

# FY25 LUCKIE PLAN OF WORK

October 8, 2024 | PANAMA CITY BEACH



# FY24 CREATIVE RECAP

**REAL FUN BEACH**

REEL WITH EXHILARATION

RED SNAPPER SEASON  
JUNE 1 - JULY 31

Immerse yourself in the thrill of snapper season in Panama City Beach. Whether you're putting it all on the line or soaking up the sun, our turquoise waters and sugar-white beaches promise nonstop fun. Catch hold of excitement at the Real FUN Beach.

PLAN NOW >

61 DAYS OF FUN

CHARTER BOATS  
Throw out a line or just get out on the water with charters, fishing trips and more.

FUN AROUND PCB  
Catch a fish or a nap — there's something for everyone during snapper season.

INVITATION TO PARTNERS

Reel in the crowd by creating a snapper dish or snapper-colored cocktail for your menu.

To support the season, reach out to the PCB Marketing Team.

PLAN NOW >

STAY **PCB** CURRENT

MAKE YOUR BIG DAY A **BEACH** DAY

MAKE YOUR BIG DAY A **BRIGHT** DAY

MAKE YOUR BIG DAY A **DREAM** DAY

MAKE YOUR BIG DAY A **BREEZE**

REAL FUN BEACH  
PANAMA CITY BEACH

DEALS ON DINING, HOTELS AND FUN!

FIND DEALS

SATURDAY, OCTOBER 12

KREWE OF DOMINIQUE YOUX MAIN PARADE

PIRATES OF THE HIGH SEAS & RENAISSANCE FEST

THE FASTEST ROUTE

WATCH THE FUN TAKE OFF

PANAMA CITY BEACH FLORIDA 2024

GULF COAST - SALUTE -

MAY 4-5, 2024

RUSSELL-FIELDS CITY PIER

Get ready to witness the skies come alive in Panama City Beach on May 4-5, 2024, at the Russell-Fields City Pier, as we proudly present the inaugural Gulf Coast Salute Air Show. Whether you're an aviation enthusiast, a thrill-seeker or simply looking for a memorable weekend with your loved ones, the Gulf Coast Salute Air Show promises excitement and entertainment like no other.

MILITARY DEMONSTRATIONS

- 533 OSS PJ and Air Force Diver Demo
- F-15EX Flyby
- F-35B Demo
- F-22 Demo
- USN LCAC Demo
- WEG Flyby (OF-16 & E-9)
- 325th FW Flyby (F-35)
- USAF Thunderbirds

PLAN NOW >

REAL FUN BEACH  
PANAMA CITY BEACH

WHERE YOU CAN BE YOU

PLAN NOW

HIGH-FLYING FUN

# KEY BUSINESS OBJECTIVES

- 1. Maintain & Elevate Ongoing Initiatives** | Continue to support key teams and initiatives while continuing to bring forward opportunities to elevate the destination
- 2. Increase Frequency** | Drive repeat visitation – once visitors choose PCB, continue to bring them back
- 3. Capture Competitive Market Share** | Continue to capitalize on competitive advantage in order to steal share
- 4. Promote Advocacy** | Ensure loyalists (repeat visitors) remain advocates for the Real. FUN. Beach as well as locals within the community

# PEOPLE DON'T MIND SPENDING TIME RESEARCHING—FOR MANY, THE ANTICIPATION IS JUST AS EXCITING AS THE TRIP ITSELF.

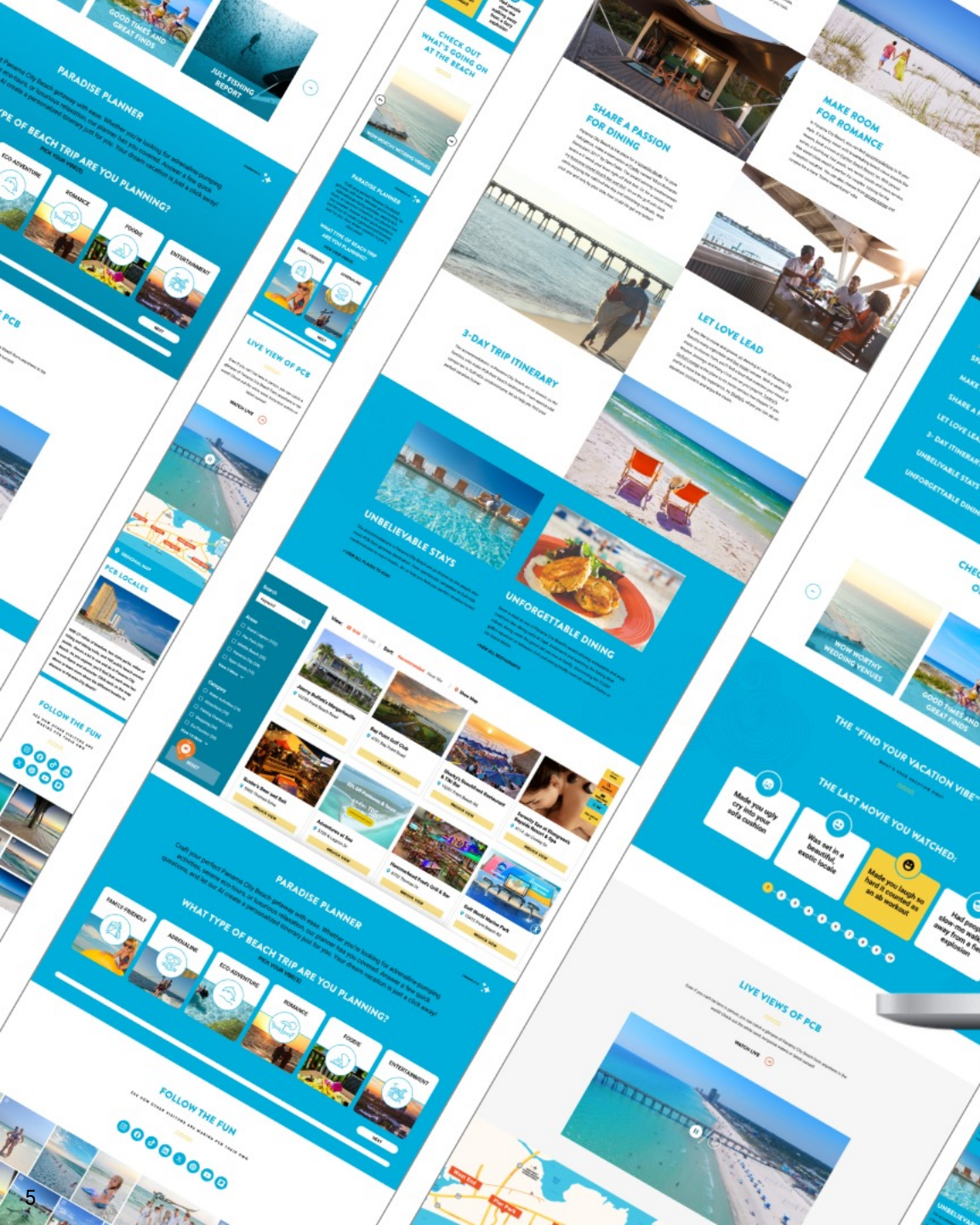
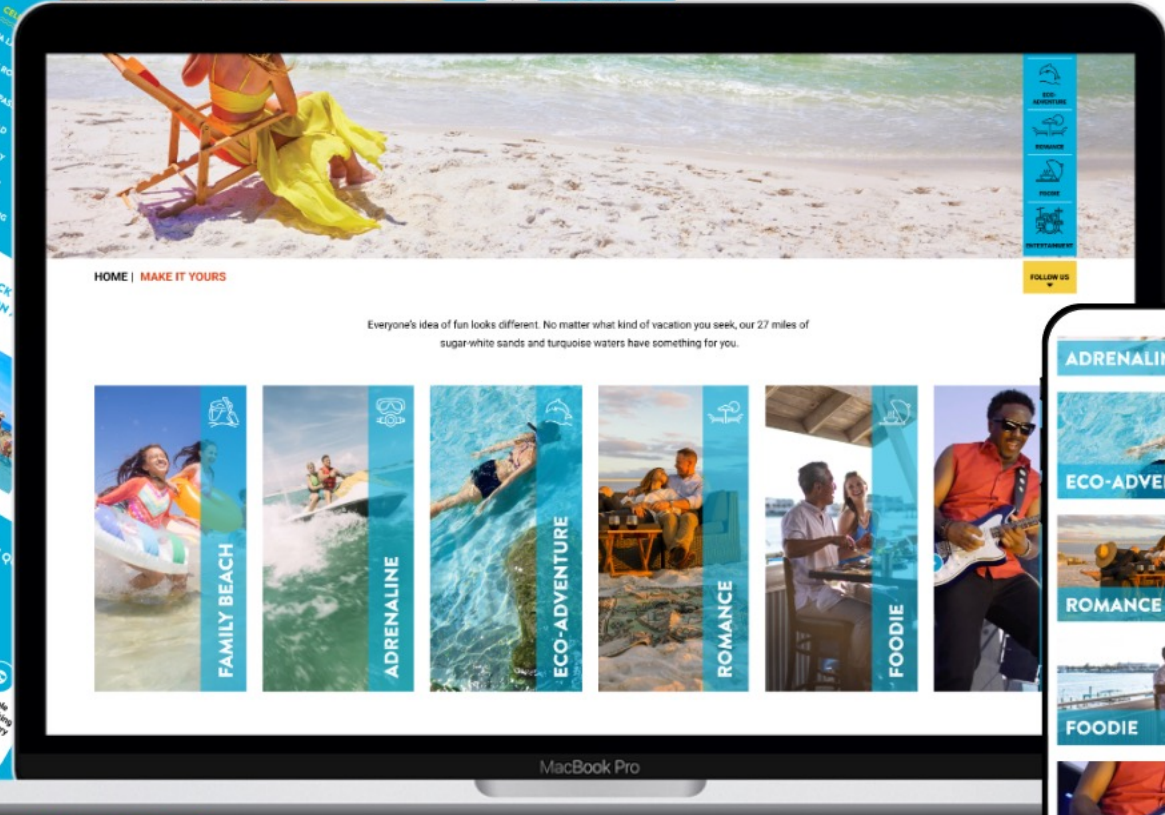
When asked if researching and planning for a vacation is too time-consuming, **47% OF PEOPLE DISAGREED.**

“Travel is **90% ANTICIPATION** and **10% RECOLLECTION.**”

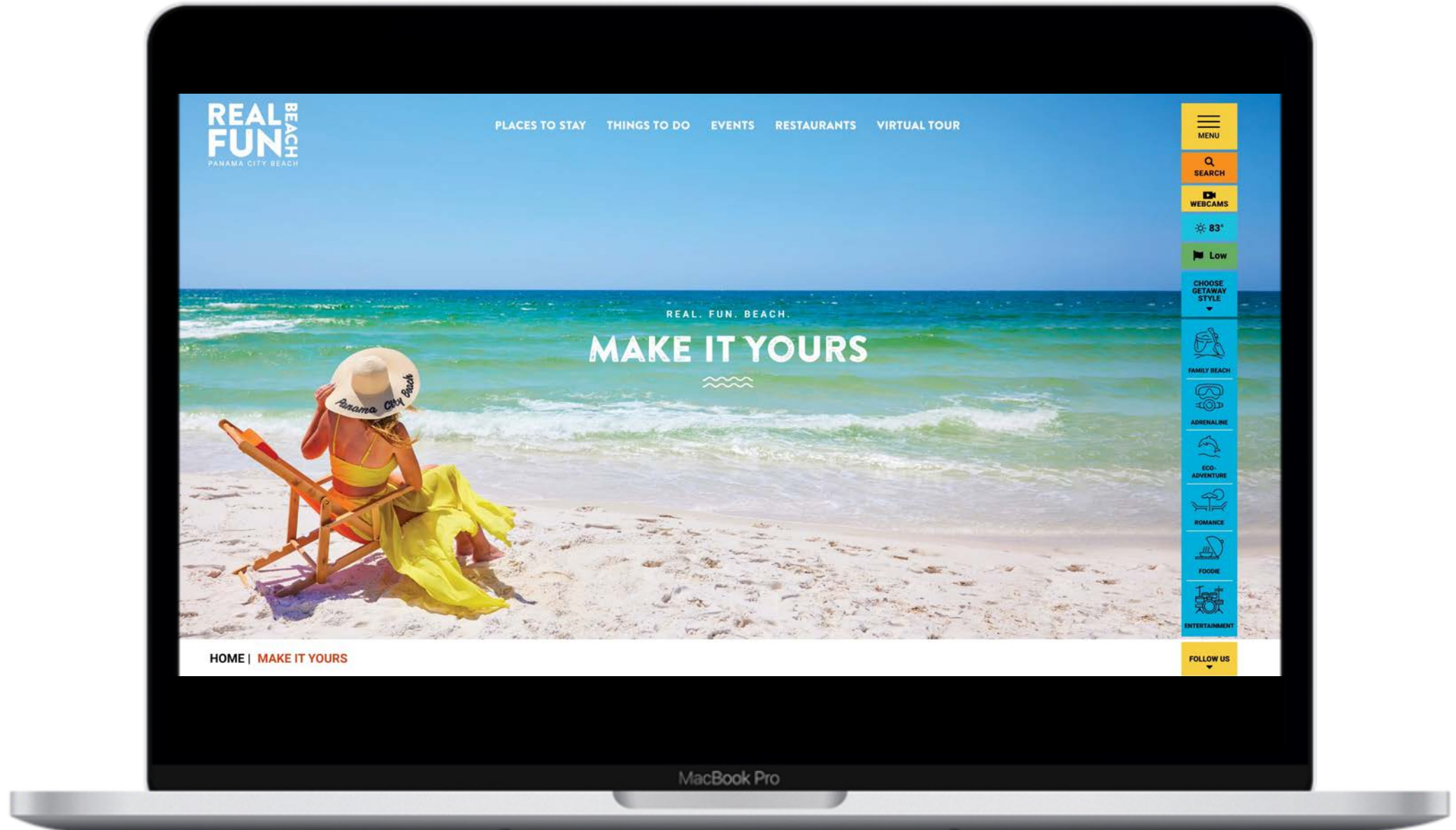
– Edward Streeter

Part of the excitement about a trip comes in the **ANTICIPATION.**

# MIY LANDING PAGE



# MAKE IT YOURS LANDING PAGE



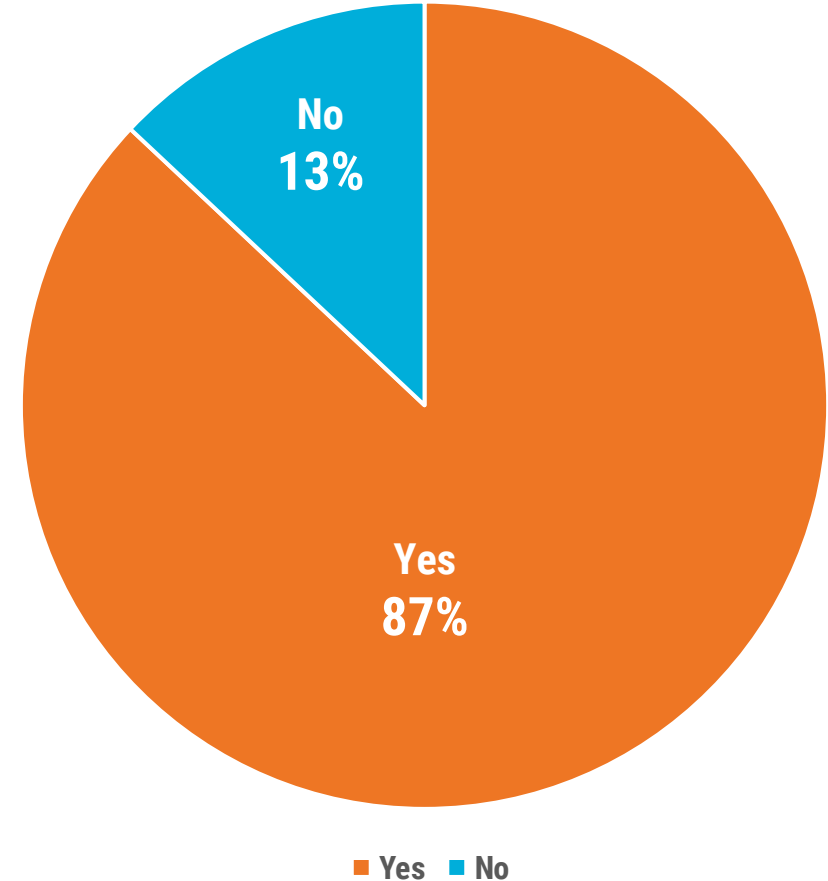
# AI FOR TRAVEL PLANS

Travelers are experimenting with AI for help planning their **vacation itineraries.**

**64%** of travelers expect to use AI for research in the future or have already done so.

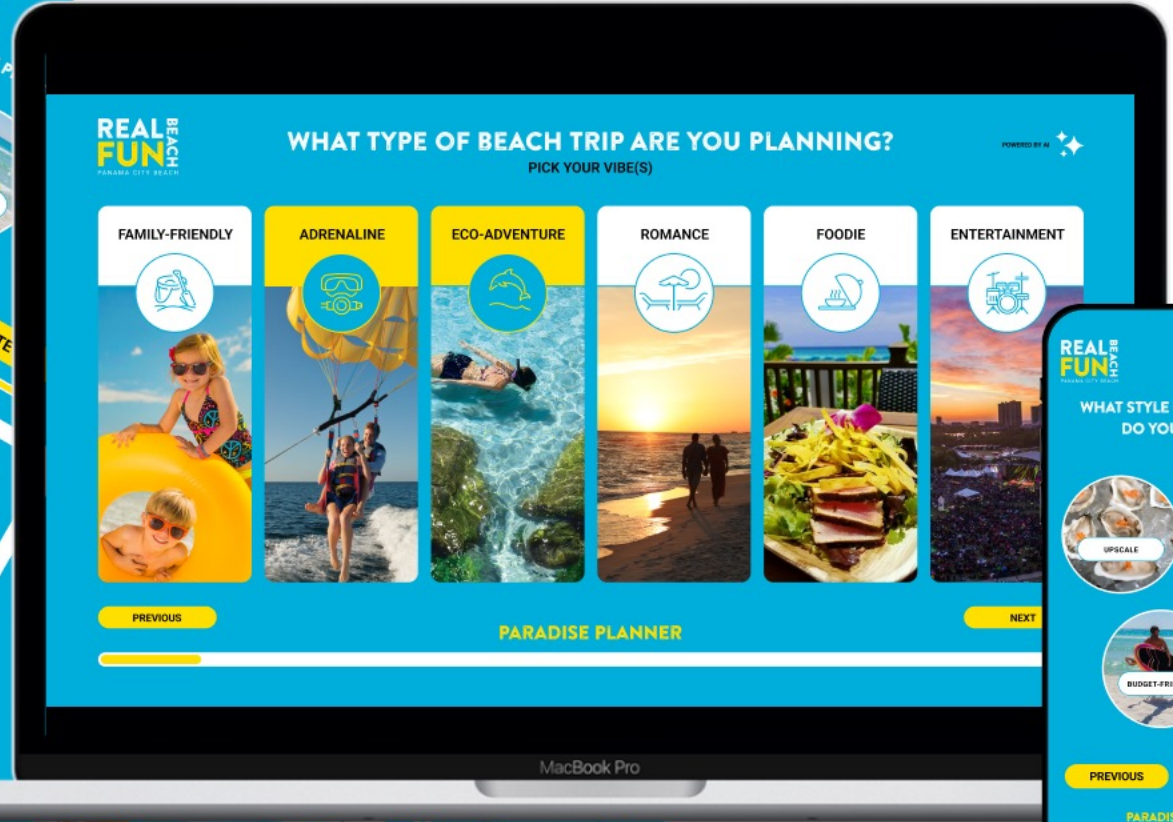
**87%** of US travelers would be comfortable allowing AI to automatically make travel arrangements (hotel, flight, transportation) for them.

US Business Travelers Comfortable with AI Making Automated Travel Arrangements Based on Typical Behavior and Personal Preferences, May 2024



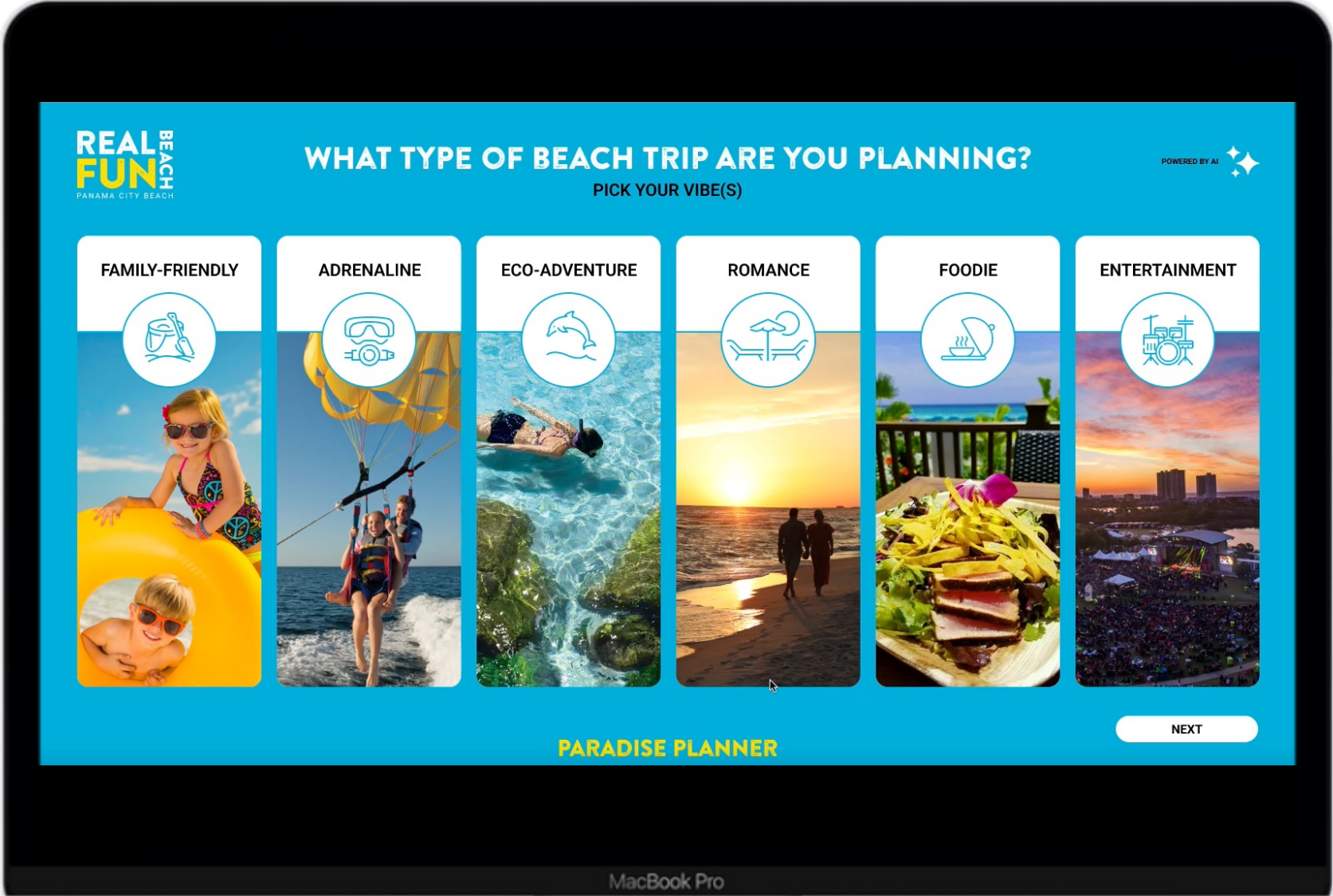
Sources: [eMarketer](#) | [PR Newswire](#)

# IMMERSING TRAVELERS IN PERSONALIZED JOURNEYS WITH AI-POWERED ITINERARY BUILDER





# AI-POWERED ITINERARY BUILDER



# \*NEW\* MEDIA PARTNERS

Creative Executions

# ENCOURAGING EXPLORATION BY IMMERSING TRAVELERS IN A SCAVENGER HUNT EXPERIENCE



# IMMERSING TRAVELERS IN A SAFER BEACH EXPERIENCE



MAKE IT  
YOURS

MAKE IT  
YOURS

# RESEARCH SHOWS THAT PCB IS A PLACE WHERE YOU CAN BE YOU

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## REAL CONNECTION

There's a real connection that visitors feel to the locals, to the beach, to their families and to other visitors.

## REAL FUN

We're fun for everyone, even when it means something different for everyone — and that's hard to come by. We take pride in being the Real. FUN. Beach, and that sets us apart from the rest.

## REAL BEAUTY

Our beautiful beaches don't need a filter. No matter where you are in PCB, you can experience the natural beauty the destination has to offer.

**MAKE IT YOURS** IS STILL OUR BRAND CAMPAIGN PLATFORM, HOWEVER SINCE 2023, WE STARTED INFUSING ***“WHERE YOU CAN BE YOU”*** AS A SUPPORTING HEADLINE TO FURTHER ELEVATE OUR MESSAGE AND HELP KEEP THE CAMPAIGN FRESH.

**THIS NEW SUB-HEADLINE SPEAKS TO THE “REAL”  
IN OUR BRAND TAGLINE SHOWCASING THE  
AUTHENTICITY TRAVELERS CRAVE.**

# MAKE IT YOURS

## YOUR HOME AWAY FROM HOME

27 MILES OF WHITE SAND, GORGEOUS TURQUOISE WATERS AND SUNSETS YOU'LL NEVER FORGET. MAKE YOUR NEXT VACATION BETTER THAN THE LAST.

PANAMA CITY BEACH. **MAKE IT YOURS.**

**REAL  
FUN** BEACH  
PANAMA CITY BEACH

### REAL FUN EVENTS

**BEACH HOME FOR THE HOLIDAYS**  
NOVEMBER 29-30, 2024

**NEW YEAR'S EVE BEACH BALL DROP  
AT PIER PARK**  
DECEMBER 31, 2024

**MARDI GRAS AND MUSIC FESTIVAL**  
JANUARY 26-27, 2025

**WINTER RESIDENT EVENTS**  
JANUARY & FEBRUARY, 2025



VisitPanamaCityBeach.com



# IT'S YOUR VACATION WHERE YOU CAN BE YOU

Our sugar-white sands and turquoise waters make family vacations full of fun and impossible to forget.

**MAKE IT YOUR REAL. FUN. BEACH.**

VisitPanamaCityBeach.com



**REAL  
FUN** BEACH  
PANAMA CITY BEACH



# MAKE IT YOURS



KIDS IN STROLLERS

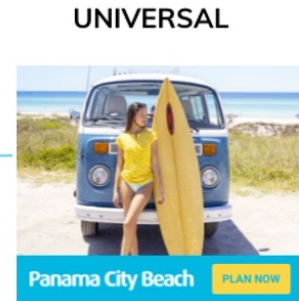


WINTER RESIDENTS

## AUDIENCE MOTIVATOR

COMPETITIVE CONQUERING		
COUPLES WITHOUT KIDS		
EMPTY NESTERS		
LONG WEEKENDERS		
KIDS IN STROLLERS		
WINTER RESIDENTS		

## CAMPAIGN PAYOFF




# MAKE IT YOURS

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**COUPLES :30**



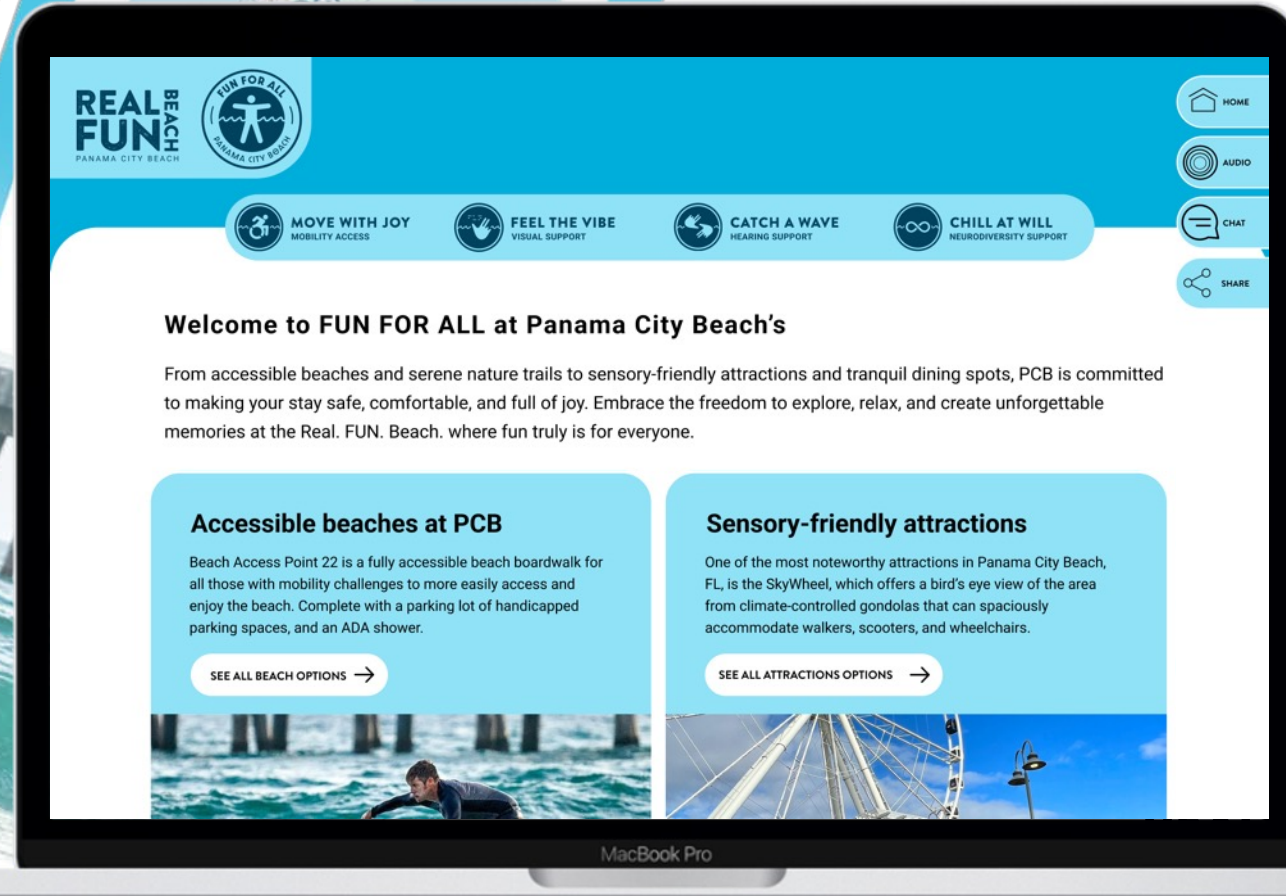
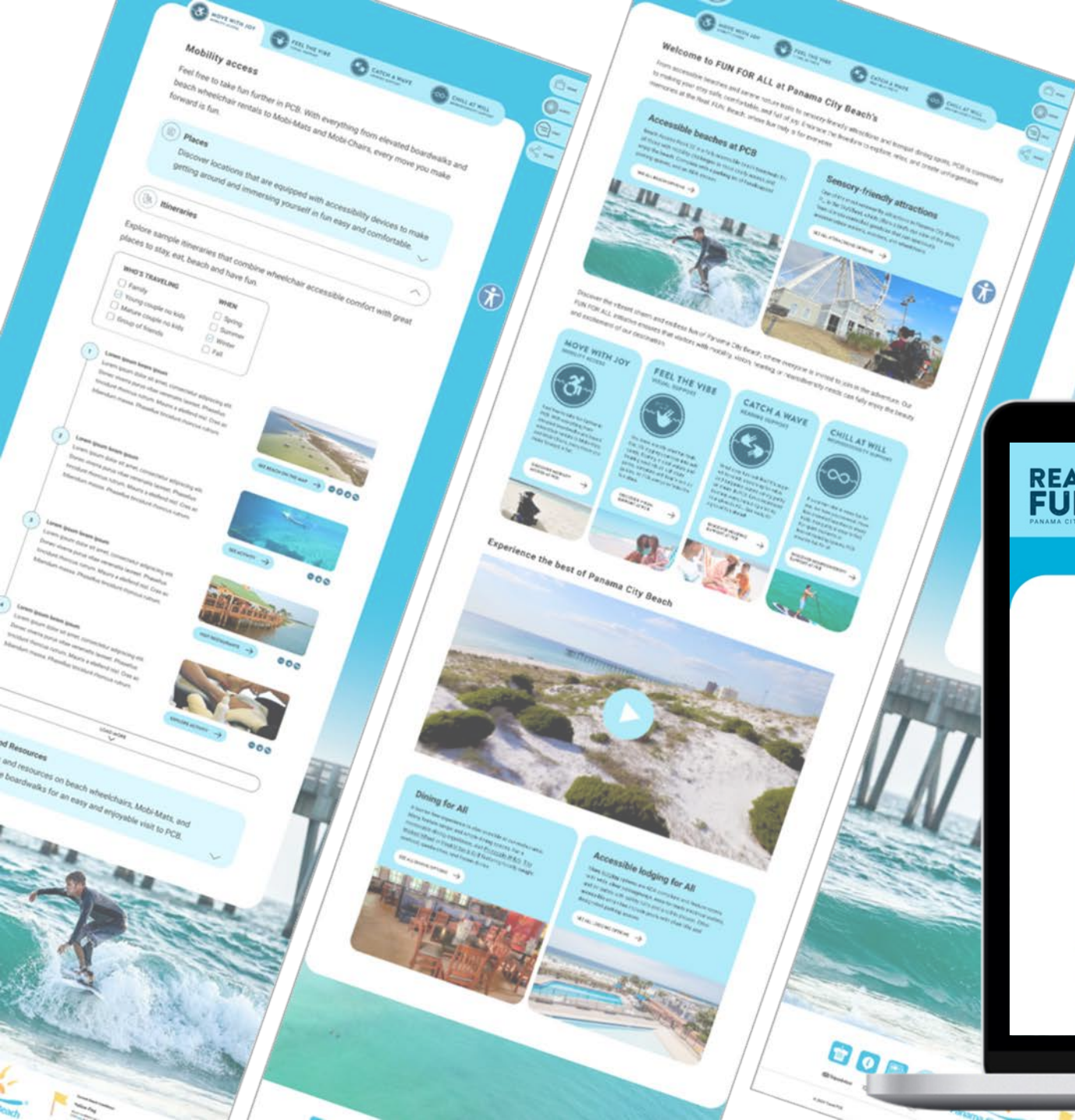
**FAMILY :30**



In addition to these two videos, we have videos speaking to our empty nesters, kids in strollers, and long weekender segments in varying lengths & formats

FUN FOR ALL

# FUN FOR ALL MICROSITE



- MOVE WITH JOY MOBILITY ACCESS
- FEEL THE VIBE VISUAL SUPPORT
- CATCH A WAVE HEARING SUPPORT
- CHILL AT WILL NEURODIVERSITY SUPPORT

## Welcome to FUN FOR ALL at Panama City Beach's

From accessible beaches and serene nature trails to sensory-friendly attractions and tranquil dining spots, PCB is committed to making your stay safe, comfortable, and full of joy. Embrace the freedom to explore, relax, and create unforgettable memories at the Real. FUN. Beach. where fun truly is for everyone.

### Accessible beaches at PCB

Beach Access Point 22 is a fully accessible beach boardwalk for all those with mobility challenges to more easily access and enjoy the beach. Complete with a parking lot of handicapped parking spaces, and an ADA shower.

[SEE ALL BEACH OPTIONS →](#)

### Sensory-friendly attractions

One of the most noteworthy attractions in Panama City Beach, FL, is the SkyWheel, which offers a bird's eye view of the area from climate-controlled gondolas that can spacioously accommodate walkers, scooters, and wheelchairs.

[SEE ALL ATTRACTIONS OPTIONS →](#)

# SPORTS SUPPORT

# SPORTS

## TEE OFF A PERFECT STAY

CHAMPIONSHIP COURSES, GREAT WEATHER YEAR-ROUND  
AND MILES OF WHITE-SAND BEACHES MAKE  
PANAMA CITY BEACH A GOLFER'S DREAM COME TRUE.



VisitPanamaCityBeach.com

**REAL FUN** BEACH  
PANAMA CITY BEACH



## CATCH THE FUN

WHETHER YOU LOVE THE THRILL OF LANDING  
THE BIG ONE OR JUST ENJOY BEING ON THE  
TURQUOISE WATERS OF PANAMA CITY BEACH

MAKE IT YOURS.

VisitPanamaCityBeach.com

**REEL FUN** FISHING  
PANAMA CITY BEACH



## PLAY HERE AND HERE

### SCORE A WINNING SPOT

Host your next game or tournament at the world-class, 160-acre Publix Sports Park in Panama City Beach. Not only will you find the best state-of-the-art facilities in the Southeast, but you'll also be perfectly positioned to continue the fun along the sugar-white sands and turquoise waters of PCB.

CONTACT CHRIS O'BRIEN, DIRECTOR OF  
SPORTS MARKETING, AT 850-890-7738.



PlayPanamaCityBeach.com

**REAL FUN** SPORTS  
PANAMA CITY BEACH

**REAL FUN** BEACH  
PANAMA CITY BEACH

# SPORTS

**REAL FUN BEACH**  
PANAMA CITY BEACH

**PLAY HERE** 

**AND HERE** 

**PLAN NOW**



**REEL FUN** THE PANAMA CITY BEACH FISHING FESTIVAL

PLACES TO STAY THINGS TO DO EVENTS RESTAURANTS

**GET HOOKED ON ALL THE FUN**



Spend a day – or a week – reeling in the fun. Whether you're drawn to the deep waters of the Gulf, a tranquil pier on St. Andrew Bay or the slow and meandering turns of the bayous, Panama City Beach offers year-round opportunities for anglers of all kinds.

**PLAN NOW >**

**CATCH THE ACTION**

	<b>SALTWATER FISHING</b>
	<b>FRESHWATER FISHING</b>
	<b>PIER FISHING</b>
	<b>CHARTER BOATS</b>
	<b>"CHASING THE SUN" TV FISHING SHOW</b>

**CHART YOUR COURSE**



**PLAN NOW >**

**REAL FUN BEACH**  
PANAMA CITY BEACH

PLACES TO STAY THINGS TO DO EVENTS RESTAURANTS

**MAKE THE BEST PLAY OF THE SEASON**



**PUBLIX SPORTS PARK**

No matter what sports event you're planning, you can put a winning game plan into action now. Host your game or tournament at the 160-acre, world-class Publix Sports Park in Panama City Beach. Enjoy everything the Southeast's premier sporting venue has to offer, then continue to play on our nearby white sands and turquoise waters.

**COME PLAY >**

# SALES SUPPORT



# SALES SUPPORT

**LET THE SUN ADJOURN YOUR MEETING**

Our experienced meeting coordinators, accessible location and variety of accommodations take the stress out of planning events of all sizes.

**FLEXIBLE MEETING SPACE**

Our more than 160,000 square feet of meeting space gives you room to tailor your event to your crowd.

**EASY TO GET TO**

Just a half-hour from Northwest Florida Beaches International Airport and on three major highways.

**PLAN NOW >**

**FULL SERVICE. FULL OF FUN.**

**GROUP PLANNING EXPERTISE**

**160,000 SQUARE FEET OF FLEXIBLE MEETING SPACE**

**ACCOMMODATIONS OF ALL SHAPES AND SIZES**

**ACTIVITIES FOR ALL**

**SUGGESTED ITINERARIES**

**MEET WITH A VIEW**

**LET THE SUN ADJOURN YOUR MEETING**

Our white sands, turquoise waters and sunny disposition put your attendees at ease. Our meeting coordinators, thoughtful itineraries and accommodations do the same for you.

**EASY TO GET TO**

Just a half-hour from Northwest Florida Beaches International Airport and on three major highways.

**PACKED WITH FUN**

From beach bonfires and Jet Skis to nature walks and golf courses, we've got something fun for everyone.

**PLAN NOW >**

**FULL SERVICE. FULL OF FUN.**

**GROUP PLANNING EXPERTISE**

**160,000 SQUARE FEET OF FLEXIBLE MEETING SPACE**

**ACCOMMODATIONS OF ALL SHAPES AND SIZES**

**ACTIVITIES FOR ALL**

**SUGGESTED ITINERARIES**

**MEET WITH A VIEW**

**LET THE SUN ADJOURN YOUR MEETING**

With 27 miles of white-sand beaches, 160,000 square feet of meeting space, and experienced meeting planner support, we make it easy to meet everyone's expectations.

**LOGISTICS HANDLED**

Our team will take care of everything from scouting your event location to coordinating your accommodations.

**ACCOMMODATING SPACES**

Find more than 22,000 rooms across small meeting resorts, hotels, condominiums and vacation rental homes.

**PLAN NOW >**

**FULL SERVICE. FULL OF FUN.**

**GROUP PLANNING EXPERTISE**

**160,000 SQUARE FEET OF FLEXIBLE MEETING SPACE**

**ACCOMMODATIONS OF ALL SHAPES AND SIZES**

**ACTIVITIES FOR ALL**

**SUGGESTED ITINERARIES**

**MEET WITH A VIEW**

**PLAN NOW >**

**REAL FUN**

## MAKE SUNSHINE THE FIRST ORDER OF BUSINESS

OUR WHITE SANDS, TURQUOISE WATERS AND SUNNY DISPOSITION PUT YOUR ATTENDEES AT EASE. OUR EXPERIENCED MEETING COORDINATORS, THOUGHTFUL ITINERARIES AND VARIETY OF ACCOMMODATIONS DO THE SAME FOR YOU.

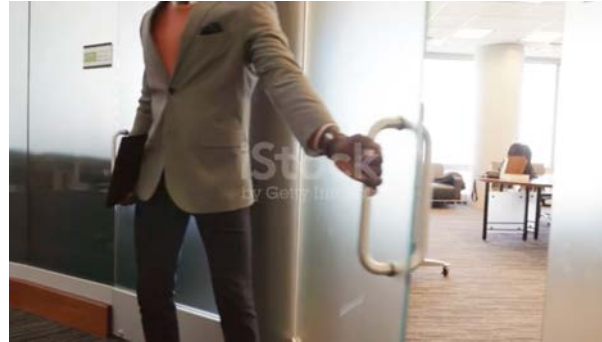
PLAN YOUR MEETING IN PANAMA CITY BEACH  
[VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)

**REAL FUN** GROUPS  
PANAMA CITY BEACH, FL

# SALES SUPPORT

## **Make sunshine the first order of business**

*(stock footage of a meeting room door opening. Beach scene is on the other side as it opens)*



## **and fresh ideas part of your agenda.**

*(people enjoying fresh seafood)*



## **Where sugar-white sands are a business requirement**

*(people playing games in sand or walking on the beach)*

## **and wading in turquoise waters an action item.**

*(people or person in the water)*



## **Create a new definition of "all hands on deck."**

*(group on boat)*

## **And close the deal with flying colors.**

*(golf shot)*



## **Where you can brainstorm in perfect weather,**

*(beauty shots of beach or state parks)*

## **and even your conference room feels like a destination.**

*(beauty shots of beach or state parks)*



Art Card or Text over Image:

[PCB] real fun meetings

**Book your next meeting or corporate event at [url]**

EXPANDING  
DÉCOR BY  
THE SHORE

# SHOPPING TRAIL EXPANSION



# UPCOMING CAMPAIGNS

# Q4 CAMPAIGNS



**I AM THANKFUL**



**BEACH HOME  
FOR THE  
HOLIDAYS**



**GIVE THE GIFT  
OF HERE**

**2024**  
*New Year's Eve*  
**BEACH BALL DROP**  
PANAMA CITY BEACH, FL



**NEW YEAR'S EVE  
BEACH BALL  
DROP**

A vibrant beach scene with two young girls playing in the shallow ocean waves. The girl in the foreground is wearing a pink and white top and white shorts, smiling broadly. The girl in the background is wearing a colorful, multi-colored long-sleeved shirt and white shorts, also smiling. The water is clear and turquoise, and the sky is a bright, clear blue. The beach is sandy and white. The overall mood is joyful and summery.

**THANK YOU!**