

BAY COUNTY TDC

MEETING - NOVEMBER 12, 2024



PCB WINTER PROGRAM

MUTLI-FACETED APPROACH TO GROWING WINTER VISITATION

- Current program started in 2011, in the aftermath of Deep Water Horizon
- Combination of Social Media, Marketing Communications, Word of Mouth Promotion and Special Events to support the REAL.FUN.BEACH brand
- Events in large scale and micro-targeted events, ranging from Beach Home for the Holiday & the Beach Ball Drop to Doughnut Days & the Senior Prom



**REAL
FUN** BEACH
PANAMA CITY BEACH

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MUCH OF THE SUCCESS OF THE PROGRAM IS A DIRECT RESULT OF FUN INJECTED INTO IT BY OUR LOCAL PERSONALITIES...



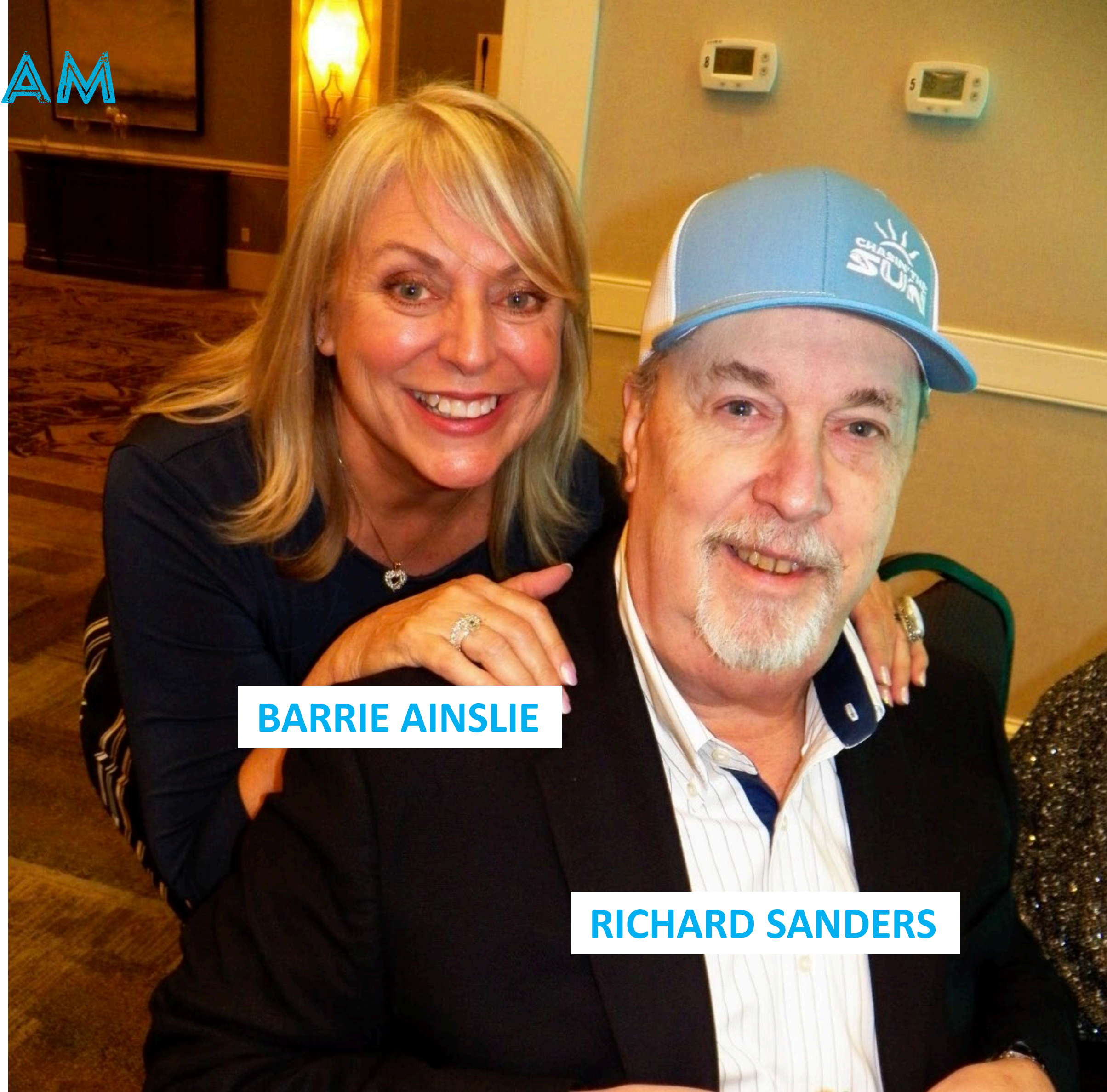
**REAL
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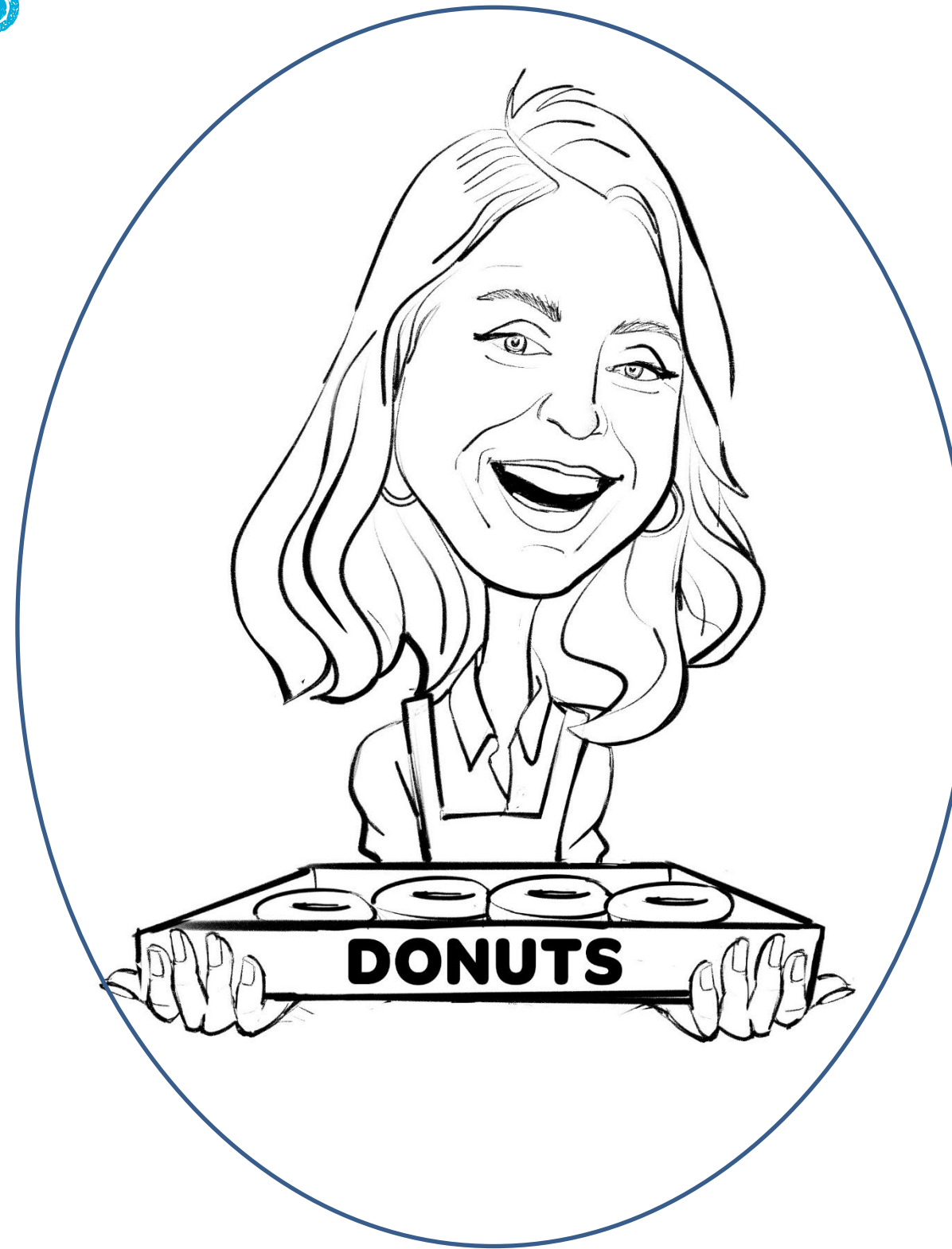
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BARRIE AINSLIE

RICHARD SANDERS

THE WAVE MAKERS



**Beachcomber
Barrie**



The Sandman

PCB WINTER PROGRAM

WEEKLY E-NEWSLETTER

- That captures the personality of Richard's e-blasts
- Establishes Barrie as the co-curator of our Winter Resident outreach program
- Maintains & builds engagement
- Allows us to gather more first-party data
- When Richard retires, we will be able to transition the outreach program without interruption



SPECIAL EVENTS

OVERVIEW

Special events are an important part of our year around visitation strategy in Panama City Beach. Research has shown that our visitors will increase the frequency of their visits when given a compelling reason to do so. Outside of the peak summer season, festivals and special events help spur this type of travel.

Special events create intangible benefits by encouraging interest in the destination even if the potential visitor is unable to attend a specific event. The positive PR, word of mouth and social media content are important to our mission.

WINTER EVENTS



BEACH HOME FOR THE HOLIDAYS

Thanksgiving Weekend | PANAMA CITY BEACH



2025 NEW YEARS EVE BEACH BALL DROP



December 15, 2023
UMV: 680,591

From ice skating to NYE drops: Best places to enjoy some winter fun

With the holidays kicking off the winter season, it's a great time to make fond new memories with your loved ones. And there are so many ways to enjoy this frosty time of year! You can travel to a snowy destination that offers winter activities and cozy nights by the fire, go ice skating at one of the best rinks in the country, and welcome the New Year at a festive event.

To find the best spots to enjoy some winter fun, an expert panel nominated their favorites in each of three categories. Then, readers voted for their top picks to determine the winners.

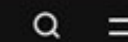
Best New Year's Eve Drop: New Year's Eve Beach Ball Drop in Panama City Beach, Florida



Each December 31, Panama City Beach, Florida, closes off its streets at Pier Park to get the New Year's party started. The public is invited to watch not just one beach ball drop, but two. One is dropped at 8 p.m. for the early birds, and the second is dropped at midnight. There's also live music, entertainment, and fireworks.

<http://tinyurl.com/bz554fft>

Budget Travel



Best Places to Ring in the New Year: 2024

By BT Editor
December 22, 2023



New Year's Eve celebrations in Panama City Beach, Florida - courtesy of Visit Panama City

If your holiday plans aren't set in stone yet, it's a great time

A SAFER HOME
IN SECONDS



is a quick trip to celebrate the new year. To help
best place to spend New Year's Eve, WalletHub
recently released their rankings for 2023's Best Cities for



71°
Panama City Beach, FL

News Watch Live National

High Surf Warning Is In Effect

ADVERTISEMENT

GIVE THE GIFT OF PREMIER GOLF

Panama City Beach ball drop named No. 1 in USA TODAY



"3...2...1... Happy New Year," could be heard all around Pier Park Friday at Midnight, and a happy new year it was for businesses in Pier Park, benefiting from the return of the Beach Ball Drop. (WJHG)

By WJHG Newsroom

Published: Dec. 15, 2023 at 12:18 PM CST



Taylor Shines

THE LASER SPECTACULAR



The Second Best Taylor Swift Event on the Planet!

MARDI GRAS

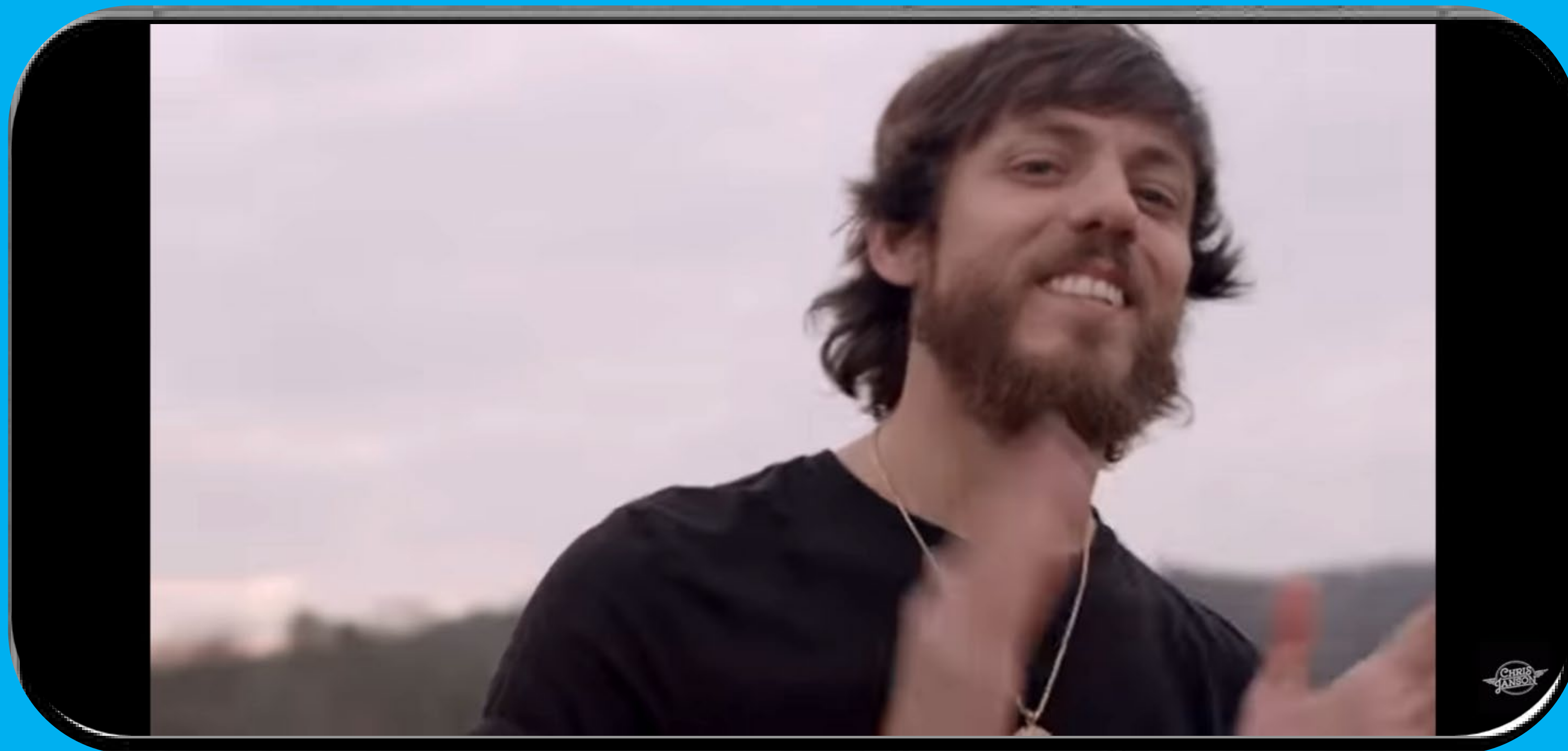
2025 | PANAMA CITY BEACH





MARDI GRAS

SATURDAY, FEBRUARY 15, 2025

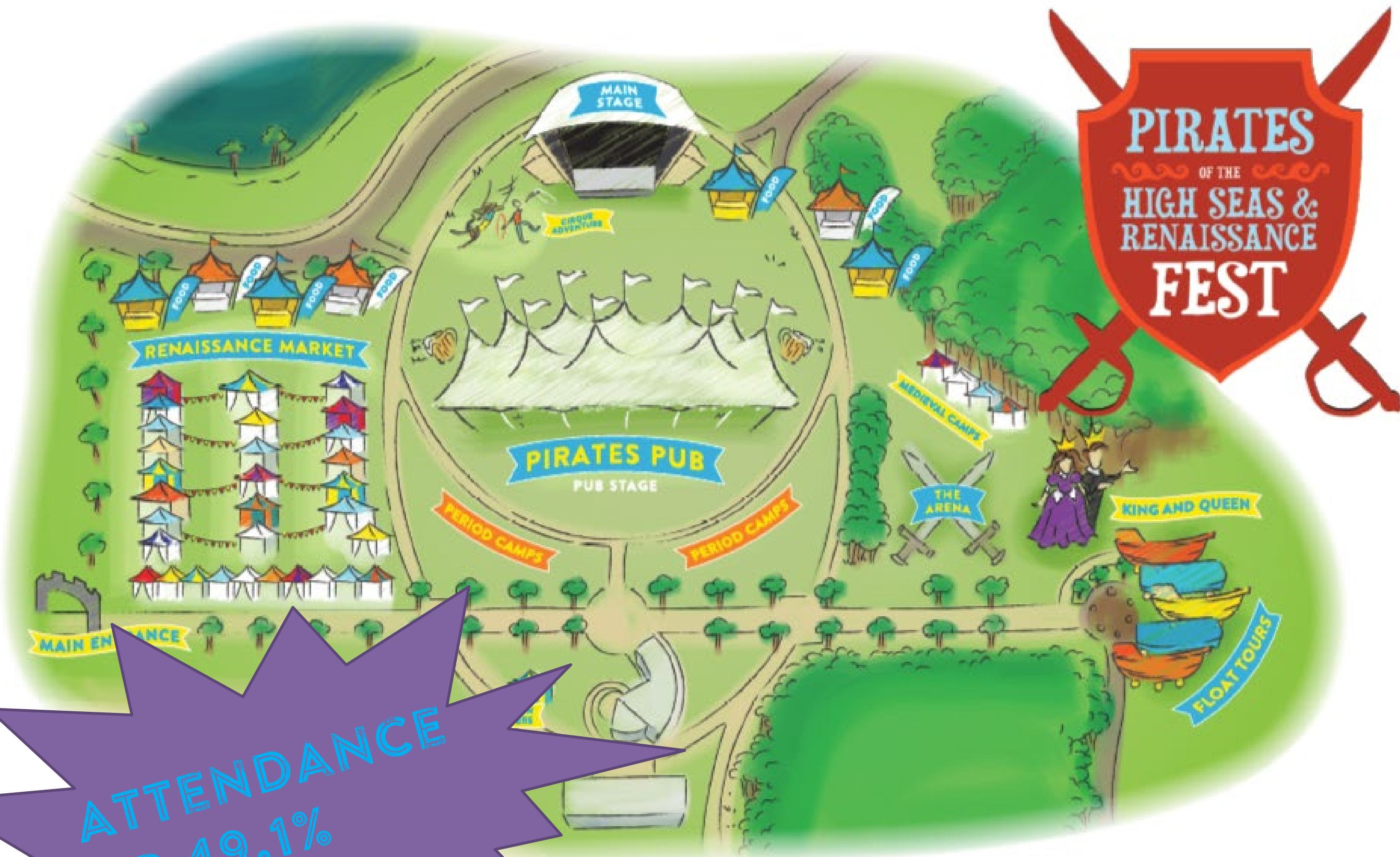


PIRATES OF THE HIGH SEAS AND RENAISSANCE FESTIVAL

OCTOBER 11th – 13th, 2024 | PANAMA CITY BEACH



FESTIVAL SITE



FRIDAY: 4:00 – 8:00

SATURDAY: 10:00 – 8:00

SUNDAY: NOON – 5:00

22 CRAFT VENDORS

9 FOOD VENDORS

6 PERIOD ENCAMPMENTS

5 STAGES

**ATTENDANCE
UP 49.1%**

MAIN PARADE

SATURDAY: 5:00PM

OVER 70 ENTRIES

26 FLOATS

8 NEW FLOATS

NEW PARADE ROUTE



SITE DECOR





PRESENTED BY
COCA COLA

NEW YEAR'S EVE
BEACH

BAY COUNTY TDC

MEETING - NOVEMBER 12, 2024





SUMMER 2024

JUNE – AUGUST '24



QUARTERLY TOURISM IMPACT

METHODOLOGY

Young Strategies, Inc. (YSI) developed a visitor impact model for PCBCVB that calculates monthly, quarterly and annual impact of five different visitor segments to PCB. YSI collects primary source data from multiple research and analytics platforms as well as surveys with visitors to PCB. The impact model builds on Tourist Development Tax and visitor metrics to calculate the impact of:

1. Visitors in paid hotel/motel accommodations
2. Visitors in paid condo, single home, misc. rentals
3. Rental property owner usage
4. Non-rental vacation property owner usage
5. Visiting friends and relatives who stayed in PCB with year-round residents
6. Day-trip visitors from outside of Bay County

Data Sources –

- Tourist Development Tax Monthly Revenue Reports
- City of PCB Business Tax receipts
- STR hotel data for PCB
- KeyData Dashboard lodging metrics for PCB
- AirDNA vacation rentals metrics for PCB
- Azira mobile data for PCB
- US Census Bureau Data for PCB
- Young Strategies online and intercept surveys with visitors to PCB

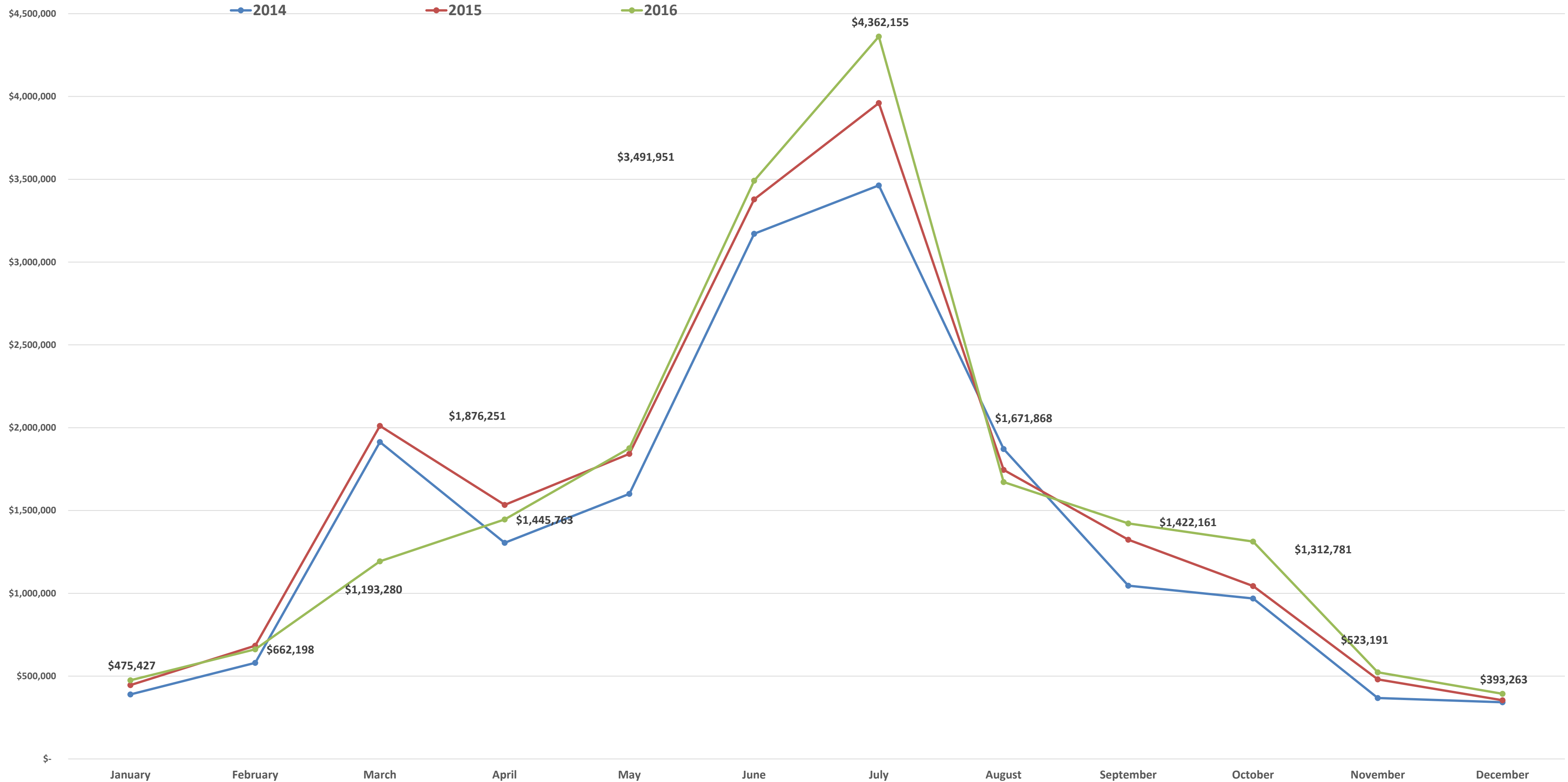
Young Strategies, Inc. prepares the quarterly reports three months after the completion of each season starting with winter followed by Summer and summer. The annual report accompanies the fall report.



SUMMER 2024

**In 2024, Summer produced
49.2% of the annual lodging
revenues in PCB**

MONTHLY TDT COLLECTIONS

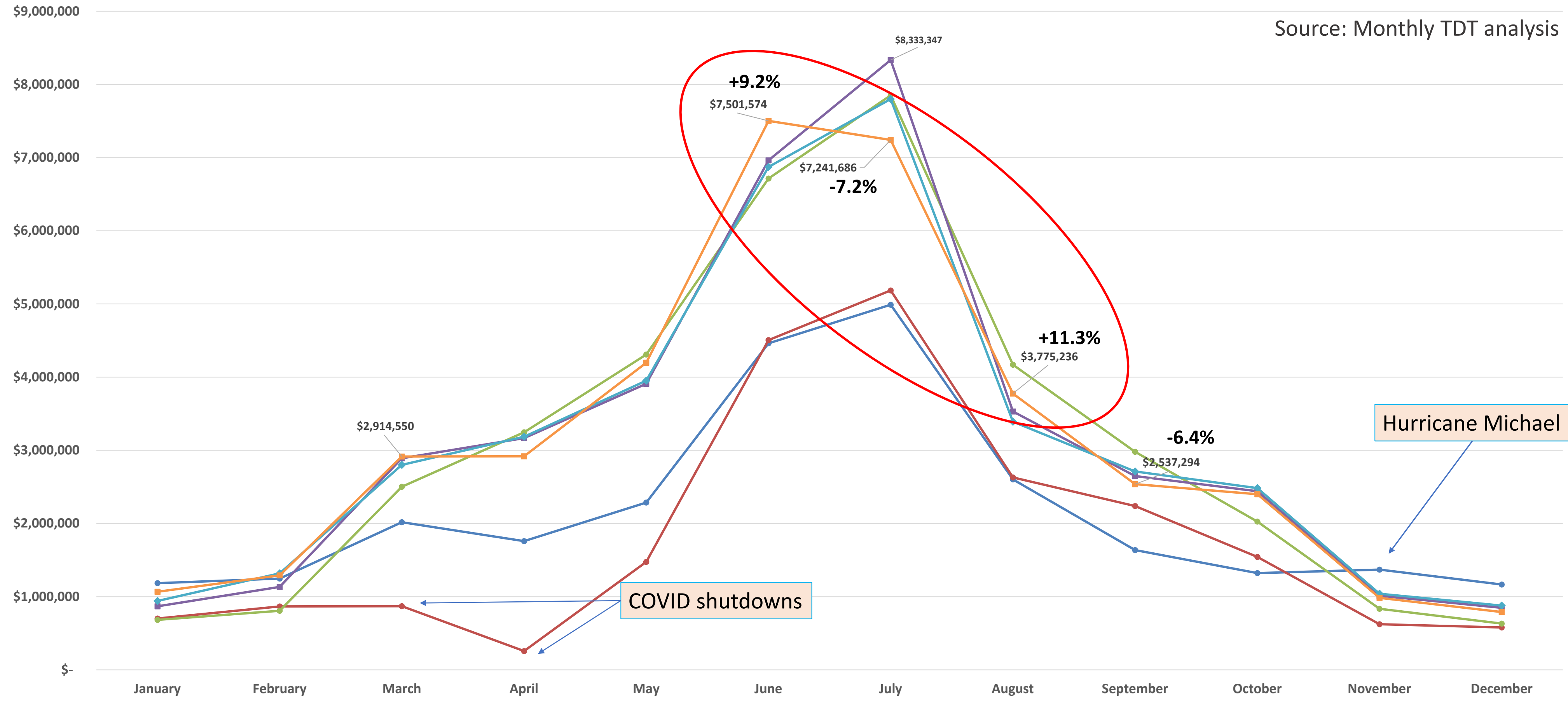


MONTHLY TDT COLLECTIONS



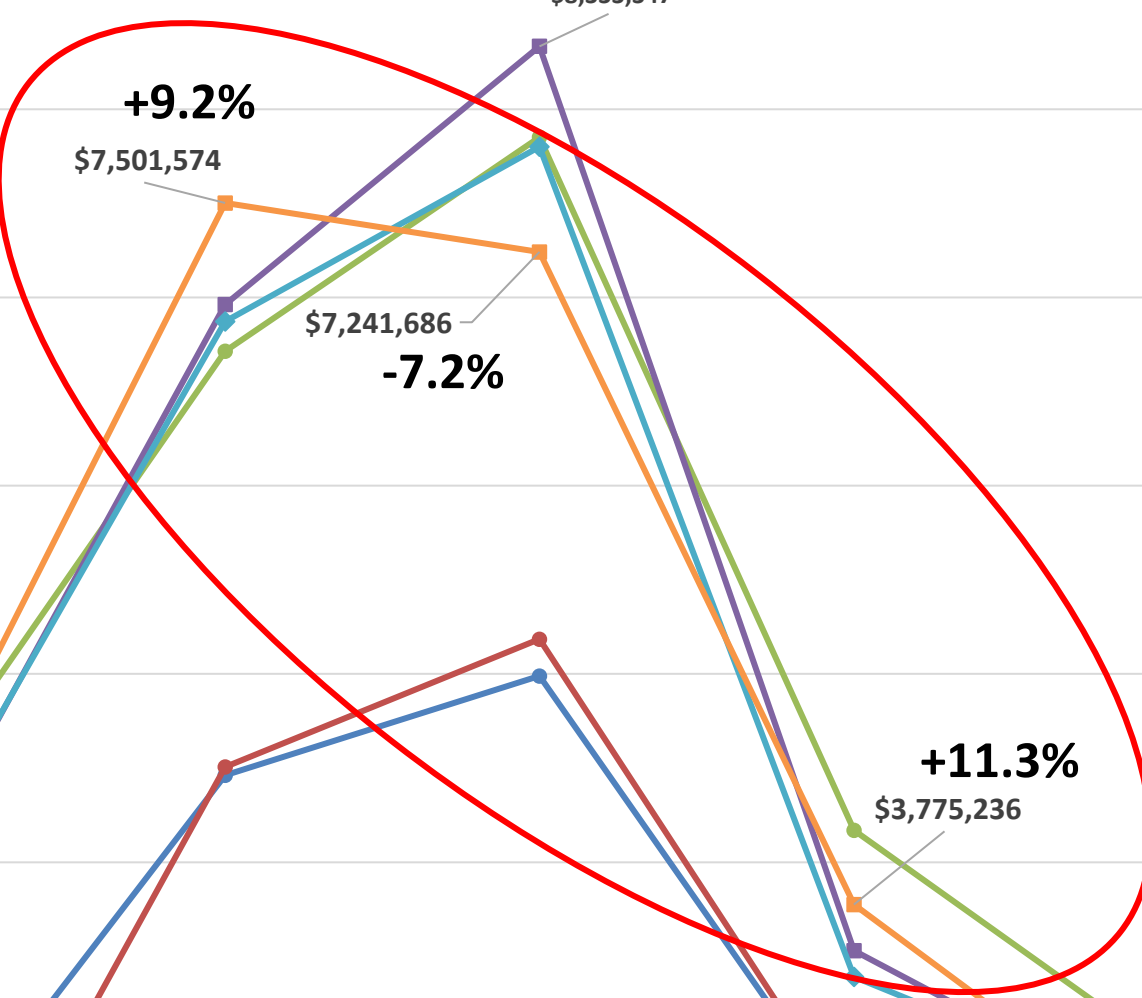
● 2019
● 2020
● 2021
● 2022
● 2023
● 2024

Source: Monthly TDT analysis



COVID shutdowns

Hurricane Michael



+9.2%

-7.2%

+11.3%

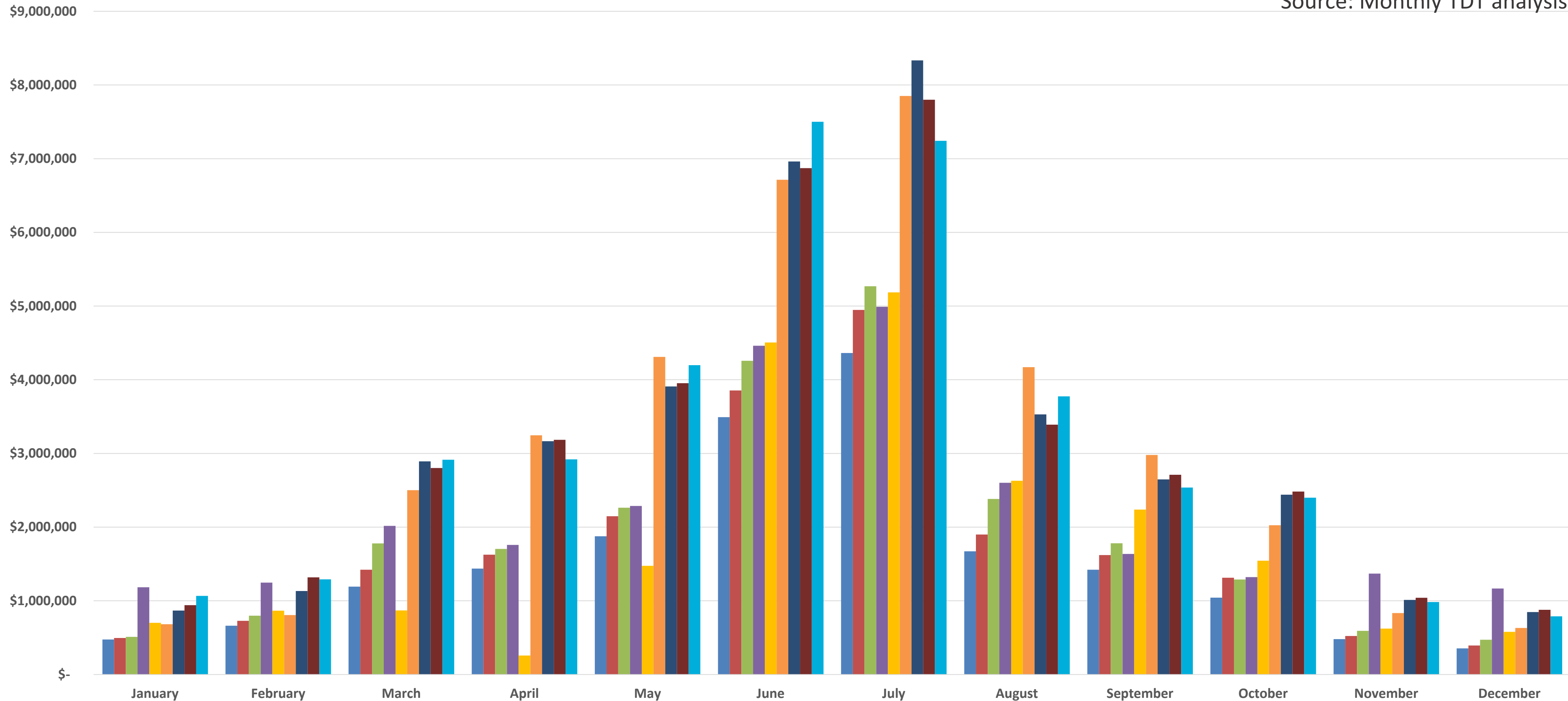
-6.4%

MONTHLY TDT COLLECTIONS

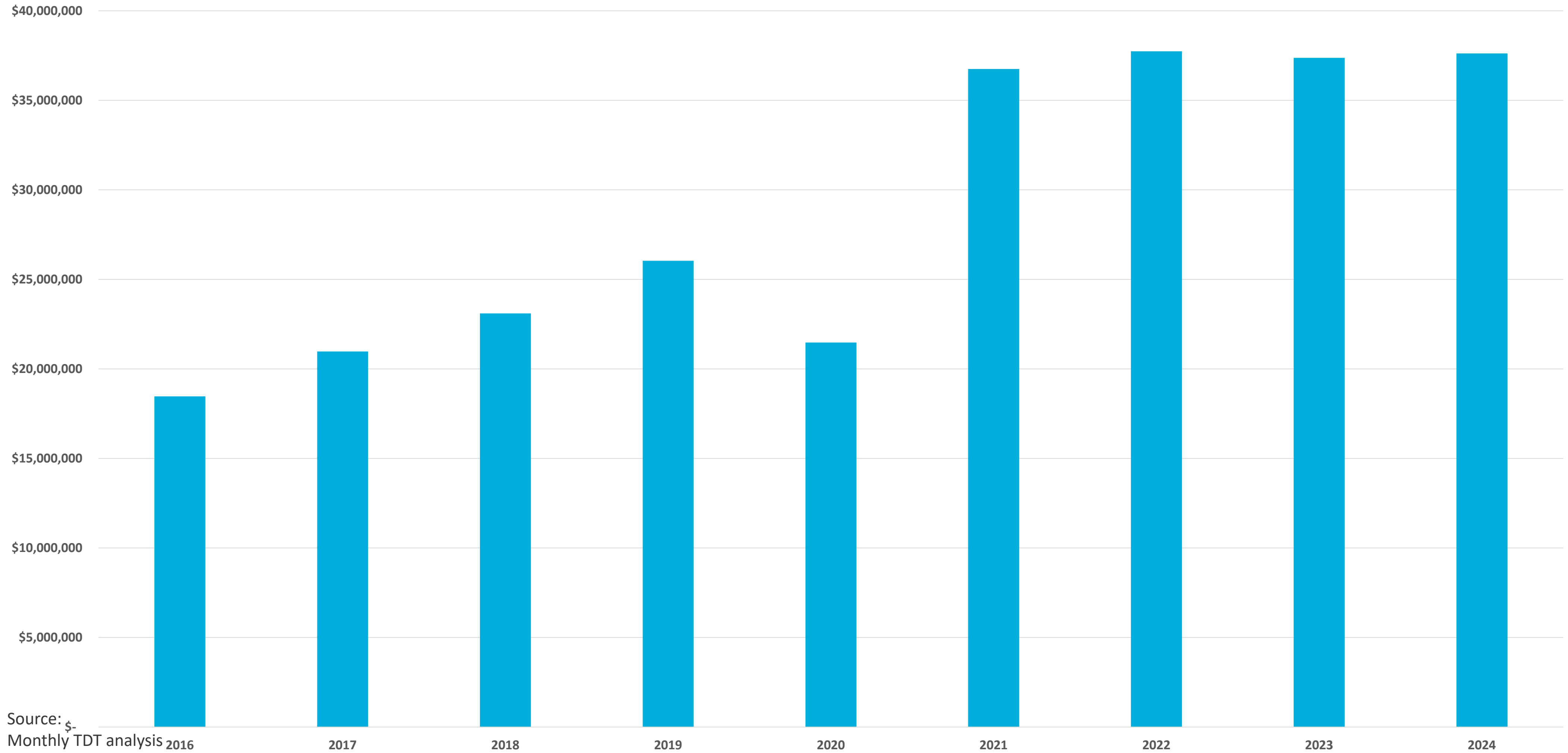


■ FY 2016
 ■ FY 2017
 ■ FY 2018
 ■ 2019
 ■ 2020
 ■ 2021
 ■ 2022
 ■ 2023
 ■ 2024

Source: Monthly TDT analysis



ANNUAL TDT COLLECTIONS



Source: Monthly TDT analysis 2016

SUMMER TRENDS



SUMMER 2024 (JUNE - AUGUST)

- Summer visitation and spending peaked in 2022 with a slight decline in 2023 and an uptick in 2024. PCB 1% Business Tax Receipts were up 1.8% for the Summer period.
- June revenue outpaced July as the #1 month for the first time! June had 5 weekends in 2024 whereas July only had 4.
- Short-term rentals revenue (\$284.6M) was up 4.1% represents 77% of Summer TDT revenue in spite of a 5% decline in daily inventory reporting to the Clerk of Court.
- Hotel revenue overall (\$85.8M) was down 2.4% represents 23% of Summer TDT revenue (same ratio as prior year).
- Summer STR hotel revenue (\$66.1M) was slightly down – 0.9% down; STR inventory was unchanged from prior summer.
- While STR demand was up 6.9% it was offset by STR ADR down 6.5%
- Overall visitor volume (includes daytrips) to PCB was up 4.1%.
- Total Visitor Spending was up 1.9%.



'24 MONTHLY STR OCCUPANCY



June

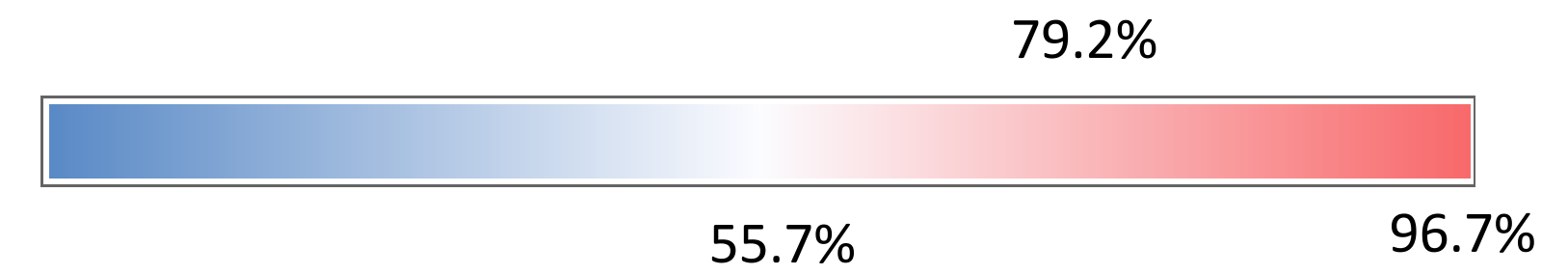
| Sun | Mon | Tues | Wed | Thurs | Fri | Sat |
|-------|-------|-------|-------|-------|-------|-------------------------|
| | | | | | | Gulf Coast Jam 84.1% |
| 77.0% | 70.8% | 72.3% | 72.3% | 78.7% | 89.3% | 93.2% |
| 73.2% | 77.8% | 79.4% | 81.0% | 82.6% | 88.8% | 94.2% |
| 71.8% | 78.5% | 83.4% | 88.0% | 91.5% | 95.5% | 96.2% |
| 78.1% | 80.9% | 81.4% | 81.2% | 81.4% | 88.7% | 92.2% |
| 74.5% | | | | | | |

July

| Sun | Mon | Tues | Wed | Thurs | Fri | Sat |
|-------|-------|-------|-------|-------|-------------------------|-------|
| | | | | | 4 th of July | |
| 68.6% | 77.5% | 79.6% | 89.5% | 96.2% | 96.3% | 91.4% |
| 75.1% | 74.1% | 75.8% | 77.5% | 79.4% | 90.0% | 91.6% |
| 74.7% | 77.9% | 81.7% | 82.1% | 85.2% | 93.3% | 92.7% |
| 74.7% | 76.8% | 78.4% | 81.0% | 86.3% | 93.9% | 94.6% |
| 71.5% | 70.2% | 71.1% | 75.6% | | | |

August

| Sun | Mon | Tues | Wed | Thurs | Fri | Sat |
|-------|-------|-------|-------|-------|-------|-------|
| | | | | | | |
| | | | | 85.3% | 92.8% | 94.1% |
| 71.4% | 67.6% | 71.6% | 74.7% | 75.4% | 81.0% | 84.0% |
| 62.6% | 65.3% | 68.2% | 67.8% | 69.7% | 85.3% | 92.4% |
| 61.9% | 61.9% | 65.5% | 68.3% | 68.9% | 81.7% | 86.4% |
| 55.9% | 56.4% | 56.2% | 56.5% | 55.7% | 77.5% | 96.7% |



SUMMER 2025 KEY METRICS



**AVERAGE LENGTH
OF STAY**



**AVERAGE TRAVEL PARTY
SIZE**



**OVERNIGHT SPENDING
PER TRAVEL PARTY**



**TOTAL
VISITOR DAYS/NIGHTS**



Sources: KEYDATA™

Source: YSI visitor profile survey

Source: YSI visitor profile survey

Source: YSI visitor profile survey
 KEYDATA™

SURVEY: FIRST-TIME vs REPEAT VISITATION

- **28.8%** were first-time visitors (35.5% Summer '23)
- **71.2%** had visited PCB before (64.5% Summer '23)

Repeat visitors:

- The repeat visitors reported coming to PCB for average of **19.3 years** with an average of **2.1 visits in last 12 months**



SURVEY: PRIMARY TRIP PURPOSE



94.1 %

VACATION / GETAWAY

2023: 94.1%



2.8%

VISIT FRIENDS / FAMILY

2023: 3.0%



2.1%

SPORTS EVENT / TOURNAMENT

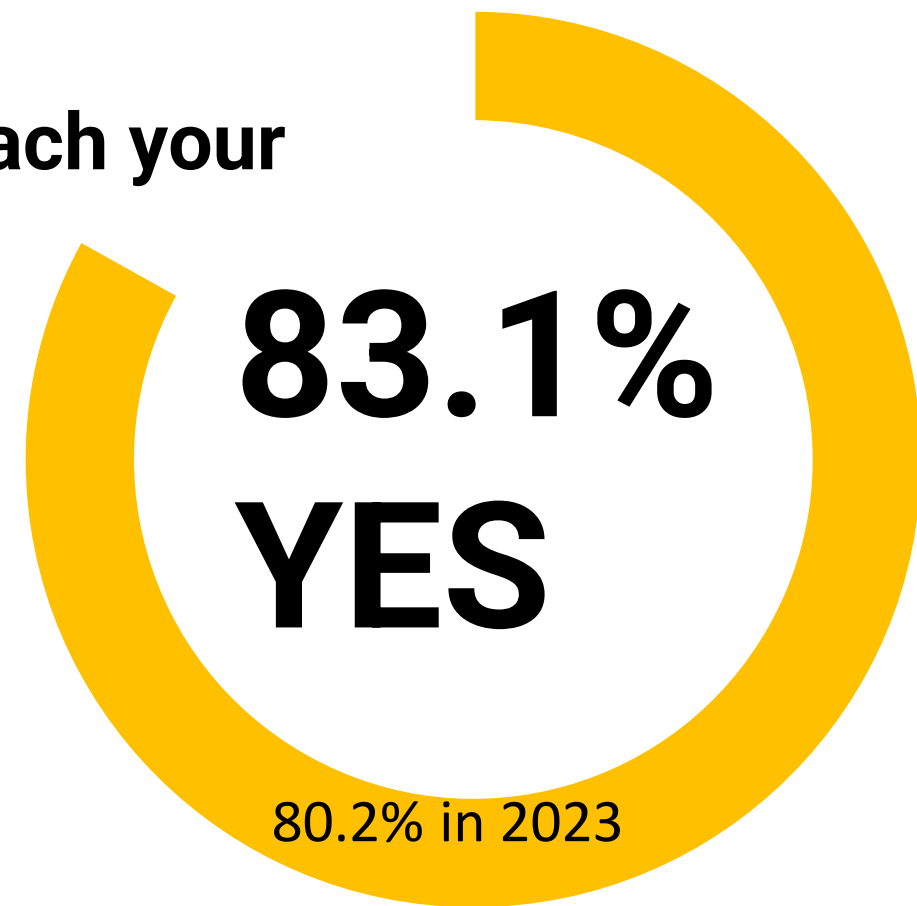
2023: 1.1%

Q. What was the MAIN purpose for your most recent trip to Panama City Beach?

n=287

SURVEY: FAVORITE BEACHES

Is Panama City Beach your favorite beach destination? n= 236



Has PCB always been your favorite beach destination? n=196

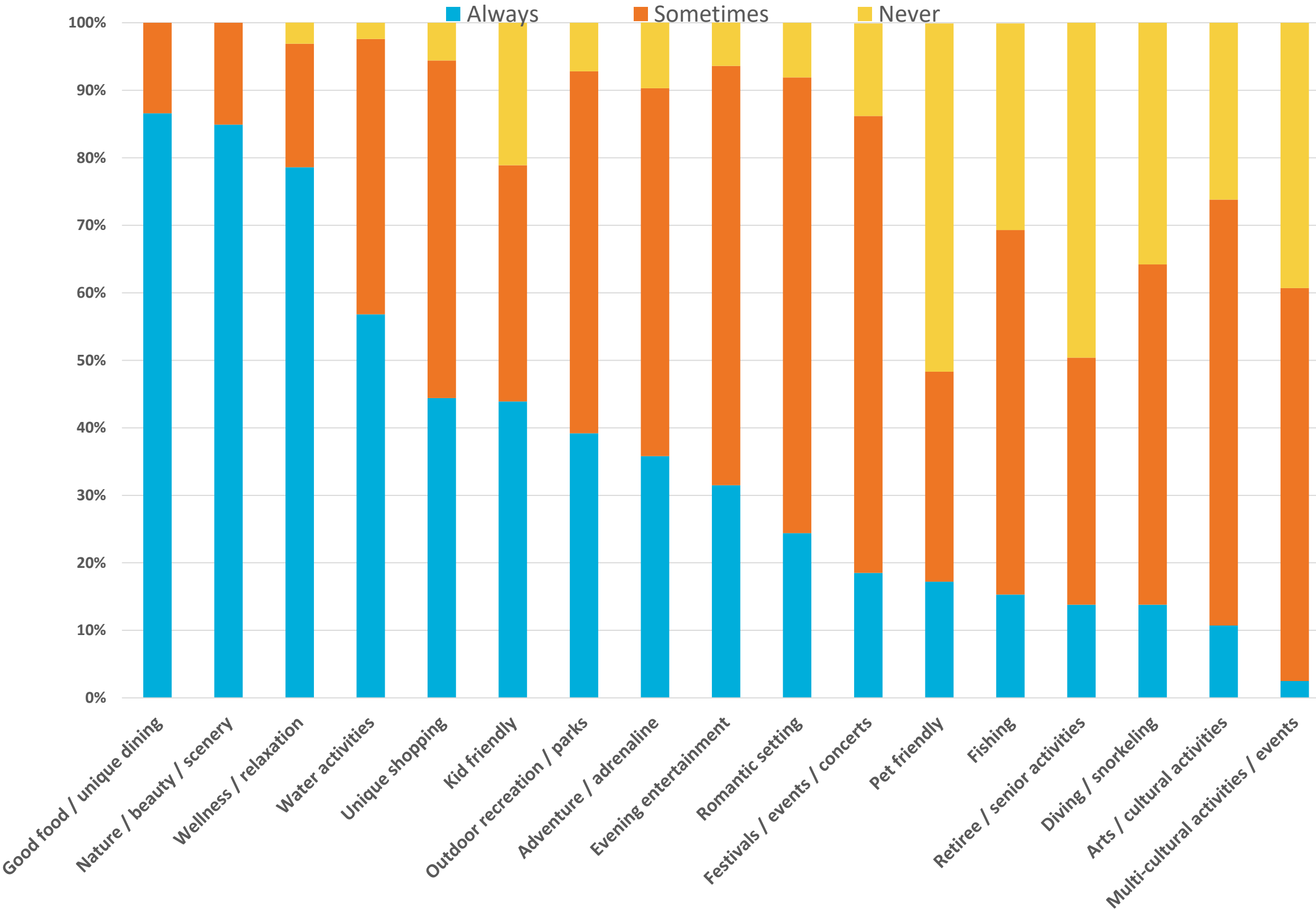


If no, please tell us what your favorite beach destination was previously? n=65

- **Destin / Ft. Walton Beach (20)**
- **Myrtle Beach (8)**
- **Ft. Myers (7)**
- **Gulf Shores (7)**
- **Clearwater (5)**
- **Sanibel Island (5)**
- **Alligator Point**
- Cancun
- **Daytona**
- Galveston
- Hilton Head

- **Jupiter**
- **Miami**
- **Navarre**
- North Myrtle
- Outer Banks
- Seaside Heights
- **St. Pete Beach**
- Topsail
- Virginia Beach
- We travel all around the Gulf area

SURVEY: ATTRIBUTES WHEN SELECTING A DESTINATION



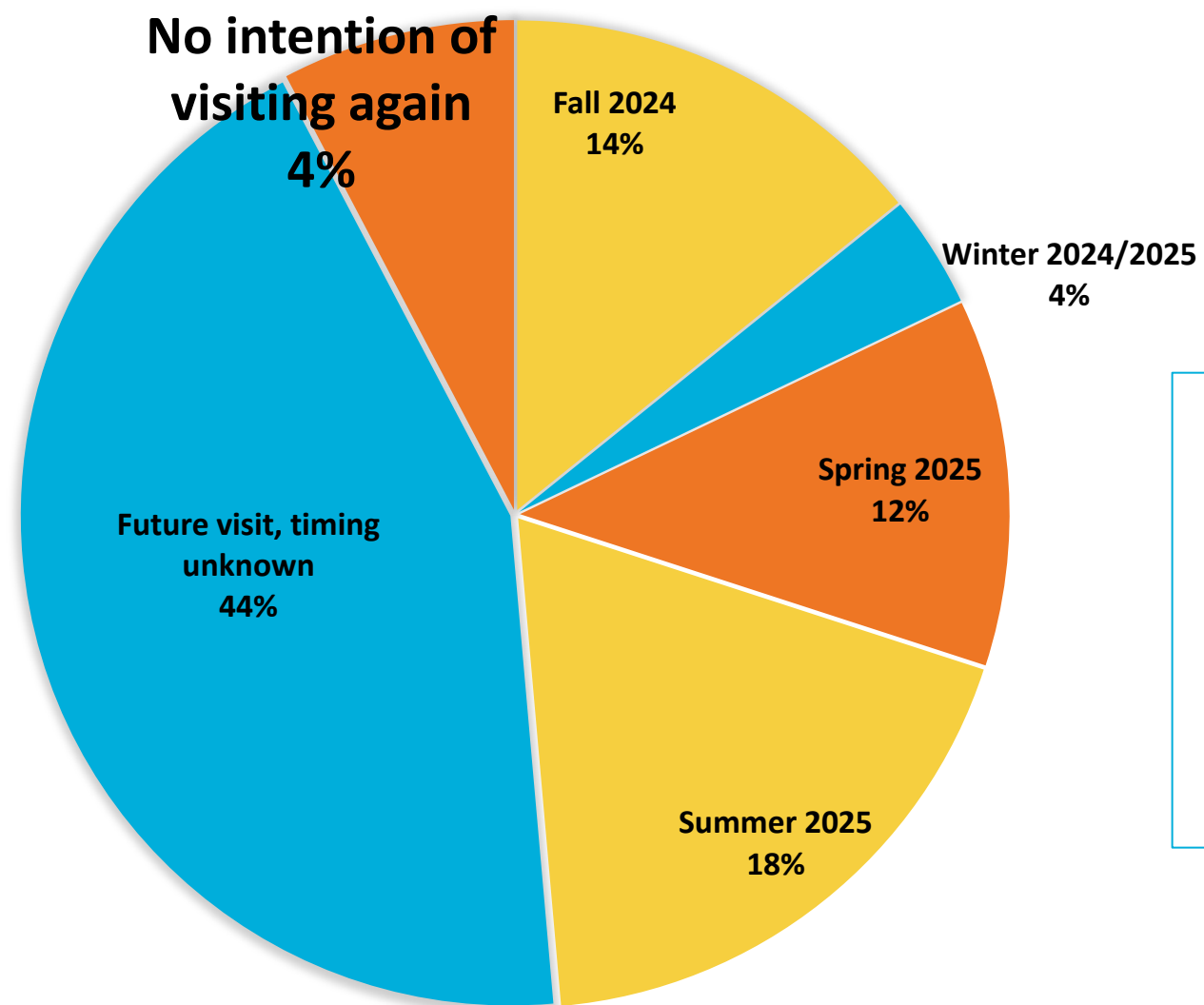
| Attribute | Always | Sometimes | Never |
|------------------------------------|--------|-----------|-------|
| Good food / unique dining | 86.6% | 13.4% | 0.0% |
| Nature / beauty / scenery | 84.9% | 15.1% | 0.0% |
| Wellness / relaxation | 78.6% | 18.3% | 3.2% |
| Water activities | 56.8% | 40.8% | 2.4% |
| Unique shopping | 44.4% | 50.0% | 5.6% |
| Kid friendly | 43.9% | 35.0% | 21.1% |
| Outdoor recreation / parks | 39.2% | 53.6% | 7.2% |
| Adventure / adrenaline | 35.8% | 54.5% | 9.8% |
| Evening entertainment | 31.5% | 62.1% | 6.5% |
| Romantic setting | 24.4% | 67.5% | 8.1% |
| Festivals / events / concerts | 18.5% | 67.7% | 13.7% |
| Pet friendly | 17.2% | 31.1% | 51.6% |
| Fishing | 15.3% | 54.0% | 30.6% |
| Retiree / senior activities | 13.8% | 36.6% | 49.6% |
| Diving / snorkeling | 13.8% | 50.4% | 35.8% |
| Arts / cultural activities | 10.7% | 63.1% | 26.2% |
| Multi-cultural activities / events | 2.5% | 58.2% | 39.3% |

Q. Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination. n=227

Source: YSI visitor profile surveys

SURVEY: TRIP PLANNING

Q: Please tell us if you are planning a future visit to Panama City Beach. n=267



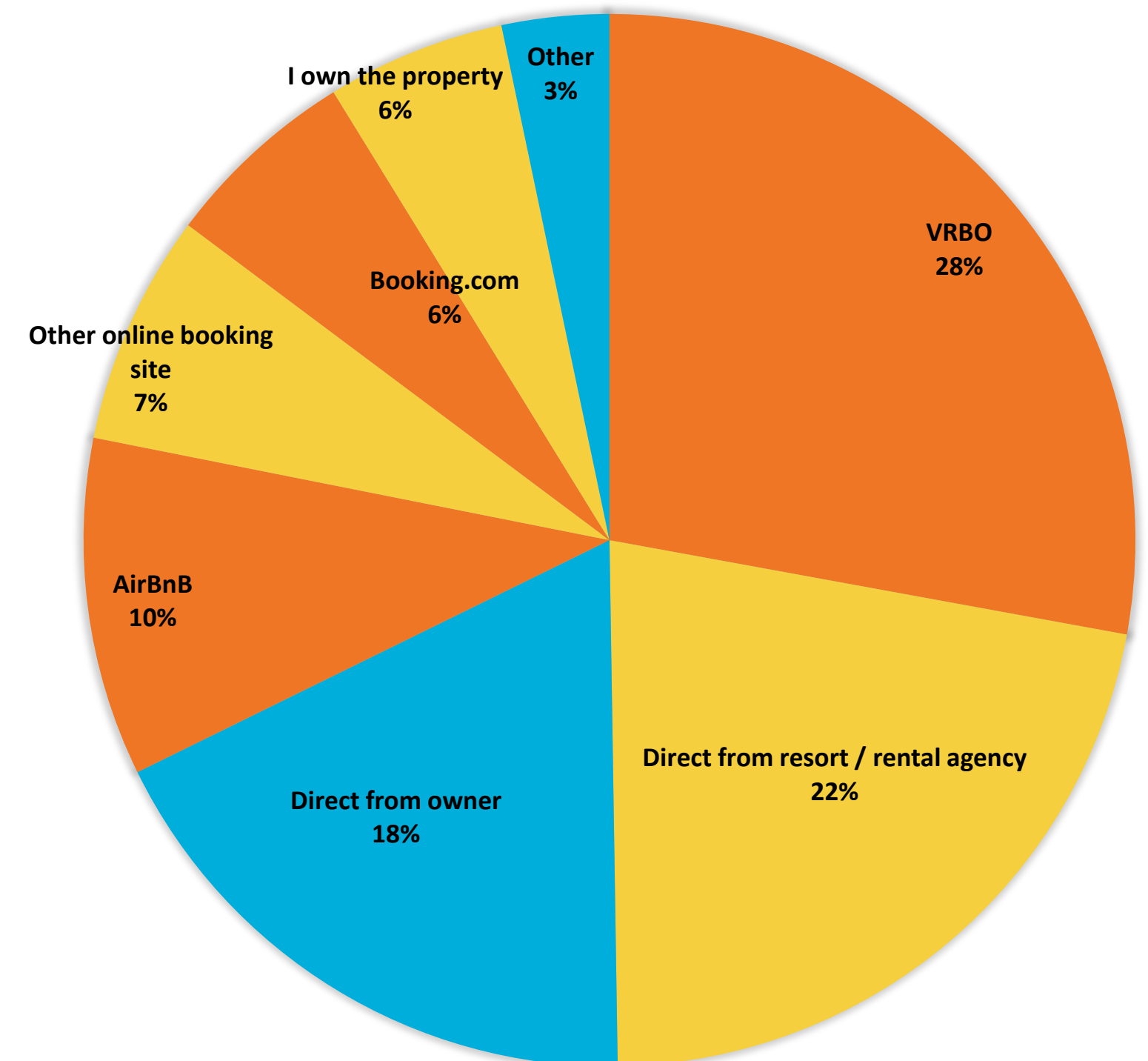
96% of respondents reported an intention to return to PCB!

No intention, please tell us why: n=17

- Age
- Area was too crowded. Restaurants had over 90-minute wait.
- Cold.
- I enjoyed Panama City 20 years ago, not so much now.
- I was unimpressed.
- Like to visit different beaches each year.
- Long trip for us.
- Once is enough.
- Overcrowded. Beaches and streets were dirty, stores were dirty. Overall, its just overpriced and very underwhelming. We will stick with the Indian Shores Pinellas County area of Florida where we have gone for 16 plus years. Its clean, not crowded, beautiful beaches, and not overgrown.
- Taking care of my mom.
- Traffic and those damn beach chair people hogging up space.
- Wasn't happy with airline prices and quality of townhouse.
- Sister moved to Orange Beach, will visit her next.

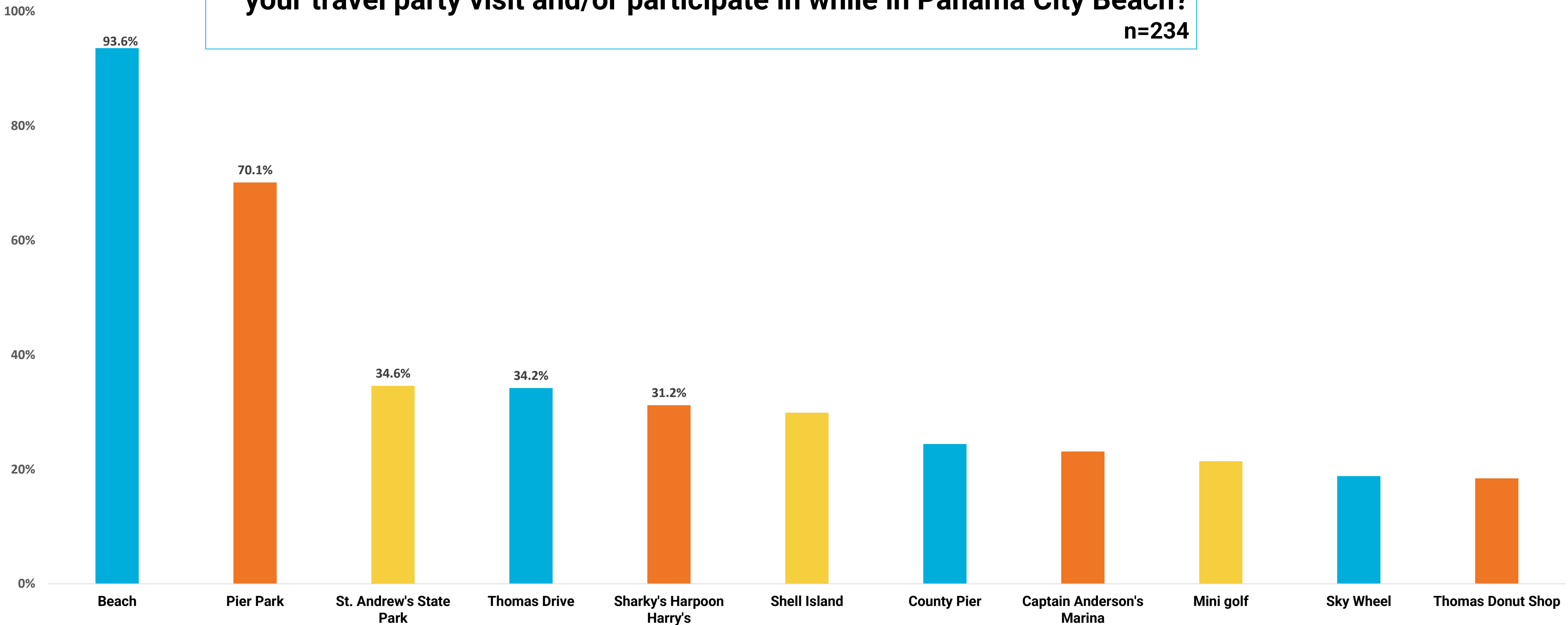
Vacation rentals:

Q: How did you reserve your vacation accommodation. n=194



SURVEY: ACTIVITIES / ATTRACTIONS

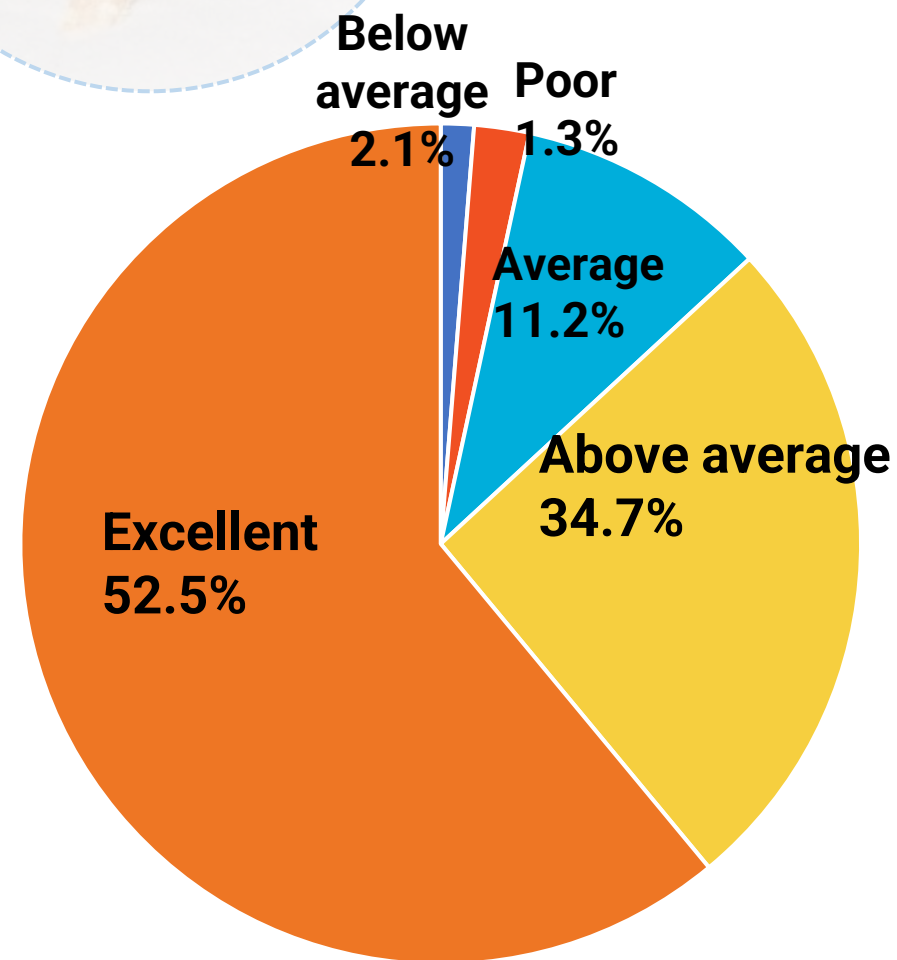
Q: Which attractions / activities / rentals or areas did you or someone in your travel party visit and/or participate in while in Panama City Beach?
n=234



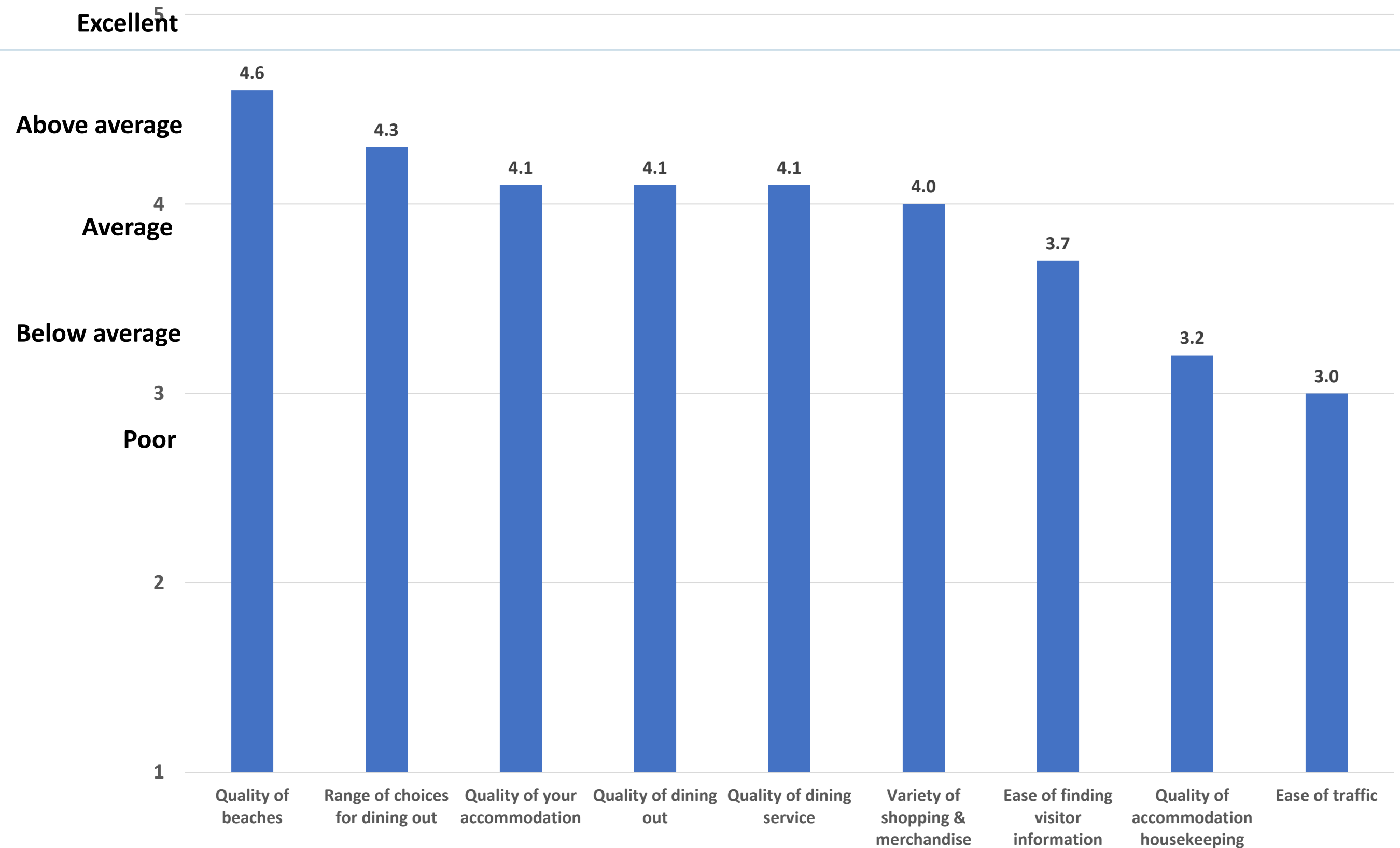
SURVEY: DESTINATION SATISFACTION

OVERALL TRIP SATISFACTION

4.4
/ out of 5



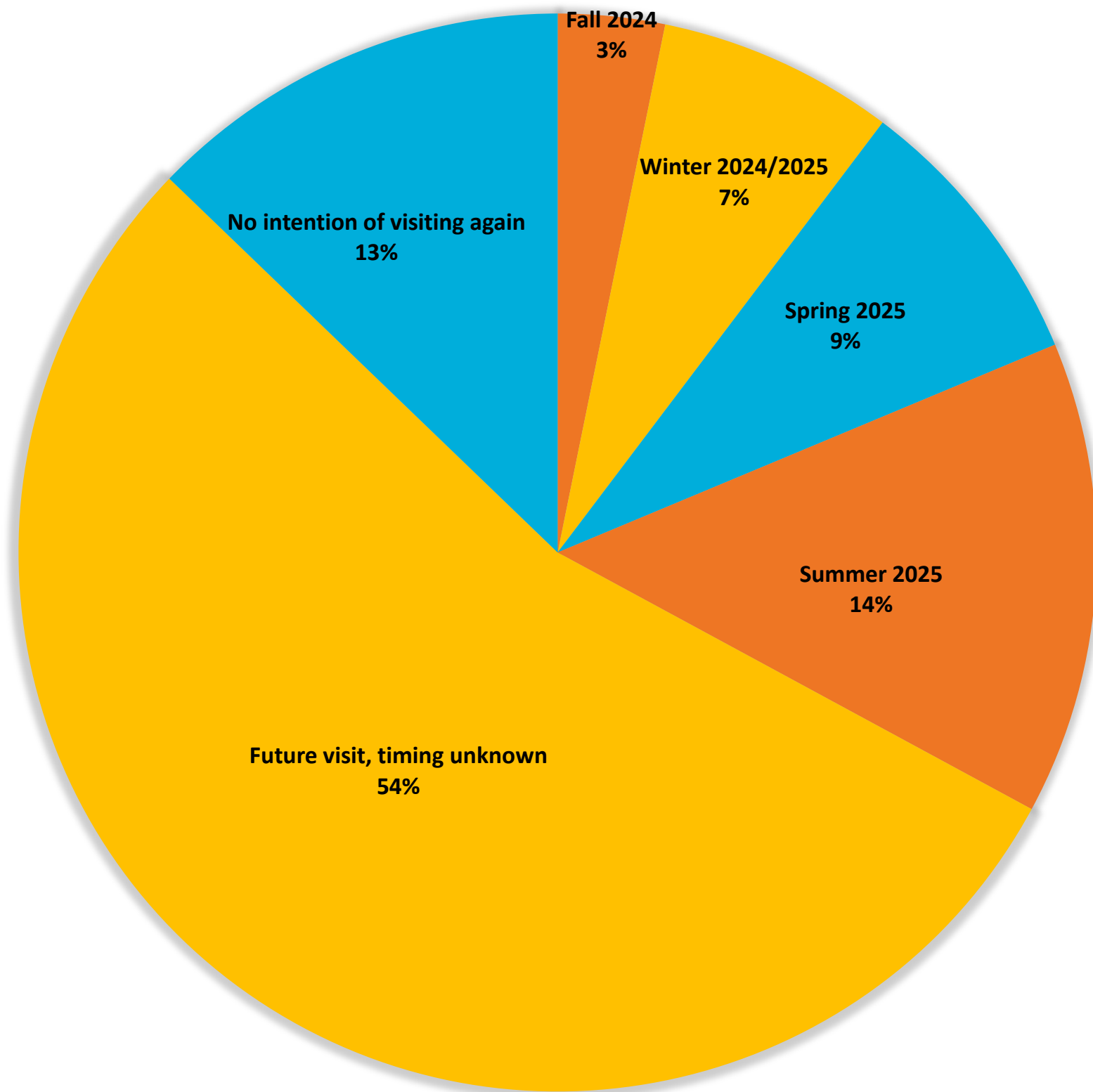
Q. Overall, how would you rate your visit to Panama City Beach? n=236



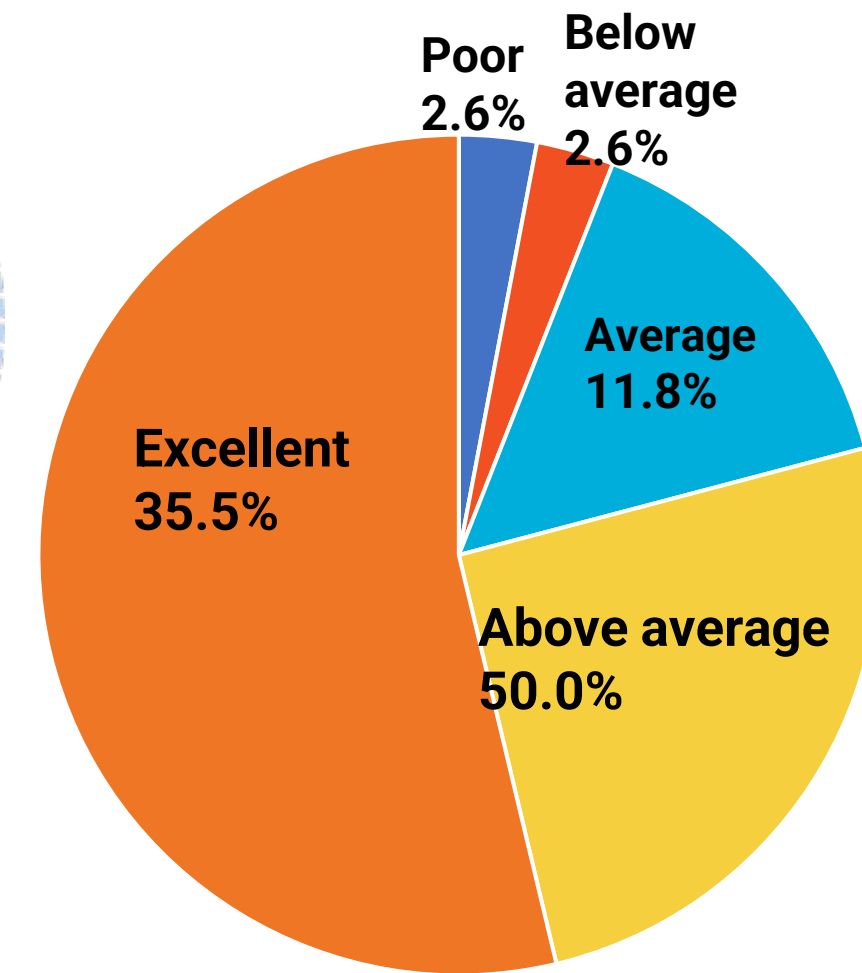
Q. Following is a list of amenities offered in Panama City Beach. Considering this visit, please rate each amenity. n=236

SURVEY: FIRST-TIME VISITATION

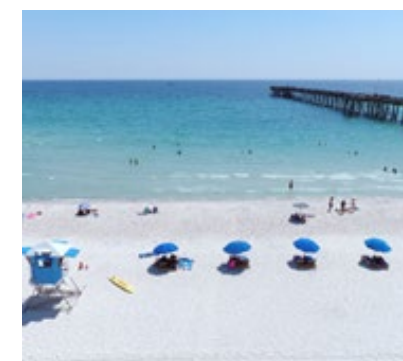
First-time visitors: Please tell us if you are planning a future visit to Panama City Beach. n=78



First-time visitors: Overall, how would you rate your visit to Panama City Beach? n=76



First-time visitors: What was the MAIN purpose for your most recent trip to Panama City Beach? n=83



92.8%

VACATION / GETAWAY



3.6%

SPORTS EVENT / TOURNAMENT



2.6%

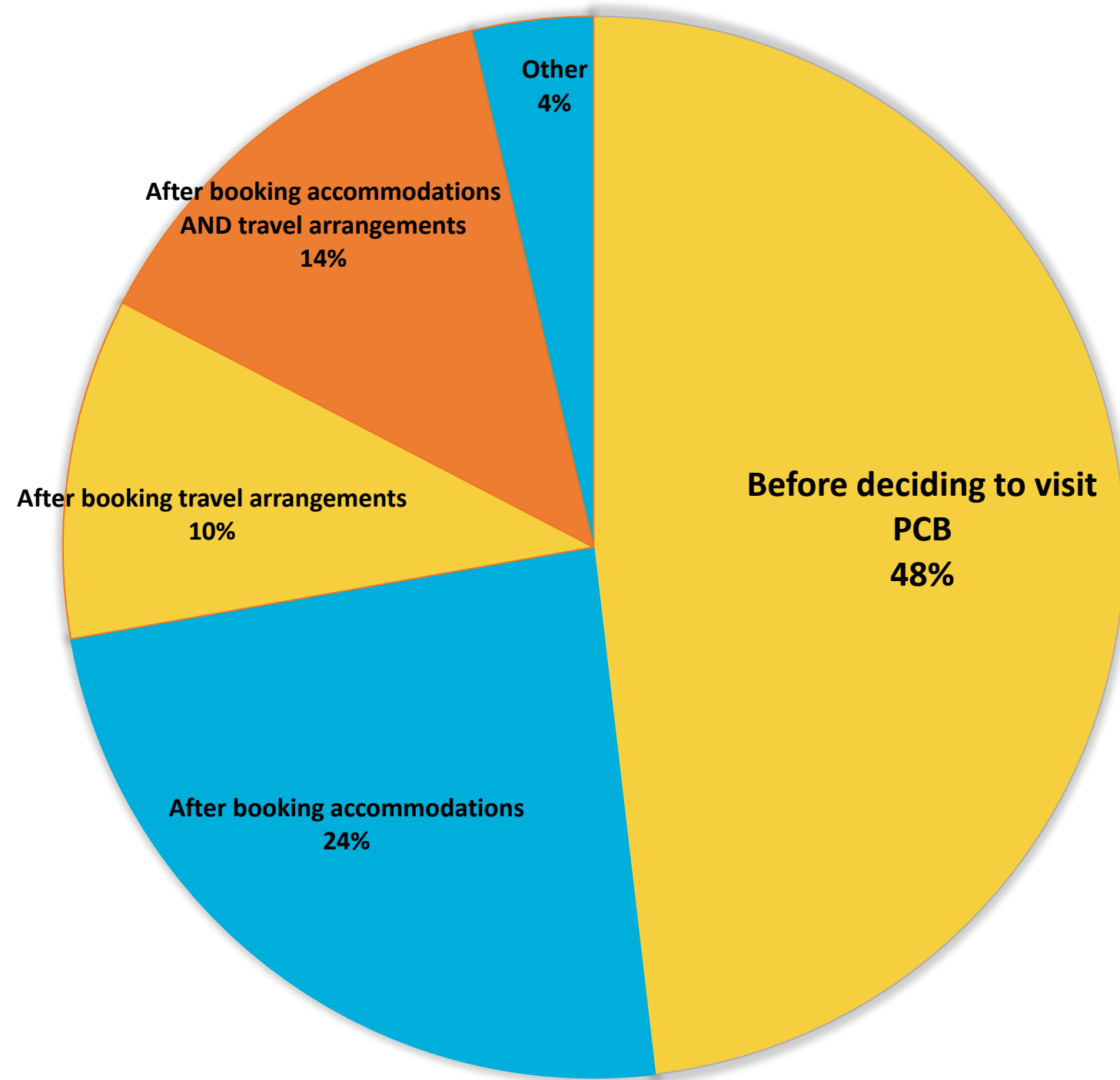
VISIT FRIENDS / FAMILY

SURVEY: VISITOR INFORMATION



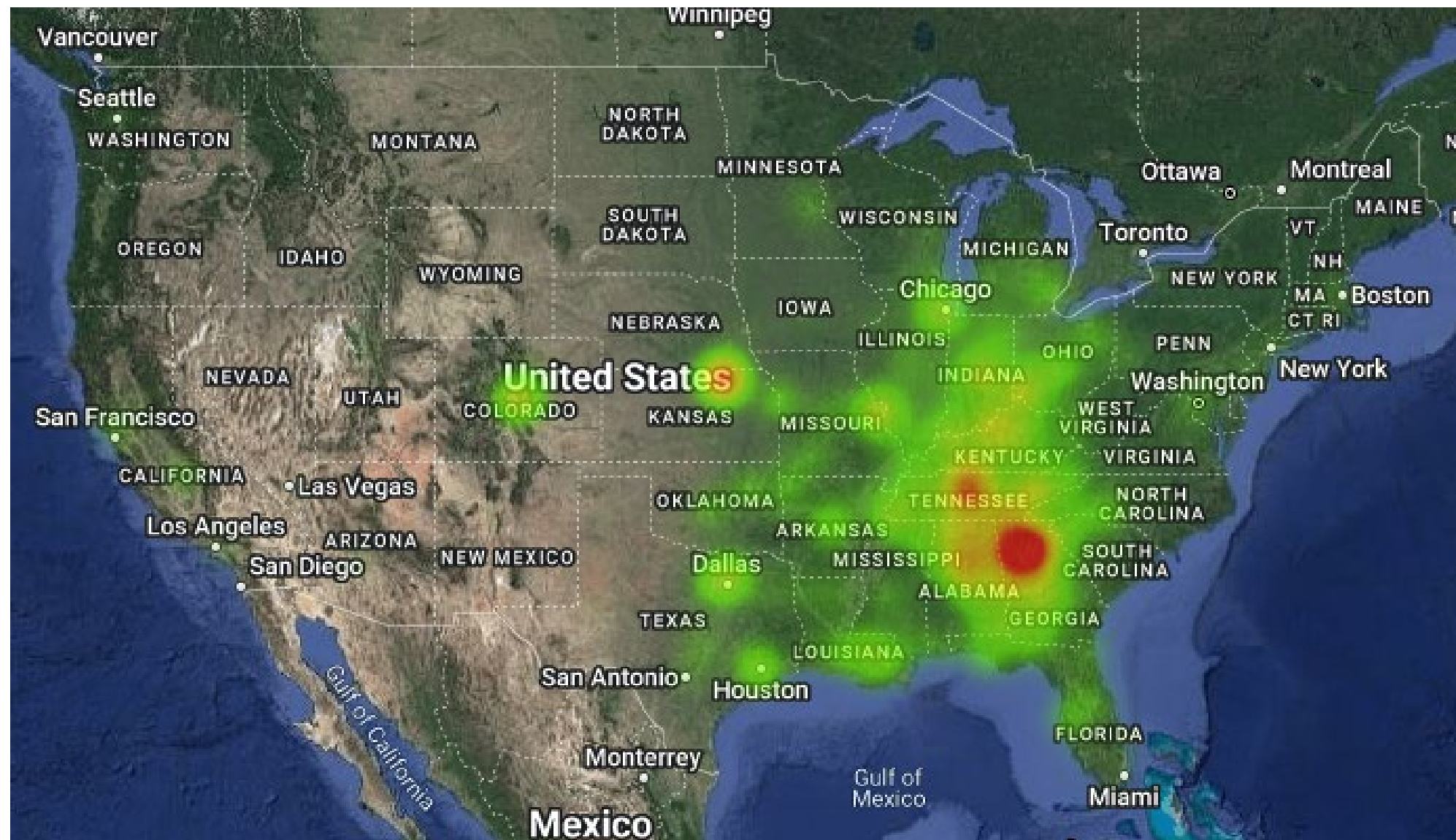
Please tell us when you requested information from Visit Panama City Beach. n= 299

Please tell us, in rank order, what information you were looking for in the Panama City Beach Vacation Guide. n=297



| Overall Rank | Information |
|--------------|-----------------------------------|
| 1 | Activities |
| 2 | Dining |
| 3 | Lodging / accommodation |
| 4 | Inspiration for the visit |
| 5 | Shopping |
| 6 | Evening entertainment / nightlife |

TOP FEEDER MARKETS - HOTELS

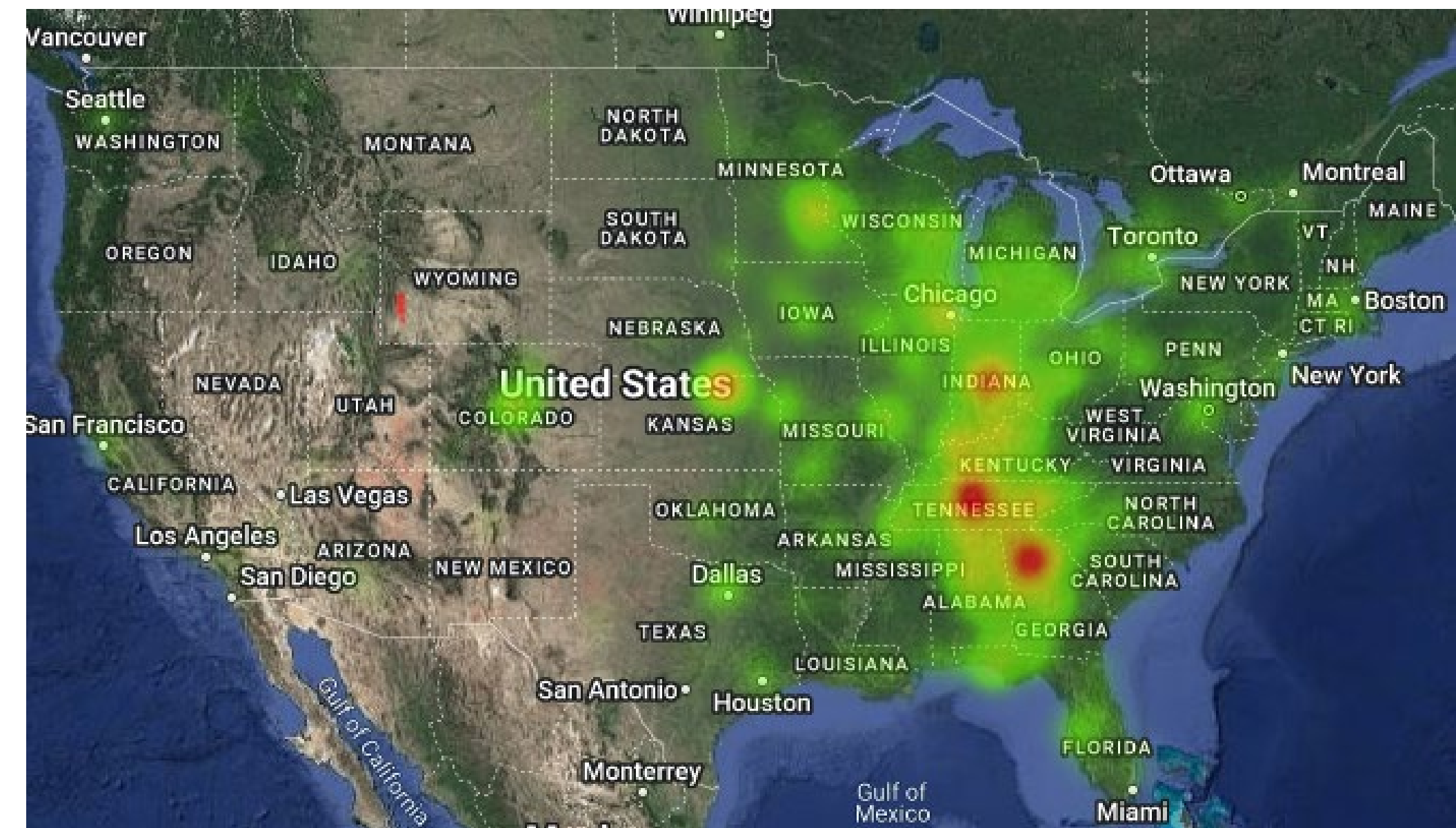


| RANK | State | Booking Window | Avg. Length of Stay | % of Room Nights |
|------|----------------|----------------|---------------------|------------------|
| 1 | Florida | 23.3 | 2.0 | 17.7% |
| 2 | Georgia | 30.0 | 2.5 | 17.1% |
| 3 | Alabama | 28.5 | 2.1 | 13.1% |
| 4 | Texas | 37.4 | 2.8 | 8.6% |
| 5 | Tennessee | 41.0 | 3.2 | 5.2% |
| 6 | Louisiana | 36.0 | 2.9 | 2.5% |
| 7 | Mississippi | 28.0 | 2.4 | 1.7% |
| 8 | Missouri | 62.6 | 3.2 | 1.5% |
| 9 | South Carolina | 31.5 | 2.8 | 1.3% |
| 10 | Illinois | 52.0 | 2.9 | 1.3% |

Source: KeyData Dashboard

Top 10 states = 70% of room nights sold in Summer

TOP FEEDER MARKETS - RENTALS



| RANK | State | Booking Window | Avg. Length of Stay | % of Room Nights |
|------|-----------|----------------|---------------------|------------------|
| 1 | Georgia | 52 | 4 | 17.4% |
| 2 | Tennessee | 64 | 5 | 11.8% |
| 3 | Alabama | 52 | 3 | 9.3% |
| 4 | Kentucky | 70 | 5 | 5.4% |
| 5 | Indiana | 78 | 7 | 3.7% |
| 6 | Ohio | 90 | 8 | 2.7% |
| 7 | Texas | 67 | 5 | 2.6% |
| 8 | Missouri | 88 | 6 | 2.4% |
| 9 | Illinois | 83 | 8 | 2.2% |
| 10 | Colorado | 49 | 8 | 2.0% |

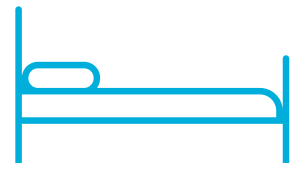
Source: KeyData Dashboard

Top 10 states = 59.5% of room nights sold in Summer

ECONOMIC IMPACT



**SUMMER 2024
(JUNE - AUGUST)**



GROSS LODGING/RENTAL REVENUE

2024 \$370,369,920

Summer '23 - \$361,257,680

+2.5% ↑

Variance
'23

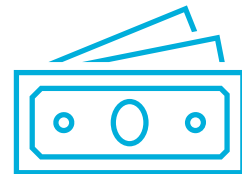


STR LODGING REVENUE

2024 \$66,047,929

Summer '23 - \$66,635,309

-0.9% ↓



RENTAL REVENUE

2024 \$284,600,640

Summer '23 - \$273,403,512

+4.1% ↑



OVERNIGHT TRAVEL PARTIES

2024 320,716

Summer '23 - 307,388

+4.3% ↑



TOTAL VISITOR SPENDING

2024 \$1,283,315,084

Summer '23 - \$1,259,769,229

+1.9% ↓

SUMMARY OF ECONOMIC IMPACT



TOTAL VISITOR SPENDING BY SECTOR

| Visitor spending | Summer '23 | Summer '24 | Variance |
|-------------------------------------|------------------------|------------------------|-------------|
| Hotel / motel (Taxed lodging) | \$262,318,182 | \$266,543,094 | 1.6% |
| Condo / rentals (Taxed Lodging) | \$842,919,072 | \$858,684,985 | 1.9% |
| Other overnight (VFR, owners, etc.) | \$48,107,906 | \$49,279,796 | 2.4% |
| Daytrip | \$106,424,069 | \$108,807,209 | 2.2% |
| Total visitor spending | \$1,259,769,229 | \$1,283,315,084 | 1.9% |

Source: YSI Economic Impact Model

BAY COUNTY TDC

MEETING - NOVEMBER 12, 2024





REAL FUN BEACH
PANAMA CITY BEACH

simpleview 

**REAL
FUN** BEACH
PANAMA CITY BEACH

Introductions



Your **Simpleview** Team



Christina Fey
Director of Customer Success



Christina Day
Growth Director



Melissa Oropesa
Customer Success Manager

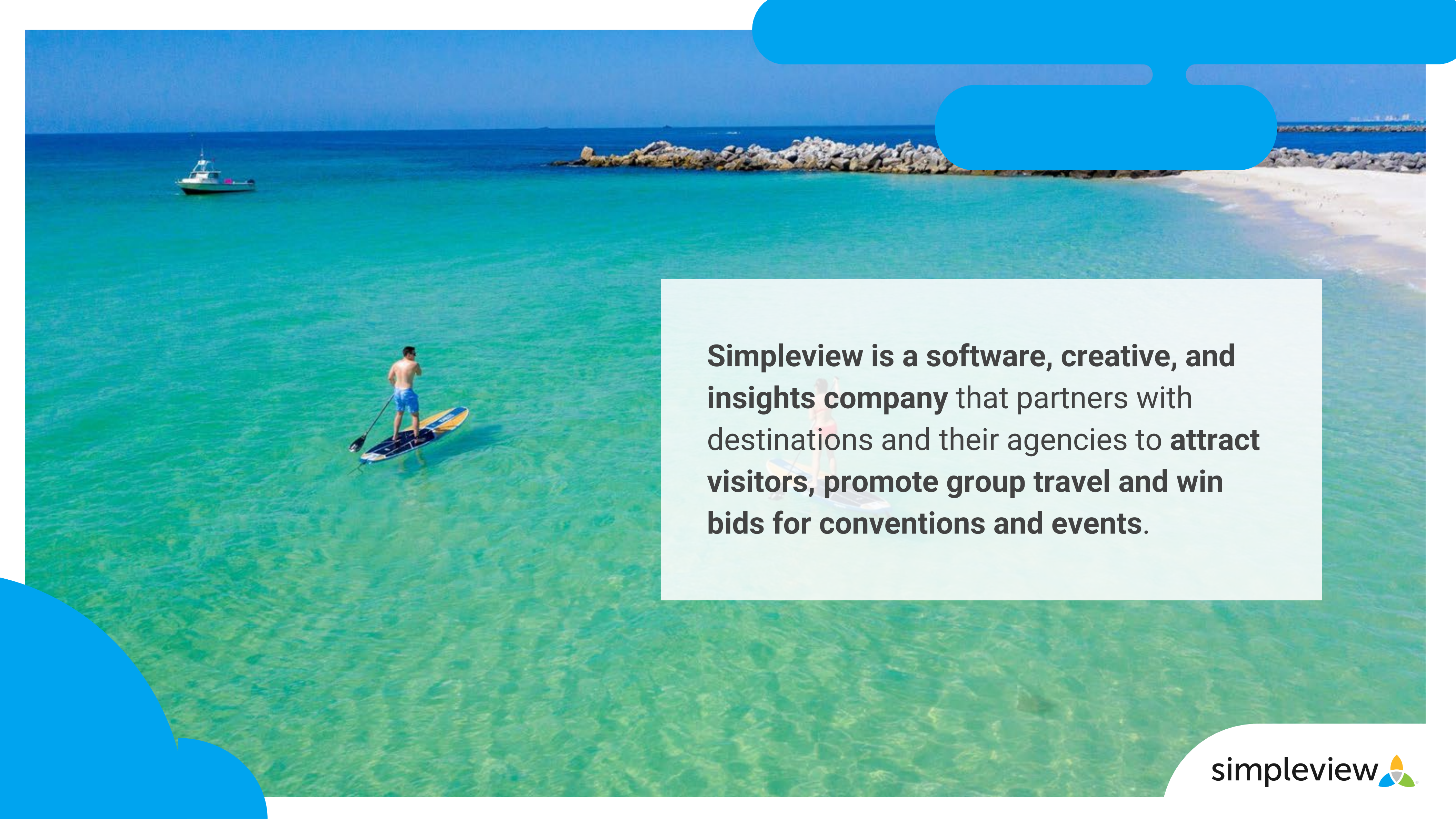
Today's **Agenda**

- Simpleview Overview
- Visit Panama City Beach Digital Ecosystem
- The Year in Review
- Q&A

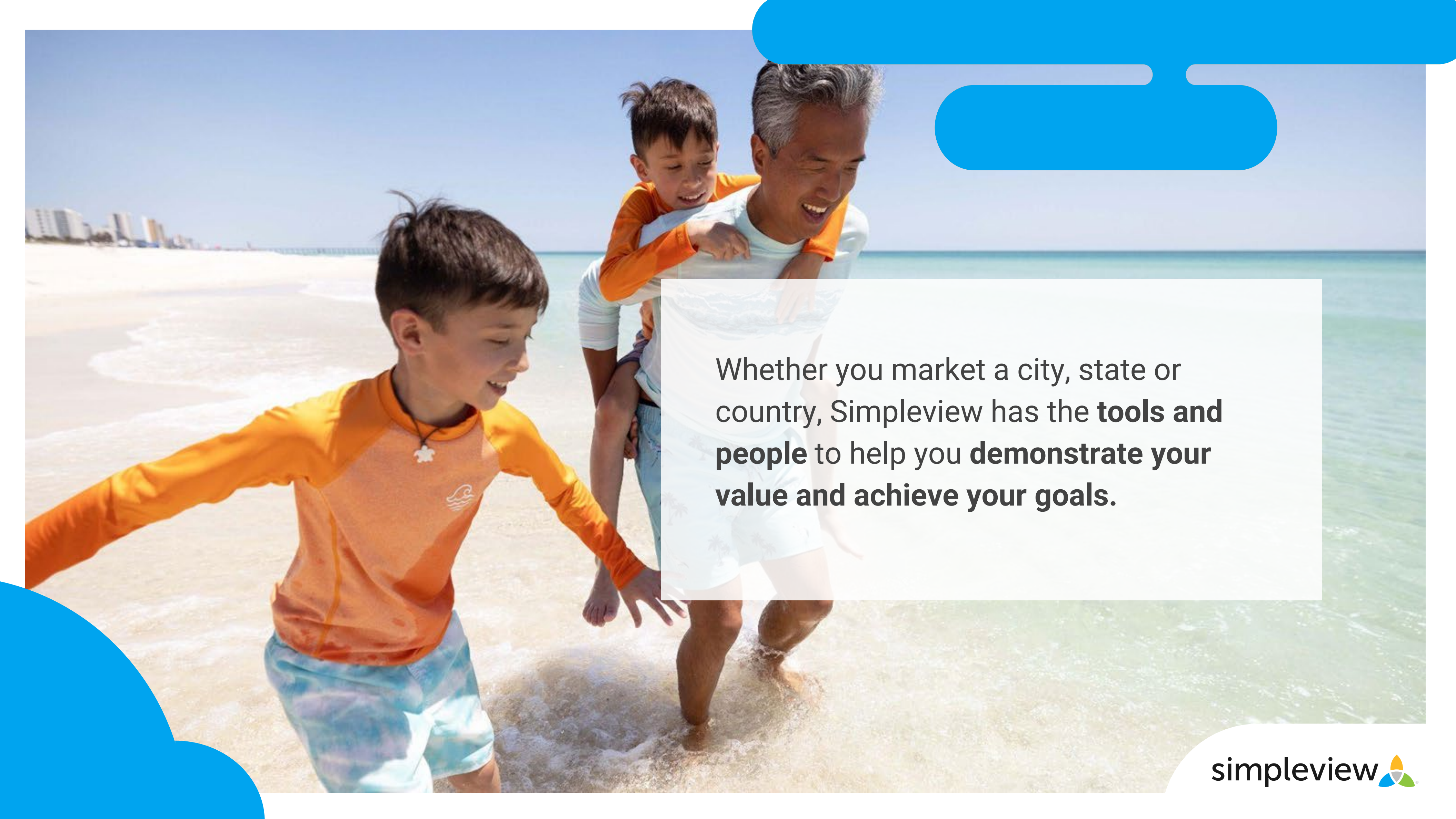


Simpleview Overview



A scenic view of a tropical beach with turquoise water, a person on a surfboard, and a boat in the distance. The image is framed by blue decorative shapes in the top right and bottom left corners.

Simpleview is a software, creative, and insights company that partners with destinations and their agencies to attract visitors, promote group travel and win bids for conventions and events.



Whether you market a city, state or country, Simpleview has the **tools and people** to help you **demonstrate your value and achieve your goals.**

Simpleview is the **One Destination** DMOs Agree On



Trusted by
1000+
destinations

Proudly have a
99%
customer retention rate

We power
700+
Destination websites globally

The Leading Destination Platform



SIMPLEVIEW
CRM

Marketing automation (Act-on)
Digital proposals
Portal & stakeholder engagement



SIMPLEVIEW
CMS

Website development & content management
Revenue generation
Simpleview DAM
User Generated Content
Mobile apps



INTEGRATED
MARKETING

Destination branding
Visual identity
Website design
Paid media
Campaign management
Content creation
SEO & CRO
Website monetization



DATA
& INSIGHTS

Simpleview Data Engine
Pace reporting
MINT+
Insights Hub
DIR
FuturePace



EVENT
MANAGEMENT

Eventsforce
EventApp
Virtual Content Delivery

THE SIMPLEVIEW DIFFERENCE

Simpleview: **Why We Are Different**



PRODUCTS

World-class, integrated solutions that power the tourism economy



PEOPLE

Your Simpleview team: industry experts, former customers, tourism professionals, and everyone in between



COMMITMENT

We invest more **time, energy, and resources** into the industry than most suppliers



EXECUTION

Your goals are our goals. We ensure you get a high return on investment from your Simpleview solutions using a proven methodology

Simpleview is **your partner on your technology journey**

- With you every step of the way
- There is no finish line
- Aligned goals
- Our promise:
 - **Partnership**
 - **Transparency**
 - **Accountability**



Our Goal

To engineer the most complete set of tourism technologies into an ecosystem that helps empower DMOs all over the world.

Powerful integrations with industry leading solutions

Simpleview
CRM

Simpleview
CMS

80%

Of U.S. marketers say they want to use **integrated marketing technology from a single vendor**

viator

SKYNAV

bandwango
The Destination Experience Engine

Tripadvisor

yelp

mint

cvent

Cloudinary

BOOK DIRECT
powered by simpleview

audioeye

SEARCHSTAX

act-on

HRESHOLD 360

Google Maps

SendSites

eventsforce
powered by Simpleview

DTN

CrowdRiff

SATISF LABS

VisitWidget

Support for our industry



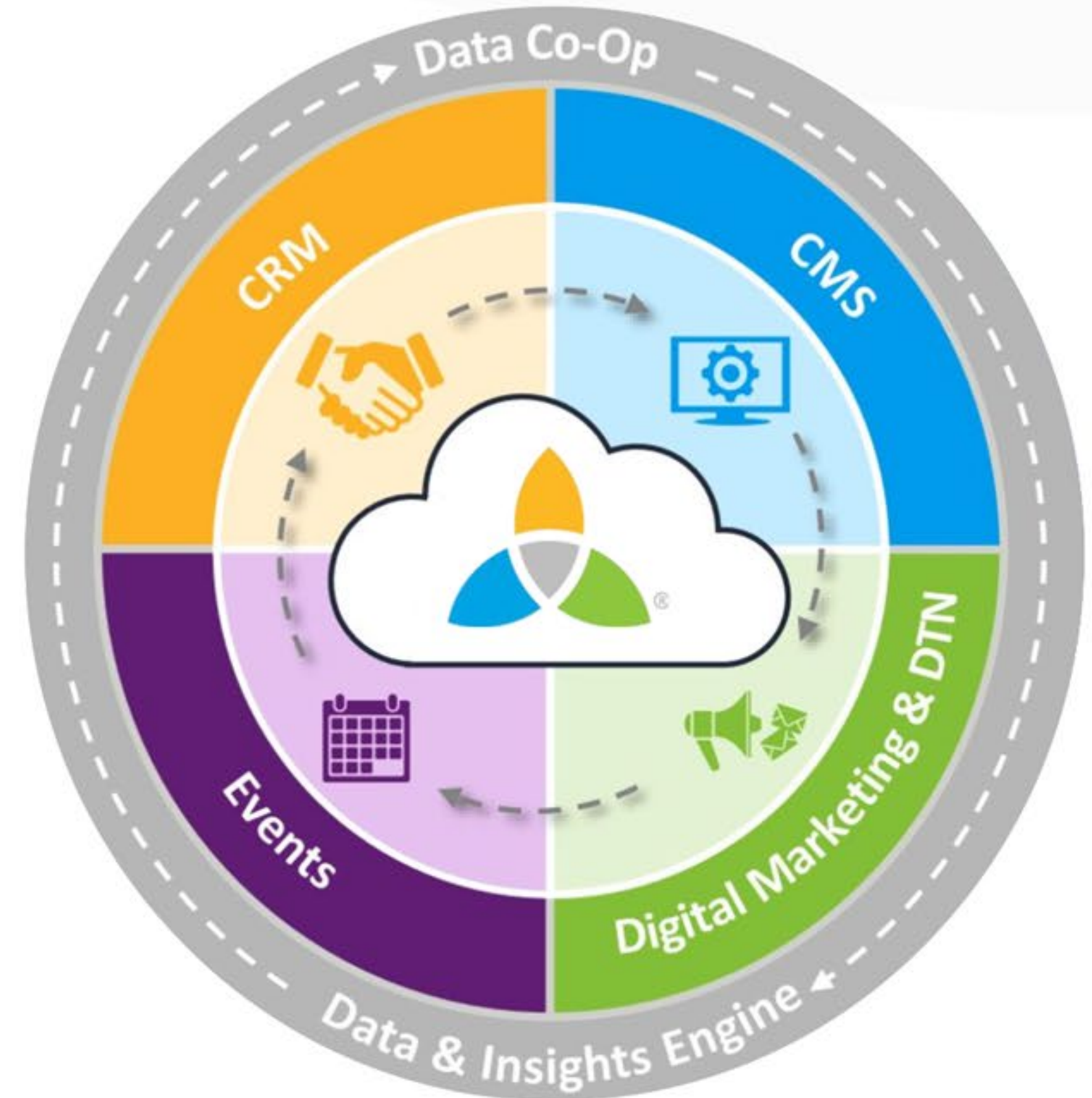
Caribbean Tourism Organization



Granicus: The Citizen Experience Platform



Simpleview: The Visitor Experience Platform





Maura Gast, FCDME
Executive Director
Visit Irving, Texas

If we build a place where people want to visit, **we will build a place where people want to live.**

And if we build a place where people want to live, **we will build a place where people want to work.**

And if we build a place where people want to work, **we will build a place where business has to be.**

And if we build a place where business has to be, **we'll be back to building a place where people have to visit.**

It all starts with a visit and that visit doesn't happen without **"us"**.

**REAL
FUN** BEACH
PANAMA CITY BEACH

Panama City Beach Digital Ecosystem



Relationship **History**



- CRM and CMS launch - 2012
- Search Engine Optimization begins - 2013
- Pay-Per-Click with Simpleview begins - 2013
- Email marketing support begins - 2013
- Website is redesigned & launched - 2015
- New Extranet is launched - 2016
- Website is redesigned & launched - 2018
- Sports site is launched - 2018
- Accessibility tool AudioEye is deployed - 2019
- Virtual Pirate Fest - 2020
- Main site and sports site are redesigned and launched - 2023
- SKYNAV incorporated into site - 2023
- **Fun For All microsite - coming in 2025!**

Your Simpleview Engagements



CMS

An enterprise grade, hybrid CMS, blending the best of open source technologies and industry specific tools.



CRM

Manage partner relationships, group sales, organize workflows, inventory, promote leisure travel and more.



SimpleSupport

A bank of hours which can be used for project work, training, additional tools, managed services and more.



SEO

Proven expertise you need in SEO, CRO, and content creation to make your DMO's website stand out as the true voice of authority for destination visitors. Strategic, optimized, and results-focused.



Paid Media

Drive qualified traffic to your website when travelers are searching for something related to your destination.



Act-On

Automated email marketing and reporting. Boost awareness of your destination, generate more qualified leads, increase local business engagement, and drive greater leisure travel demand.



SKYNAV

Integrating seamlessly with Simpleview CMS, SKYNAV helps you impress visitors and meeting planners by showcasing area attractions and venues.



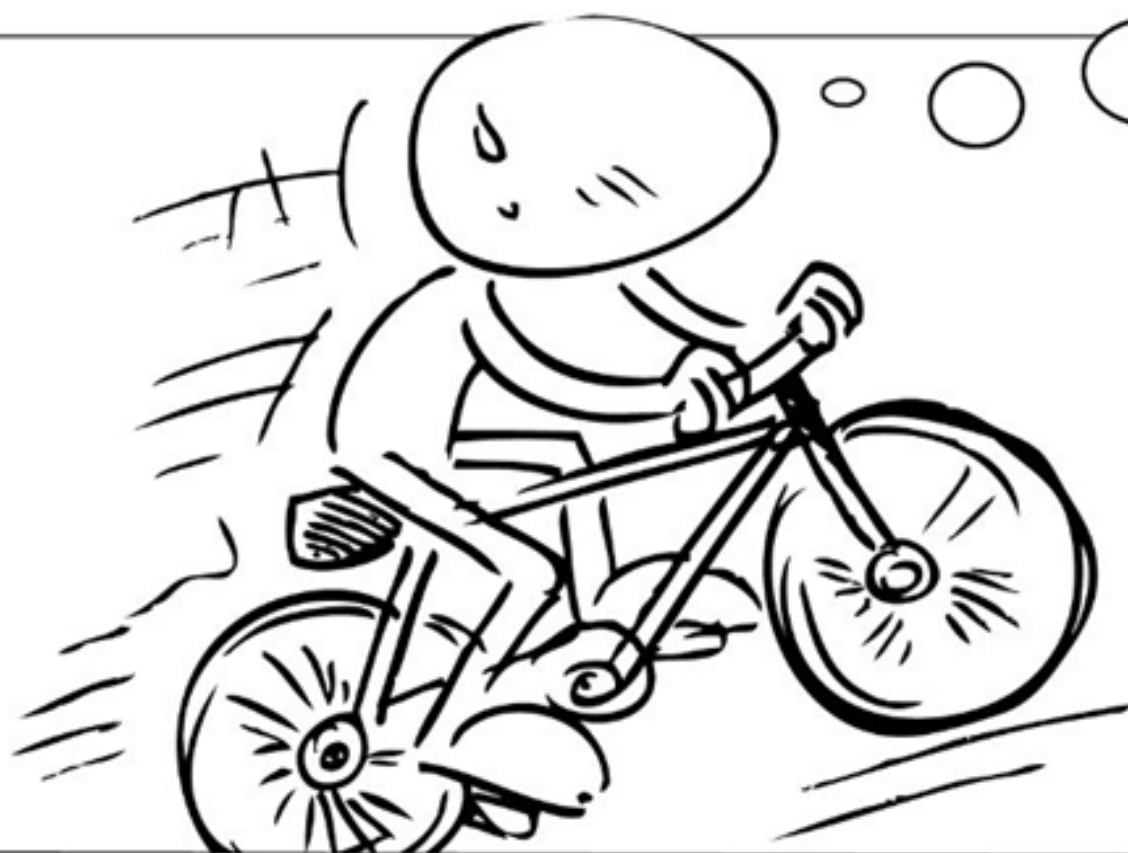
AudioEye

AudioEye allows website visitors to customize their browsing experience to meet their specific needs related to vision, hearing, motor, and cognitive abilities.

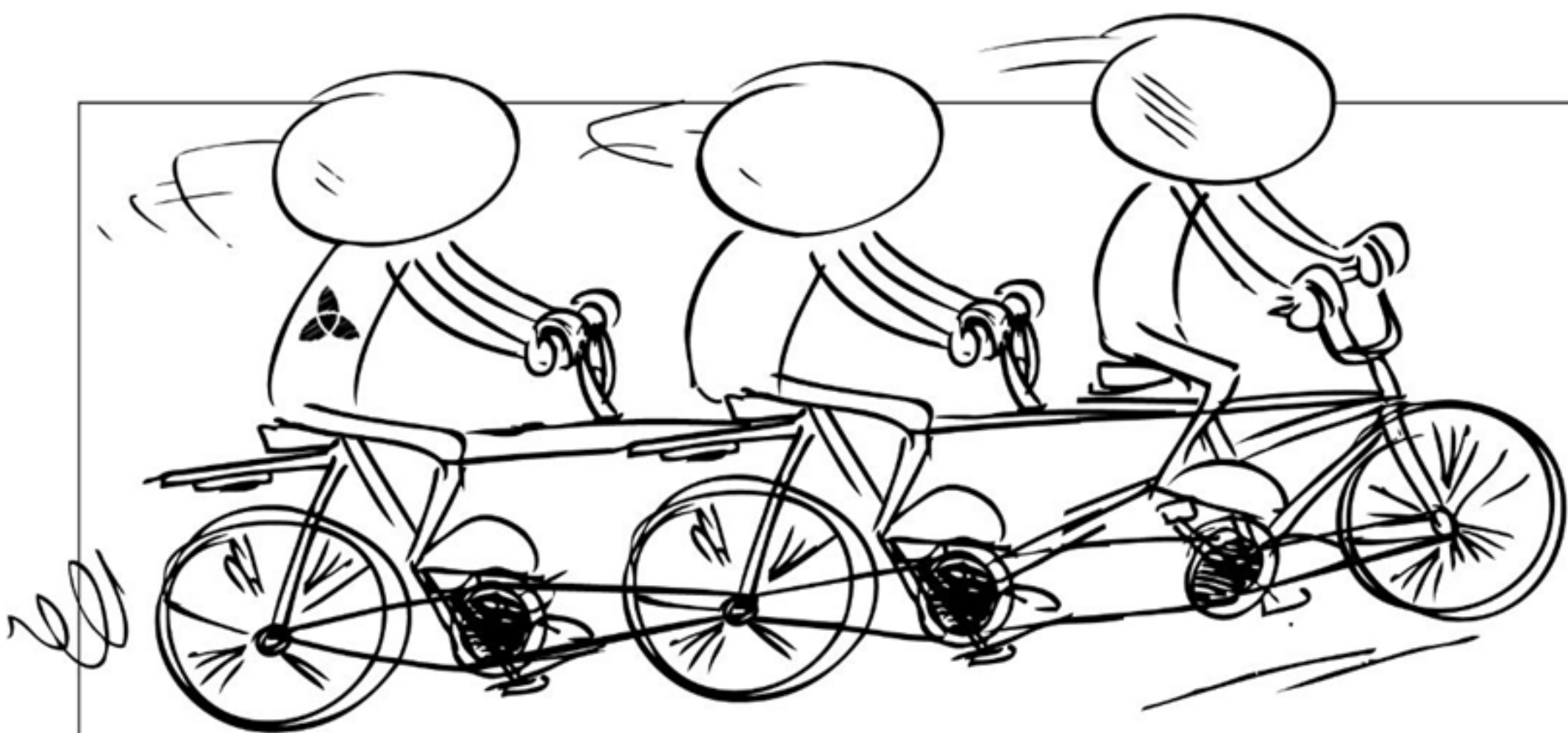
In TANDEM

with you

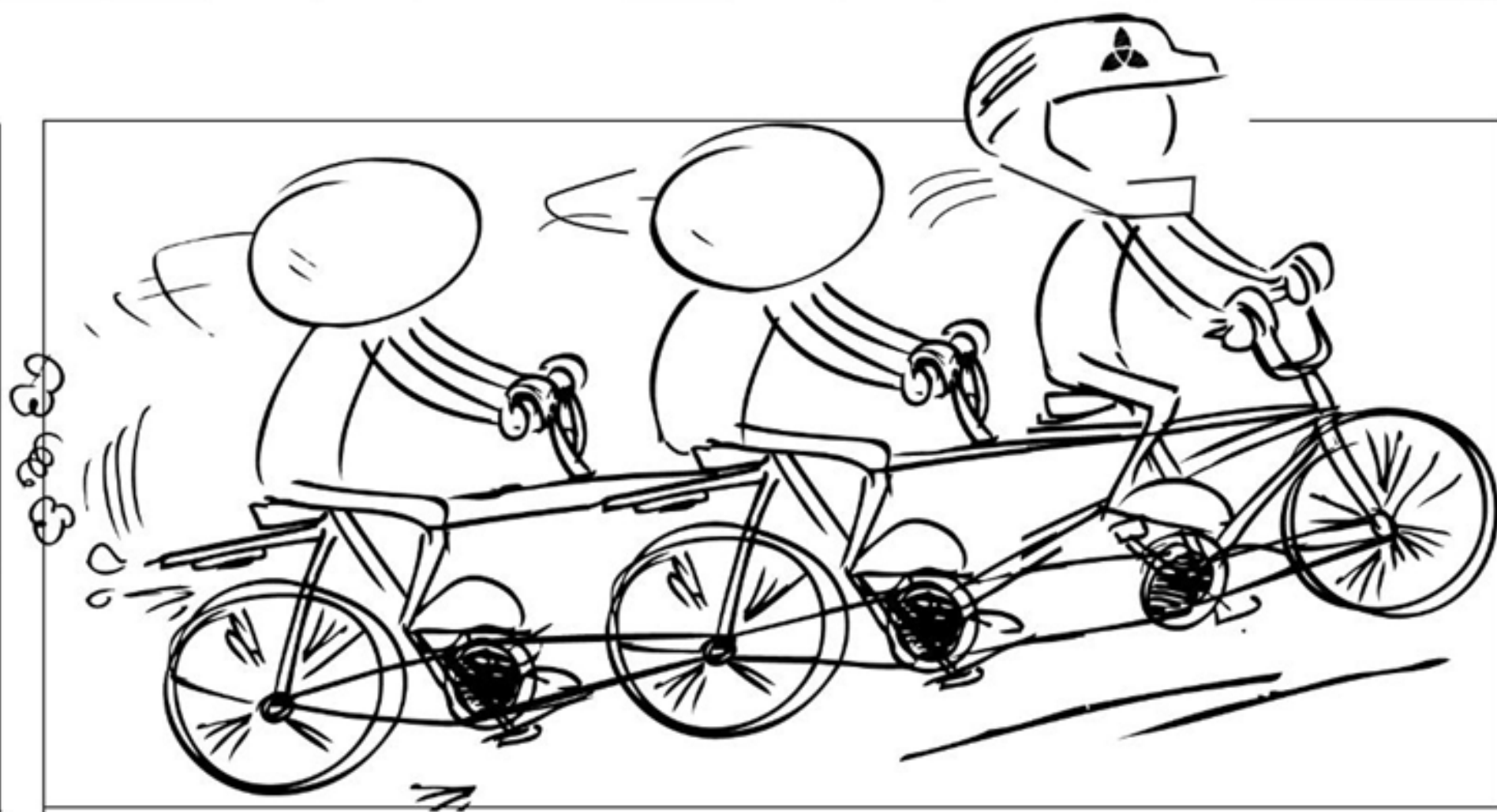
simpleview 



Managing a DMO without great partners can be an uphill climb ...



Already have a solid plan? Using the vision of your agency? Simpleview is with you every step of the way... adding power to your vision.

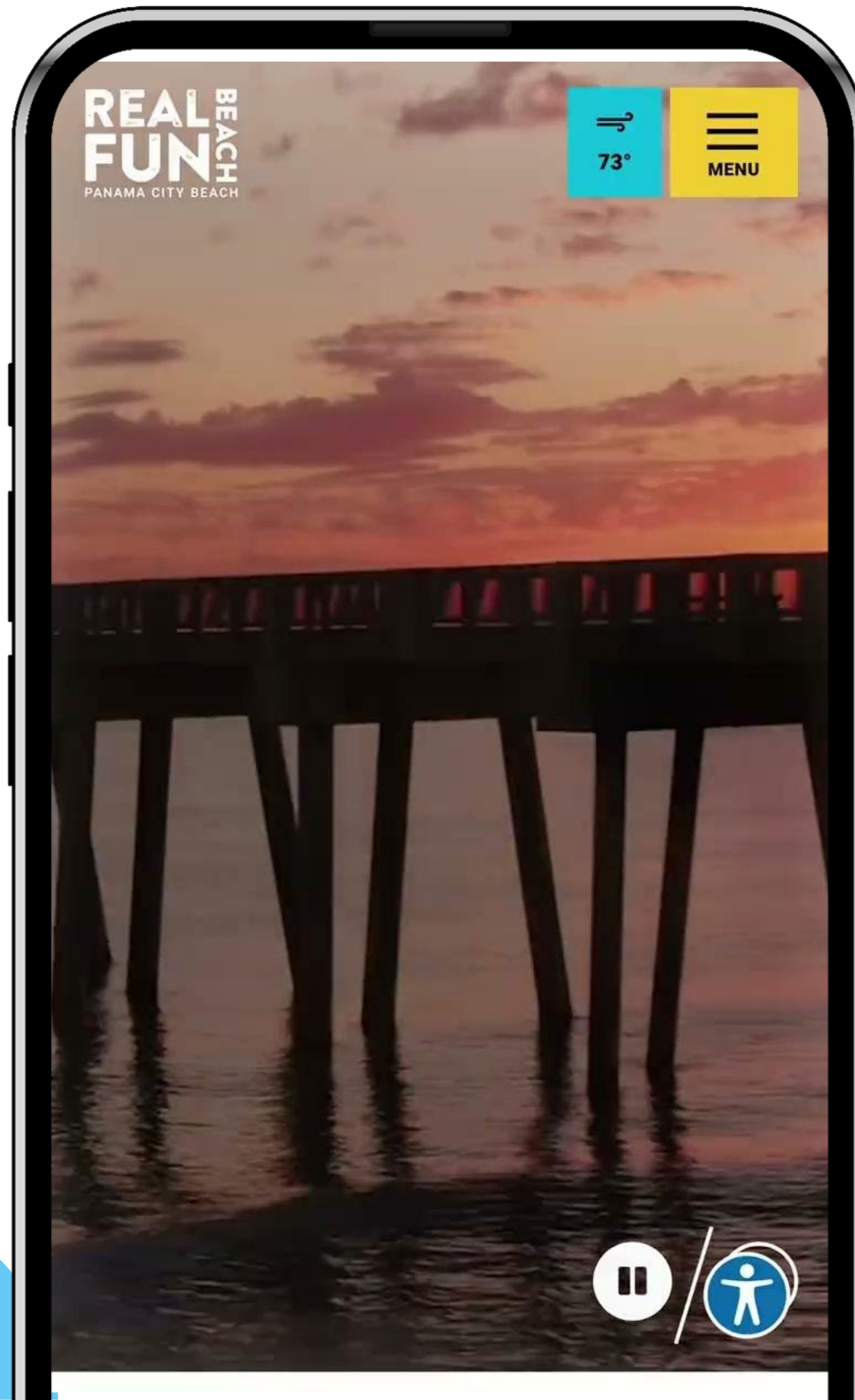


Small team? Changes in staff? Let Simpleview take the lead. We have the people and solutions to make YOU shine.

REAL FUN BEACH
PANAMA CITY BEACH

Year In Review





VisitPanamaCityBeach.com

POWERED BY SIMPLEVIEW

Newly redesigned site launched in July of 2023

1

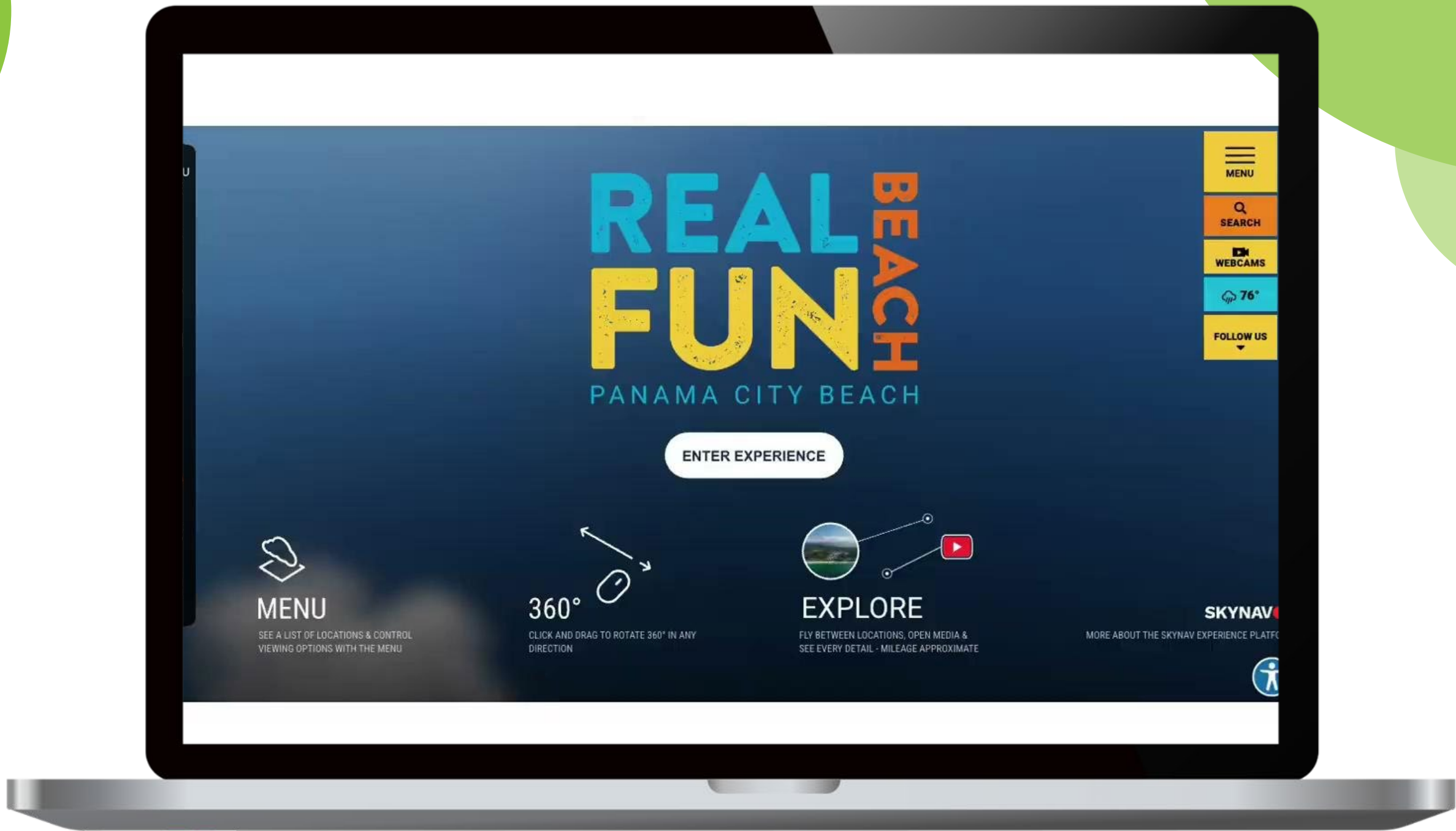
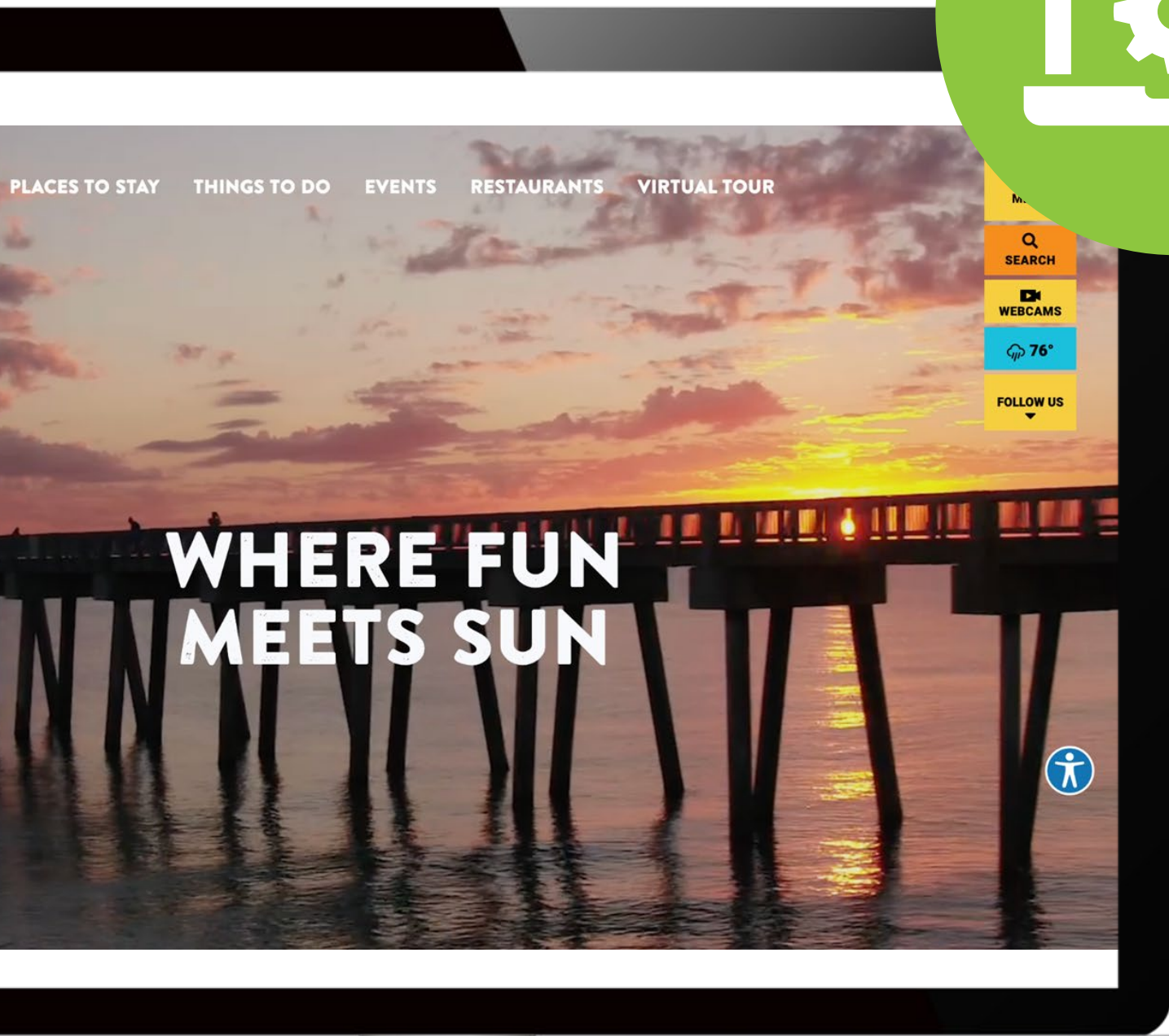
6.6M Active Users (October 1, 2023 - September 30, 2024) - up 4.8% YoY. Mobile devices account for over 77% of total website traffic.

2

Organic Traffic (powered by Simpleview SEO services) drove 1.5M Active Users - up 16.9% YoY.

3

Paid Search (powered by Simpleview Paid Media Services) generated over 77K conversion actions and over 75K partner referrals - up 9% YoY.





Email Marketing

POWERED BY ACTON

3,180 e-newsletter sign-ups from October 2023 through September 2024

- One of the top performing e-newsletters for 2024 was the February send
 - 99.5% Delivery Rate
 - 43.91% Open Rate
 - 5.2% CTOR
 - 2.43% Click Rate
 - Generated 598 Website Visitors

PARTNERSHIP REVIEW

Highlights

- New sports site launched September 2023
- **Congratulations** on your Silver Flagler award
- Most utilized deployment of SKYNAV across the country
- New e-newsletter sign up widget deployed
- Simpleview + Granicus = Stronger Together!

Opportunities

- Explore more dynamic content in email marketing with ActOn
- Roll out Marketplace forms for partner self-identification of accessibility amenities
- On-site CRM Training for the team

Looking Forward

- Multi-agency collaboration for the Fun For All microsite
- Simpleview Summit 2025



REAL FUN BEACH
PANAMA CITY BEACH

Mobility Access
From elevated boardwalks and beach wheelchair rentals to Mobi-mats and Mobi-chairs, every move forward is fun.

Places
Discover locations equipped with accessibility devices to help you get around comfortably and immerse yourself in fun.

| TYPE OF SUPPORT | TYPE OF ACTIVITY | WHERE TO STAY | AREA OF PANAMA CITY BEACH |
|--|--------------------------------------|---|---|
| <input checked="" type="checkbox"/> Wheelchair Accessible | <input type="checkbox"/> Beaches | <input type="checkbox"/> On the beach | <input type="checkbox"/> East End |
| <input checked="" type="checkbox"/> Visual Support | <input type="checkbox"/> Parks | <input type="checkbox"/> Near the beach | <input type="checkbox"/> West End |
| <input checked="" type="checkbox"/> Hearing Support | <input type="checkbox"/> Attractions | <input type="checkbox"/> Inland | <input type="checkbox"/> Pier Park Area |
| <input checked="" type="checkbox"/> Neurodiversity Support | <input type="checkbox"/> Piers | <input type="checkbox"/> Other | <input type="checkbox"/> Other |
| | <input type="checkbox"/> Pets | | |

See All See All See All See All

Guides
Explore sample guides that combine wheelchair-accessible comfort with great places to stay, eat, beach and have fun.

Tips and Resources
Find tips and resources on beach wheelchairs, Mobi-mats and accessible boardwalks for a visit you can make with confidence.

3. PLAN YOUR PCB FUN
Our accessible PCB itineraries and maps can help you plan routes and activities to move throughout the city efficiently.

REAL FUN BEACH
PANAMA CITY BEACH

Q&A Session





**Thank
You!**

BAY COUNTY TDC

MEETING - NOVEMBER 12, 2024

