

SALES DEPARTMENT UPDATE

2024 | PANAMA CITY BEACH



TARGET MARKETS

Leisure | domestic & international

Small meetings | association & corporate

SMERF | social, military, education, religious, fraternal

Group tour

Diving



TRADESHOWS

Leisure: To increase visitation during all season in our core and emerging markets.

- Travel & Adventure Shows in Atlanta, Chicago, Dallas and New York City
- Sales mission in New York City and Chicago (Visit Florida)
- DEMA

Meetings: To position Panama City Beach as a small meetings destination, focusing on the association, corporate and SMERF markets.

- Florida Encounter (Visit Florida)
- Connect Southeast
- Rendezvous South
- Meetings Today! Live
- Destinations Southeast (Northstar Meetings Group)
- Florida Society of Association Executives Annual Conference

TRADESHOWS

Group tour: To increase visitation with the group tour market in all seasons with particular emphasis on the shoulders season and around special events.

- Southeast Tourism Society's Domestic Showcase

International: To increase visitation with the international market in all seasons with particular emphasis on the UK and German markets.

- World Travel Market
- IPW
- Florida Huddle (Visit Florida)

TRADESHOWS



SITE VISITS & FAM TRIPS

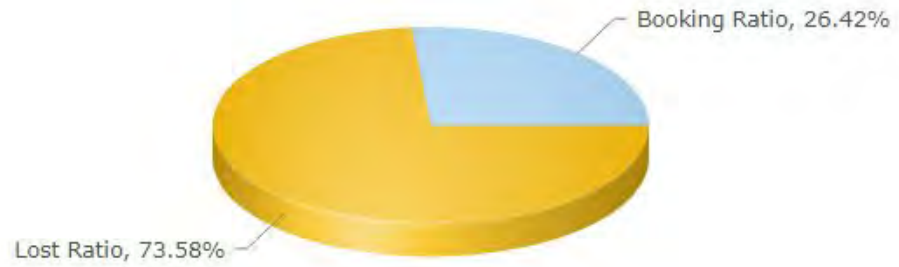


Annual Sales Pipeline



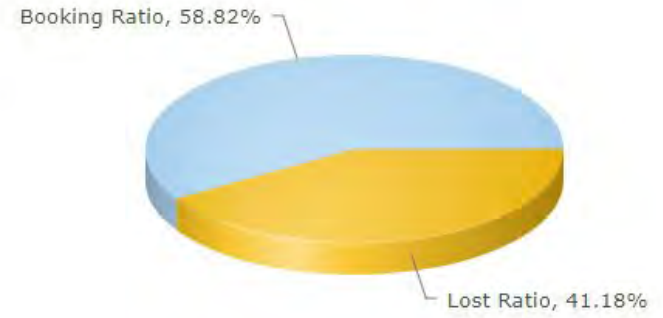
Pace Calendar Year:	2023	2024	2025	2026
Definite + Tentative Rooms Nights Booked:	7,028	14,439	2,559	2191
Pace Target Definite Room Nights:	8,262	6,827	1,694	1,122
Pace % Definite Room Nights:	85%	211%	151%	195%
Demand Room Nights:	57,284	74,388	13,026	6,374

Lead Conversion Ratios



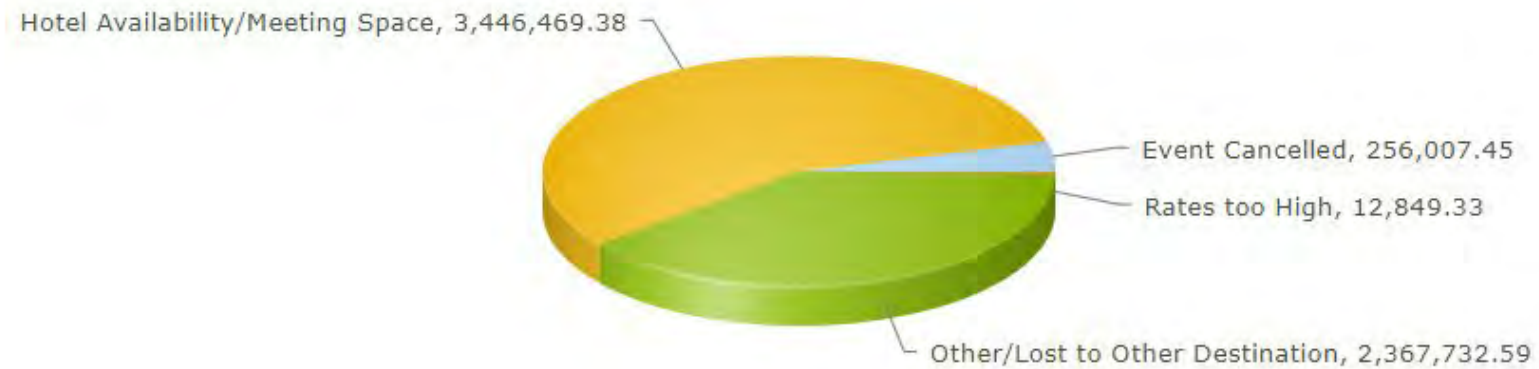
2022 - 2023

Lead Conversion Ratios



2023 - 2024

Lost Business Report



Hotel Availability / No Meeting Space Available = FYTD
(\$3.4M)

Lost to another destination within the US or International
(\$2.3M)

ADDITIONAL PROJECTS

University alumni programs

Partner engagement

Hurricane preparedness

Real. Fun. Deals.

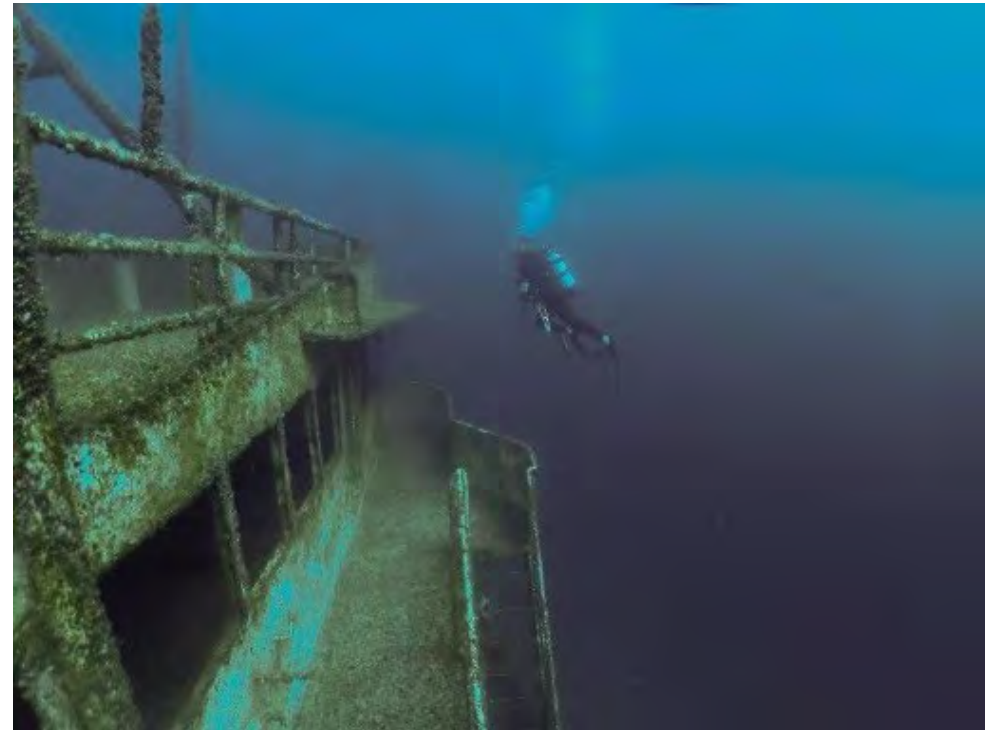
Artificial reef program

Accessible diving: Adapt-able Scuba & PCB Dive Fest



DEEP STIM III

Photos provided by Pat Green, PC Diving



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