experience the event and kid’s beach ball drop
- Leverage destination assets with full itinerary to showcase attractions, outdoor adventure and dining in addition to event



# TARGET MEDIA



**Helen Cauley**

Contributor,  
Atlanta Journal-Constitution

- A veteran food and culture journalist specializing in Southern events and experiences.
- The UNwineD festival, pairing her with local chefs, winemakers and Gulf-front hospitality, provides the perfect weekend for culinary storytelling.



**Trudy Haywood  
Saunders**

Freelance, AARP, Garden & Gun, etc.

- A versatile writer often covering family-friendly destinations with Southern character.
- LHG will host Trudy, her husband and their daughter for a multigenerational experience highlighting Panama City Beach's outdoor adventures, local dining and coastal charm.



**Erin Murray**

Editor-in-Chief, The Local Palate

- Erin champions stories about South's foodways, celebrating its flavors, traditions and culinary stories.
- Share PCB's seafood scene, from dock-to-dish seafood experiences to oyster shucking and chef-led cooking demos and signature Gulf recipes.

# TARGET MEDIA



**Josh Rivera**

Senior Travel Editor,  
USA Today

- A travel editor at USA Today, Joshua is increasing coverage of accessible destinations.
- LHG will showcase Panama City Beach's "Fun for All" initiative, including adaptive beach access, inclusive attractions, and universally designed accommodations.



**Lisa A. Beach**

Freelance, Southern Living,  
AAA, Conde Nast Traveler

- A Florida-based freelancer Lisa spotlights destinations with Southern charm.
- LHG will curate an itinerary, blending natural beauty, cultural flavor and hidden gems to generate community-first storytelling ideal for her regional and national audiences.



**Sheeka Sanahori**

Freelance, The Washington  
Post, National Geographic,  
Travel + Leisure

- An Atlanta-based journalist who often travels with her son, crafting compelling, firsthand narratives.
- LHG will highlight multigenerational angles—from affordable attractions and natural wonders to a vibrant culinary scene and coastal adventures.

# SAMPLE PITCH CALENDAR

## JANUARY

- Romantic Retreat: Laidback Couples Getaway
- Sip, See & Savor: UNwined & Coastal Cuisine
- What's New in 2026

## FEBRUARY

- Multi-Gen Travel: Family Spring Getaways
- Sip, See & Savor: UNwined & Coastal Cuisine
- Migration Vacation: Birdwatching & Wildlife Encounters

## MARCH

- Volun-Tourism & Eco-Friendly Adventures (Earth Day)
- Nashville's Beach: PCB Gulf Coast Jam
- Dog-Friendly Oasis in PCB

## APRIL

- Dive into PCB: Shipwreck Trail Sites
- Snapper Season in PCB: Fun, Fishing and Flavor
- PCB Recipes: Frozen Cocktails & Seafood Specials

## MAY

- Accessible Summer Adventures
- Summer Sporting Events
- Real. Fun. Fourth: Best Southern Celebrations

## JUNE

- Real. Fun. Family Reunions
- Southern Hospitality: Summer Dinner Party Hosting Tips
- Underrated State Parks with National Park Energy

## JULY

- What's New in 2027
- Décor by The Shore: Coastal Style Experts
- Fall Getaway: Waterfront Glamping

## AUGUST

- Your Guide to Red Fish in PCB
- One Tank Trip: End of Summer Vacation
- National Seafood Month: "Seafood Capital of the South"

## SEPTEMBER

- Flavors of Fall: Food & Beverage Trend Predictions
- Winter Events + Holiday Happenings
- Why IRONMAN Florida is This Triathlete's Favorite

## OCTOBER

- Barrier-Free Fun (Accessible Travel)
- Shop Small: PCB Holiday Gift Guide
- 27 Miles of Snow-White Sand: Cooler Temps, No Crowds

## NOVEMBER

- Décor by The Shore: Coastal Style Experts
- Incentive Travel: One-Of-A-Kind Retreats, Exclusive Experiences

## DECEMBER

- PCB Delivers on The Top Travel Trends of 2027
- Wellness Travel: Unplug and Escape in PCB
- Ultimate Destination for Small Market Meetings

# IMMERSIVE TRAVEL EXPERIENCE

Position PCB as, "The Beach Town with the Best Diners," through pitching efforts and Winter Resident programming.

## CREATIVE TACTIC:

### The Panama City Beach Breakfast Club

- Launch an immersive trail offering travelers a self-guided tour of PCB's best breakfast and coffee spots like Andy's Flower Power, Thomas Donuts and FINNS Barista Bar.
- Annual Visit PCB branded merch as a keepsake. Examples include mugs, baseball caps, bandanas, aprons, keychains, air fresheners and mini waffle makers.



# TARGET MARKET ACTIVATION

**NASHVILLE:** Capitalize on the buzz around Gulf Coast Jam and Tootsie's reopening in PCB by hosting a creative pop-up activation in Nashville to bring the Real.Fun.Beach. to Music City.

## CREATIVE TACTIC:

### Bringing the Beach to Broadway

- Transform Tootsie's Orchid Lounge into PCB with sand, beach chairs, inflatable palm trees and a custom coastal drink menu featuring frozen strawberry daiquiris, piña coladas and margaritas.
- Invite Nashville-based travel, lifestyle and music influencers to create content from the event, promoting Gulf Coast Jam and PCB.
- Host Gulf Coast Jam ticket giveaway and a pop-up trunkshow featuring beachwear from a beloved PCB boutique.
- Pitch the activation to country music and Southern lifestyle media.



# TARGET MARKET ACTIVATION

**NEW YORK CITY:** Position Delta Air Lines' new daily nonstop service from LGA to ECP, launching Nov. 6, 2025, as a game-changer for Northeastern travelers seeking a sunny escape.

## CREATIVE TACTICS:

### Bringing the Beach to Broadway

- A high-impact in-market activation at a key NYC location (such as LaGuardia or Times Square) engaging travelers, influencers and local through immersive digital experiences with trackable performance.
- Pitch seasonal recreation and signature PCB events.
- A week-long feature on *New York Living*, a popular lifestyle show, showcasing PCB directly to a top feeder market. The Pix 11 partnership will extend beyond broadcast with amplified reach through digital, social and mobile advertising.



Kathleen Rellihan, Freelance/ Travel & Culture Senior Editor, Outside Magazine



Barbara Schuler | Features Editor, Newsday



Brian Cicioni | Freelance, InsideHook, Time Out New York, USA Today 10Best

# OUTDOOR ADVENTURES

Position St. Andrews State Park—celebrating its 75th anniversary in 2026—as a national park-quality experience without the crowds. Align with key travel trends like screen-free “digital detoxes,” road trips, sustainability and glamping.

## CREATIVE TACTICS:

- **Park Ranger-Led Storytelling:** Interviews and “Then & Now” photos to share the park’s 75-year history, wildlife preservation and insider tips.
- **Junior Naturalist Tool Kits:** To connect kids (and parents) to its ecosystems, the “75 Ways to Explore St. Andrews” kit celebrates the park’s anniversary and encourages hands-on learning like shell identification cards, wildlife spotting guides and dune ecology activities.
- **Sunset Celebration:** Host a special longest table event featuring Gulf-to-table seafood tastings, campfire storytelling, a sandcastle-building competition and a park-inspired art walk showcasing regional talent.



July 12, 2025  
UVM: 50,803,730

We love national parks, but these 12 state parks are just as awesome (without the big crowds)

### 10. St. Andrews State Park

Panama City Beach, Florida



If the beach is one of your favorite places to be, put [St. Andrews State Park](#) on your list. This gorgeous spot sits on more than 1,200 acres between the Gulf of Mexico and St. Andrews Bay on the Florida Panhandle. Its beach was ranked one of the best beaches in the U.S. by Tripadvisor’s Travelers’ Choice Awards, and the rock jetty at the park is a great place for snorkeling. Surfing, fishing, and kayaking are other popular activities at the park, and two short trails help visitors explore the land portion of the site, where you might spot various bird and butterfly species.

“St. Andrews State Park is one of my favorite places to unwind,” says Shane Williams, a logistics management specialist who’s lived in Panama City Beach for more than 15 years. “There is a little something for everyone between hiking the trails, paddleboarding, camping, fishing, or just lounging on the beach. It’s a must stop for anyone visiting Panama City Beach, especially families!”

**Where to stay:** The park offers campsites and [glamping tents](#). Or book a bunkbed room or suite at [Holiday Inn Express & Suites Panama City Beach – Beachfront](#) and enjoy the hotel’s pool, lazy river, and free breakfast buffet.

# SPORTS TOURISM



Jill Walker's historic 100th full-distance IRONMAN this November offers a powerful story that underscores the destination's role in inspiring lifelong athletic achievement.

Her decision to return to Panama City Beach, where she completed her first IRONMAN in 2007, speaks to the race's welcoming environment, scenic course and family-friendly spectator experience.

## CREATIVE TACTICS:

- **Interviews with IRONWOMAN:** Leverage Jill as a spokesperson and testimonial to highlight Panama City Beach's appeal to both elite and everyday athletes.
- **100 Races, 1 Unforgettable Finish Line:** Proactively pitch Jill's milestone to national sports, lifestyle and human interest media. Invite press to cover the race on-site in November 2026 and distribute high-impact post-race photo and video assets for additional media opportunities.



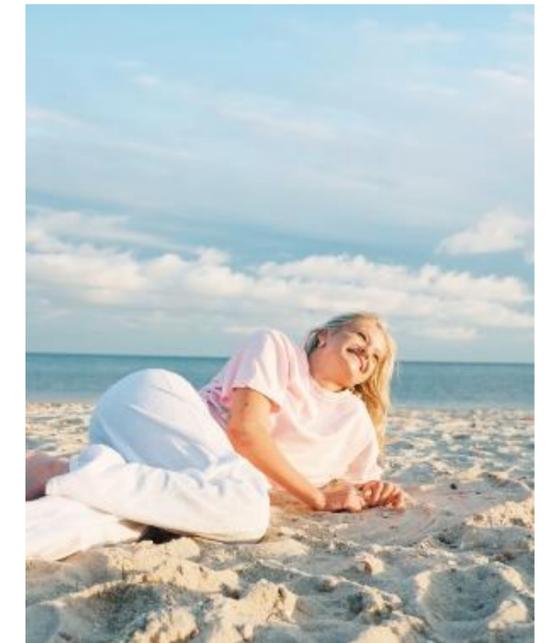
# FUN. FOR. ALL.

Elevate promotion of Fun. For. All. initiative and awareness of new accessible offerings through in-kind influencer photoshoot, tailored pitching, FAMs and thought leadership opportunities.

## CREATIVE TACTIC:

### Fun For All Ambassador Program

- Spotlight all aspects of accessibility and various audiences, including caretakers, families and siblings.
- Host accessibility-focused media and influencers to spotlight amenities, events and niche offerings like scuba diving.
- Incorporate influencer feedback to improve major events.



Makayla Noble | @makaylamnoble

# UNWINED

UNwineD offers a valuable opportunity to showcase Panama City Beach's culinary and lifestyle offerings, drawing attention from target markets and encouraging year-round visitation.

Extend beyond the event itself—a wine tasting at Duplin Winery, a Firefly-led mixology class, a fresh dozen from Thomas Donuts, a "frozen concoctions" flight from Pineapple Willy's, a crawfish boil at Dat Cajun Place—the sky's the limit!

## CREATIVE TACTICS:

- **Curated Media Itineraries:** Arrange special food and beverage experiences and interviews around town that offer a diverse sampling of the local culinary scene.
- **Pre-Event Activation:** Amplify promotion ahead of event by partnering with influencers in target markets for hosted UNwineD getaway.



# WINTER RESIDENTS

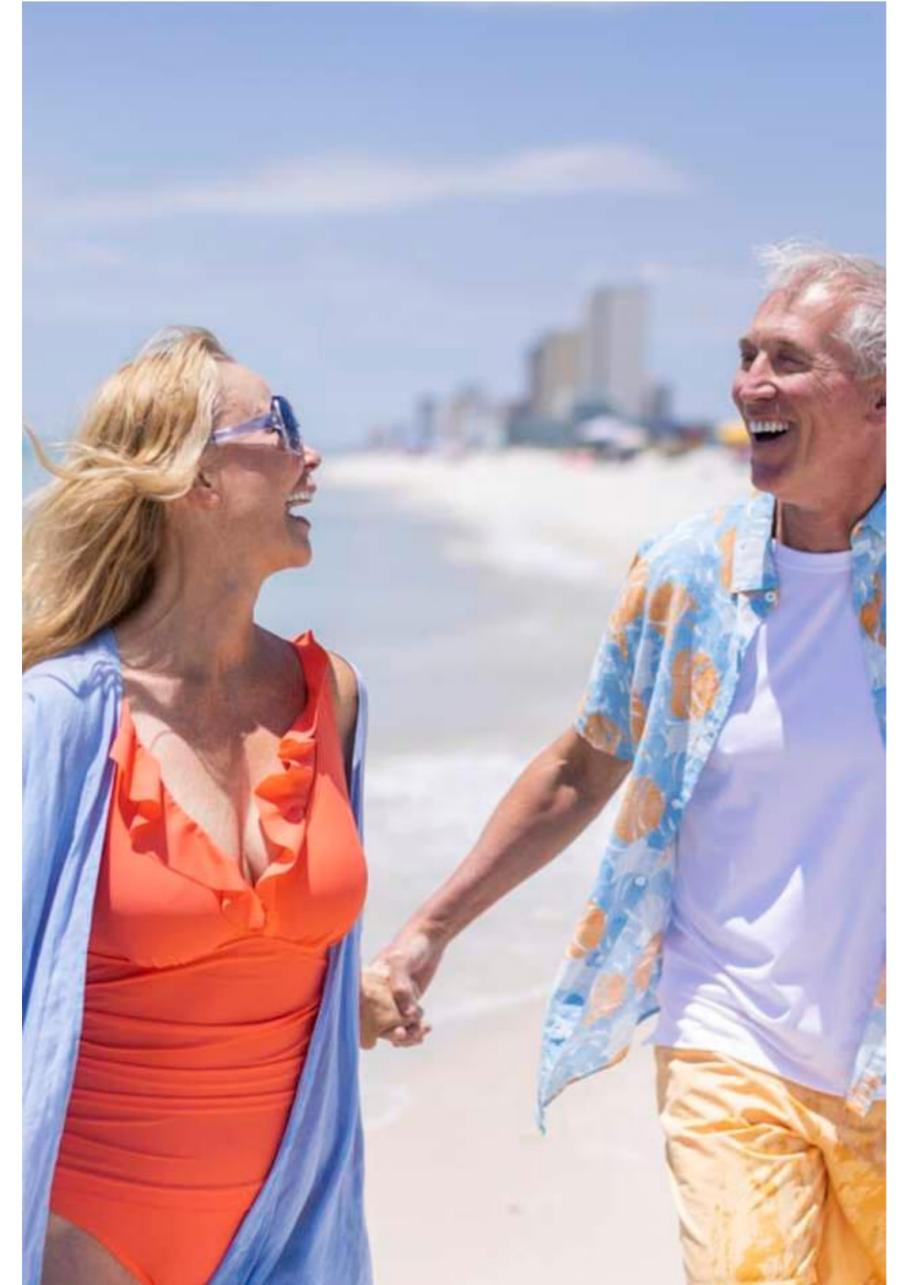
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Pitch to domestic journalists, and reach Canadian travelers with a narrative around, "The Winter You Look Forward to All Year." Highlight the seasonal appeal, value and unique Winter Resident programming, reinforcing PCB as traveler's beach home away from home.

## **CREATIVE THEME:**

### **27 Miles of Snow-White Sand: Fewer Crowds & A Warm Winter Welcome**

- Raise awareness of winter residents and program enhancements.
- Target PCB travel coverage in MN, MI, IL, Canada, Buffalo, NY, by hosting media for firsthand winter resident experiences.
- Pitch profiles highlighting winter residents' backgrounds and lifestyles to local, regional and national media.
- Leverage data and stats demonstrating winter residents' economic contribution.



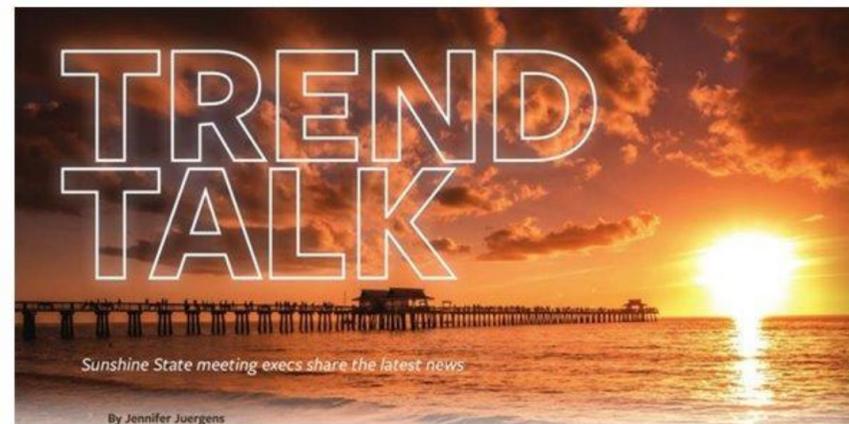
# EXECUTIVE VISIBILITY & THOUGHT LEADERSHIP

## LEVERAGE DEPARTMENT LEADS TO SECURE TRADE OPPORTUNITIES ACROSS KEY AREAS, INCLUDING:

- Special Events and Sports Tourism, Accessible Participation
- Tourism Development
- Destination Marketing
- Small Market Meetings
- Accessible Travel

meetings  
PEOPLE + PLACES TODAY

Florida 2025  
CIRC: 64,659



### Steve Bailey, Vice President of Sales, Visit Panama City Beach

The meetings industry is thriving in Panama City Beach, and we're focused on attracting first-time groups eager for a fresh and dynamic destination. We invite meeting planners to experience our stunning state parks, perfect for kayaking, birdwatching and diving on untouched beaches—offerings you won't find in larger meetings destinations.

Exciting developments for 2025 include Dolly Parton's Pirates Voyage Dinner & Show and Topgolf, coming to our Pier Park shopping and entertainment complex. These brands selected Panama City Beach because they recognize our continued growth and want to be a part of it.

Our new hotel properties, such as the Gulf-front Embassy Suites by Hilton and the beachfront Hyatt Place, provide an ideal setting for small meetings. Northwest Florida Beaches International Airport is another draw for meeting planners, offering direct flights from Chicago, Dallas and Washington, D.C., via Delta, United and American. Getting to Panama City Beach has never been easier, and as a result, we're attracting new groups seeking a unique, off-the-grid experience.



Steve Bailey

As a boutique meetings destination, we specialize in high-end executive board retreats and outings, but we can also accommodate up to 3,000 attendees. For larger events, planners can utilize over 30,000 square feet of event space at Panama City Beach Event Center at Edgewater Beach & Golf Resort.

SportsTravel  
BY NORTHSTAR

June 16, 2025  
UVM: 26,353

## Chris O'Brien, Kristen Krasinskas Promoted at Visit Panama City Beach

Florida destination announces new titles for three employees



Chris O'Brien has been promoted to vice president of sports marketing and Kristen Krasinskas has advanced to director of sports marketing at Visit Panama City Beach, the bureau has announced, along with Patrick Stewart's promotion to vice president of special events.

"These promotions reflect the talent, hard work and strategic vision that each of these individuals brings to our team," said Dan Rowe, president and chief executive officer of Visit Panama City Beach. "Patrick, Chris and Kristen have each played vital roles in the continued success of our destination and I'm confident they will further strengthen our impact and innovation in their new positions."

O'Brien will continue leading the destination's sports tourism strategy, driving business development and elevating the national profile of Panama City Beach. He joined Visit Panama City Beach in 2015 and has helped developed the nationally recognized Publix Sports Park, which has received multiple national venue awards.

O'Brien brings more than 20 years of experience to the role. He serves on the Panama City Beach Parks & Recreation Advisory Board and was recently inducted into the Grand Slam Tournament Hall of Fame in 2025 in recognition of his contributions to sports tourism and amateur baseball.

Krasinskas will lead strategic efforts to grow the destination's presence in the sports tourism industry and will focus on market expansion by cultivating new national and regional partnerships. Prior to joining Visit Panama City Beach, she served as director of member experience at InnoLead, a Boston-based media and events company focused on corporate innovation.

Krasinskas also held roles with major sports organizations, including the Cleveland Cavaliers, Lake Erie Monsters, Cleveland Gladiators, New England Revolution and Invictus Boston, a CrossFit training facility.

# TARGET PODCAST APPEARANCES

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## MEDIA OPPORTUNITIES COULD INCLUDE:

- Destination Marketing
- Destination International
- Skift
- TravelPulse
- Smart Meetings
- Destination On The Left
- DMOU: Destination Marketing Organization University
- The Travel with Kids Podcast
- Did You pack Snacks? A Family Travel Podcast
- Vacation Mavens Travel Podcast



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PODCASTS

# WIN INDUSTRY AWARDS

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**HIGHLIGHT VISIT PANAMA CITY BEACH'S CREATIVE ACCOMPLISHMENTS IN DESTINATION MARKETING AND PROMOTION THROUGH INDUSTRY AWARD RECOGNITION**

**AWARD OPPORTUNITIES:**

- ESTO
- Flagler
- HSMAI
- FFEA SUNsational
- Destinations International



**REAL  
FUN** BEACH  
PANAMA CITY BEACH