

October, 8, 2024

REAL FUN BEACH

PANAMA CITY BEACH



PUBLIC RELATIONS

FY25 | PANAMA CITY BEACH



2023/2024 COVERAGE SAMPLING

BUSINESS INSIDER

May 13, 2024
UMV: 56,859,638

I took a \$30 ferry ride to Shell Island, an unspoiled 7-mile beach in Florida. It was one of the most beautiful places I've ever been.

Terri Peters May 13, 2024, 4:47 PM EDT



- On a recent visit to Panama City Beach, Florida, I took a ferry ride to Shell Island.
- The \$30 fare included tram transport to the boat dock and a ferry ride to and from the island.
- Shell Island was one of the most beautiful places I've seen in Florida, and I'd ferry there again.

Sometimes, there's nothing better than being a tourist for the day in your own state. As a Florida resident, I'm always looking for new places to visit without traveling far from home.

On a recent trip to Panama City Beach (PCB), Florida, I decided to visit Shell Island — known for its pristine beaches without souvenir shops, hotels, or restaurants — for the first time.

<https://tinyurl.com/ekty8bze>

TRAVEL+ LEISURE

August 11, 2024
UMV: 14,188,674

This Florida Town Is Perfect for Retirees and Families — With 300+ Days of Sunshine a Year and Some of the World's Most Beautiful Beaches

Panama City Beach is home to the world's largest population of bottlenose dolphins, a shipwreck trail for scuba divers, and, of course, beautiful beaches. Here's how to plan the perfect trip.

With 320 days of sunshine each year, kid-friendly activities, and some of the world's most beautiful beaches, Panama City Beach (PCB) makes for an excellent family vacation in Florida. Located on the Florida Panhandle, retirees also flock to this affordable community for its temperate weather, powdery white sand that never gets hot, and opportunities for outdoor recreation (think: fishing, scuba diving, paddling, and dolphin-watching). The state parks, biking and hiking trails, and beaches are the perfect outlet for adventure. And that's to say nothing of the fresh Gulf seafood on offer.

Used as an industrial center during World War II, and now home to the largest diving facility in the world — the Naval Diving and Salvage Training Center — Panama City Beach is known as the Wreck Capital of the South because of the sheer number of intact shipwrecks waiting to be explored.

But for Jayna Leach, Visit Panama City Beach's senior vice president and chief marketing officer, childhood vacations lured her to live here full-time. "When you come once, you'll keep returning to walk on the 27 miles of pristine white sand and look out over the crystal-clear water. We have more than 100 beach access points where you can find a quiet spot and read a book, or if you're an adventure seeker, rent a Jet Ski or paddleboard. With all the miniature golf courses, water parks, and attractions, you can customize your experience to whatever type of vacation you're seeking," she shared with *Travel + Leisure*.

Eric Pierce, senior test director at Panama City Naval Base and active member of the local scuba diving club, grew up in Key West, but has lived in PCB for 22 years. He told T+L it's the small-town feel PCB has retained that keeps him here. "Despite all the growth, it still has a very close-knit community. We have easy access to St. Andrews State Park with a protected water area. There are beautiful springs, spots for fishing, and gorgeous beach sunsets," he added.

<https://tinyurl.com/vv4ksb7a>

USA TODAY



April 27, 2024
UMV: 71,563,071

Who doesn't love a lazy river? These 14 family resorts have the best ones in the US

7. Holiday Inn Resort Panama City Beach

Panama City Beach, Florida



The 5,000-square-foot lazy river at the Holiday Inn Resort Panama City Beach travels alongside the beachfront. Holiday Inn

The new 5,000-square-foot lazy river at the Holiday Inn Resort Panama City Beach takes you on a route that travels alongside the resort's Gulf of Mexico beachfront. The length of almost two football fields and more than 81,000 gallons, the lazy river boasts a zero-depth entry and underwater speakers providing a splashtastic soundtrack.

The resort also offers a kiddie pool, water playground, and lagoon-style pool where dive-in movies are screened in the evening. Gulf-front rooms all have private balconies, and other amenities include a spa and fitness center, daily activities for kids ages five to 12, and four on-site restaurants that take the stress out of deciding where to eat.

<https://bit.ly/4b6UvaQ>

2023/2024 COVERAGE SAMPLING

AFAR

April 2, 2024
UMV: 1,288,210

This Is What Autism Acceptance Looks Like in the Travel Industry

For many autistic people, including my daughter, travel can be difficult. She thrives on strict routines and craves predictability, neither of which is easy to achieve in a new location. Other hallmark signs of autism include sensitivity to sound and light, as well as struggles with social interaction and nonverbal cues. This can make navigating an airport or crowded attraction difficult and adapting to new cultures and languages challenging. The new sights, sounds, and tastes that are exhilarating for neurotypical travelers can be overwhelming—even debilitating—for someone with autism.

Initiatives like World Autism Awareness Day and Autism Acceptance Month help drive awareness of the basics of the condition, which the Centers for Disease Control estimates affects 5.4 million adults and 1 in every 36 children in the United States. But people with autism need more than awareness to make travel enjoyable—they need support. Thankfully, some parts of the travel industry are now taking active steps to welcome and support people with autism. Even 10 years ago, meaningful support for autistic travelers did not exist. The International Board of Credentialing and Continuing Education Standards (IBCCES), one of the largest providers of autism training and certification, did not start working with the travel industry until 2017. In just the past seven years, IBCCES has partnered with over 200 travel, hospitality, and entertainment brands—and that number continues to grow. Many other travel providers have started working with other organizations, like Autism Double-Checked, or implementing autism-friendly programs of their own.

Here's what each sector of the travel industry—from individual attractions to major airlines—is doing to help make each step of the journey better for those on the spectrum.

Attractions

Many attractions have implemented supportive programs to help autistic individuals. Broadway shows are accessible through the TKTS Discount Booths, TDF Accessibility Programs, which stages at least four sensory-friendly shows a year without sudden loud noises and bright lights. Other theaters throughout the country use the same model to offer sensory-friendly performances. Most amusement parks, from Dollywood to Hershey Park have programs that allow guests with autism to avoid long, crowded lines that may be overstimulating. Some, like Universal Studios, also offer sensory guides so that guests know which rides have sudden movements and sounds; in addition, they have quiet rooms for guests who need a space to decompress. Many museums offer sensory-friendly programs with limited attendance and quiet spaces. Beaches Resorts and Panama City Beach, Florida, offer PADI-certified scuba diving excursions for individuals with disabilities.

GARDEN OF GUN

November 21, 2023
UMV: 562,786

Eight Weird and Wonderful Holiday Events Around the South

Surfing Santas, possum drops, and more singular events

By SADIE CHAFE



A classic holiday setting is always magical, and plenty of Southern towns have postcard-worthy charm to spare come December. But every festive to-do list needs a dose of the unexpected, and these one-of-a-kind events deliver:

New Year's Eve Beach Ball Drop

December 31, Panama City Beach, Florida



This New Year's Eve event includes two countdowns (one at 8:00 p.m. and another at midnight), fantastic fireworks displays, and live music performances. Immediately after the first countdown, ten thousand inflated beach balls rain down on attendees. During the midnight celebration, a giant beach ball ten feet in diameter is slowly lowered from the top of Celebration Tower.

<https://tinyurl.com/3h5nj479>

the knot

February 8, 2024
UMV: 12,837,154

The 8 Best Sites for Glamping in Florida

Why rough it when you can sleep under the stars in style?

by Lane Nieset
Updated Feb 08, 2024

Over the past two years, more than 15 million Americans went camping for the first time—a huge boom as travelers continue soaking up nature and embracing the great outdoors (and the beauty of the national parks in their own backyards). Pitching a tent isn't for everyone, so it makes sense that glamping in Florida—a place where nature comes in multiple forms—has also grown in popularity. Glampsites have sprouted everywhere across the state, from national parks, hot springs, and beaches to orange groves and forests within driving distance of major cities like Orlando and Miami.

One of the top travel trends we're seeing at the moment, glamping in the US is becoming an alternative to resort stays for everything from an anniversary trip or romantic getaway to budget-friendly glamping bachelorette parties with enough space and natural attractions to keep a group entertained for days. We've scoured the state of Florida to find the best glamping domes, yurts, treehouse cottages, and even safari-style tents so you can sleep under the stars with all the luxuries of a high-end hotel. If you were looking for a scenic spot for an elopement, get ready to update your Pinterest board and start planning.

St. Andrews State Park, Panama City Beach

Couples who want a step up from pitching a tent themselves but still be surrounded by nature in the most sustainable of ways will love these new eco-tents that sit within views of the water at St. Andrews State Park in Panama City Beach. Outfitted with a spacious queen bed, electricity, and ice chest (plus a picnic table, fire ring, and charcoal grill), you can cozy up in your air-conditioned tent when you need a break from the Florida heat in between hiking and kayaking.

Things to Do: Lined with miles of soft sandy shores, the beach here often ranks top in the state and the park offers ferries to nearby Shell Island for snorkeling, kayaking, and sunset dolphin cruises.

<http://tinyurl.com/vw8xffuh>

2023/2024 COVERAGE SAMPLING

Southern Living

June 7, 2024
UMV: 14,483,139

Florida's 17 Most Legendary Restaurants

Including dimly lit historic dives, beachfront seafood spots, old-school Cuban joints, and beyond.

01
of 17
Capt. Anderson's Restaurant & Waterfront Market



PHOTO: COURTESY CAPT. ANDERSON'S RESTAURANT & WATERFRONT MARKET

Panama City Beach

Capt. Anderson's has been a Gulf Coast institution for over 50 years, known for serving more fresh local seafood than any other dining room in Florida. The restaurant and waterfront market has become a local tradition for its front-row seats to Panama City fishing fleets unload their catch. Still today, the family-run establishment works directly with seafarers who make their living harvesting the Gulf and Bay waters. The symbiotic relationship aims to maintain the fragile Florida coastal ecology. Try the Bay shrimp or whatever fish is freshly written on the market board.

captandersons.com, 5551 N Lagoon Dr, Panama City Beach, FL 32408

<https://tinyurl.com/ypk7zy8h>

THE POINTS GUY

December 27, 2023
UMV: 6,973,826

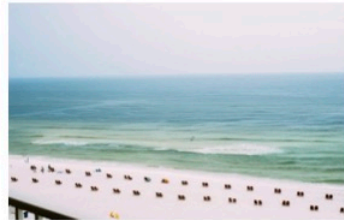
16 of the best beaches in Florida

Andrea M. Rotondo and Tracy Block

The state of Florida has thousands of miles of coastline and hundreds of beaches, from the Atlantic on the east, the state's "panhandle" in the northwest, and the west coast, with its postcard-perfect sunsets over the Gulf of Mexico.

These are some of the most beautiful places in Florida, and each one is worth taking the time to explore. While it seems impossible to narrow down the beach options to a "best of" list, we do have some favorites to share.

Panama City Beach



The thing to remember when planning a Florida beach vacation is that there is a lot of coastline. So, when we say "Panama City Beach," you may think of a mile or two of sand on the state's Emerald Coast — but it's actually 27 miles of sand along the Panhandle with nearly 100 public access points.

If you're looking for solitude and sunshine, check out the eastern edge of Panama City Beach. Look to Shell Island, a 7-mile-long barrier island — it's only accessible by boat, but it's worth the extra effort.

If you want an undeveloped beach without the boat ride, check out nearby St. Andrews State Park, where you can also book a campsite (just note that some parts might still be closed due to hurricane damage and the repair process). Families and anyone else looking for a more energetic vibe prefer Pier Park, which offers thousands of square feet of shopping right alongside the beach and a variety of oceanfront restaurants.

<https://tinyurl.com/y48eraks>

nerdwallet

March 12, 2024
UMV: 27,537,343

The Best Beaches in Florida

Florida beaches offer something for everyone wanting to soak up the sun.

By Tiffani Sherman
Published Mar 12, 2024 6:40 a.m. PDT



With sand, sun and sea stretching an impressive 825 miles across the state, Florida is the clear choice for visitors who want to enjoy some time at the beach. In fact, about a third of all travelers will head to at least one of the state's beaches while visiting.

Beaches can be found along the state's Panhandle in the north, the Gulf of Mexico in the west and the Atlantic Ocean on its east coast. And don't forget the dozens of islands that make up the Florida Keys along the state's southern end.

While it may be impossible to definitively tell you what the best beach in Florida is, here are several contenders for the top spot.

4. Panama City Beach

Up in the Panhandle is Panama City Beach, known for its 27 miles of emerald green waters and sugar sand. Those who fish or dive love the area because of the many artificial reefs just offshore. Plus, the water is some of the clearest in the state.

Many of the beaches face west, meaning the sun sets directly over the water, making for spectacular views.

<https://tinyurl.com/mtumsj5e>

HOSTED MEDIA

2023-2024 MEDIA VISITS

- Becca Blond — TripAdvisor
- Terri Peters — Business Insider
- Anne Braly — Freelance (Chattanooga Times Free Press, GONomad)
- Ronny Maye — Freelance (Fodor's Travel, The Points Guy)
- Carrie Honaker — Freelance (Southern Living, Travel + Leisure)
- Jamie Valentino — Freelance (Men's Journal, POPSUGAR, Thrillist)

UPCOMING MEDIA VISITS | 2024

- Matt Meltzer — Freelance (Thrillist, Matador Network)
- Mariya Moseley — Freelance (VICE, Refinery29, Essence)
- Colleen Rush — Country Roads

BUSINESS
INSIDER

TRAVEL+
LEISURE

Southern Living®

thrillist

 TripAdvisor

Fodor's
Travel

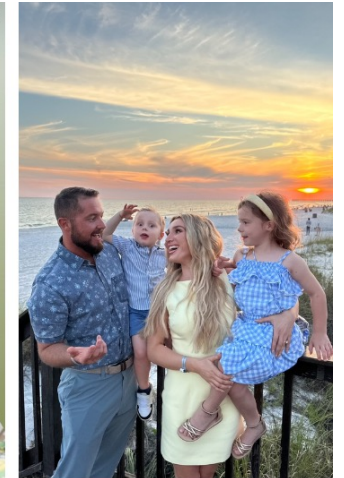
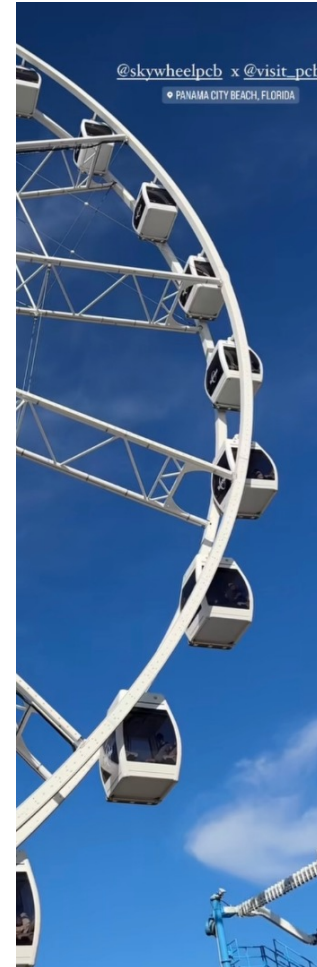
HOSTED INFLUENCERS

2023-2024 INFLUENCER VISITS

- Ashley West, @southernwestsunshine
- Sarah Hammer, @skhammer
- Amber Capps, @the__longweekender
- Sienna Cartier, @siennacartier
- Jamie Montgomery, @montgofarmhouse
- Ashley Clayborne, @ashleystastee

2023-2024 INFLUENCER REPORT

- Total Impressions: 481,804
- Total # of Posts: 108
- Estimated Earned Media Value: \$95,508.85



2023/2024 REACH

- Total Impressions: 3,024,706,711 (Through September 30, 2024)
 - 1.3% Increase YOY
- Estimated Ad Value: \$2,014,601 (Through September 30, 2024)
 - 3% Increase YOY

INITIATIVES

2024-2025



DESTINATION STEWARDSHIP TACTICS

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 8-10 media visits (6 hosted in FY 23/24)
- Strengthen destination brand through unique partnerships, brand collaborations

INDUSTRY LEADERSHIP

- 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

COMMUNITY VIBRANCY

- Elevate accessible travel developments through Fun. For. All. “Phase 2 & 3”
- Promote beach safety and flag education
- Partner with local creators for destination promotion
- Refresh Winter Residents programming with new offerings
- Amplify local businesses through Shop the Shore initiative

INCREASE MEDIA VISITS

LEVERAGE ANNUAL SPECIAL EVENTS 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
- Promote incentive travel offerings
- Prioritize new nonstop flight markets for hosting opportunities (Austin, Boston)

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



Judy Koutsky

Contributor, Forbes

- An award-winning writer with a focus on adventure, family travel and parenting, Judy is an avid scuba diver.
- LHG will invite Judy to experience an incredible Shipwreck Trail diving excursion along with the destination's top family and outdoor adventure offerings.



Matt Kirouac

Freelance Travel Writer,
Thrillist, InsideHook, T+L

- A culinary school graduate turned full-time freelance writer, Matt covers food, beverage and travel.
- Leveraging Matt's love for one-of-a-kind destinations and dining experiences, we'll pitch an action-packed itinerary featuring iconic restaurants, activities and UNwineD.



**Pam Wright &
Diane Bair**

Contributors, Boston Globe

- Pam and Diane travel independently, but share a byline telling first-person travel stories for the Boston Globe.
- With a focus on discovering unique perspectives on familiar locations, LHG will showcase PCB's hidden gems, events and accessible travel offerings.

TARGET MEDIA



Megan DuBois

Freelance Travel Writer,
The Points Guy, Condé
Nast Traveler

- A Florida-based travel writer, Megan enjoys destinations that go beyond the ordinary, covering everything from attractions and hotels to culinary treasures.
- LHG will appeal to Megan's affinity for all things travel, food and fun by highlighting the very best experiences in PCB.



Christiana Roussel

Freelance Travel Writer,
Garden & Gun, Good Grit,
Birmingham Home &
Lifestyle

- Covering a mix of travel, lifestyle and design, Christiana is always on the hunt for a good story.
- LHG will engage Christiana with a solo or couples coastal getaway angle, plus a Shop by the Shore experience.



Dave Parfitt

Freelance Travel Writer,
Family Vacationist, Lonely
Planet, USA TODAY

- Writing about family travel from a dad's point of view, Dave seeks out destinations that offer something for every type of traveler.
- With an interest in accessibility, Dave will connect with PCB's many accessible travel features and the "Fun. For. All" initiative.

SAMPLE PITCH CALENDAR

JANUARY

- Romantic Getaways and Honeymoon Ideas in Panama City Beach
- Wellness Travel Itinerary: Unplug and Escape in PCB
- What's New in 2025

FEBRUARY

- Multi-gen Travel: Family Spring Getaways
- Spring Sporting Events Preview
- Incentive Travel: One-Of-A-Kind Retreats, Exclusive Experiences

MARCH

- Sip, See & Savor PCB: UNwineD & Coastal Cuisine
- Eco-Friendly Adventures (Earth Day)
- Unique Festivals and Events

APRIL

- Dog Day Getaways in PCB (Pet-Friendly Experiences)
- Beachfront Boardrooms: Meetings Reimagined
- Dive into PCB: Shipwreck Trail Sites

MAY

- Accessible Summer Adventure
- Summer Sporting Events Preview
- Snapper Season in PCB: Fun, Fishing and Flavor

JUNE

- Real. Fun. Family Reunions
- PCB Perks: Summer Savings
- Guys/Girls Trip Itinerary

JULY

- Beachside Bites and Iconic Eateries
- Hidden Gems of PCB

AUGUST

- Last Minute Summer Getaway Guide
- Fall Events Round Up
- Unique and Immersive Outdoor Experiences

SEPTEMBER

- Fall Sporting Events Preview
- Why PCB: The Perfect Fall Getaway
- Insider's Guide to the "Seafood Capital of the South"

OCTOBER

- Barrier-Free Fall Fun (Accessible Travel)
- Shop by the Shore: Holiday Gift Guide
- Elevate Your Team in PCB: Coastal Corporate Retreats

NOVEMBER

- Real.Fun.Weddings Itinerary
- Winter Events + Holiday Happenings

DECEMBER

- What's New in PCB
- Top Activities + Attractions: Beyond the Beach

SNAPPER SEASON

- Promote PCB as the ultimate destination for snapper season, welcoming novice and seasoned anglers, families and long weekenders to celebrate throughout the season
- Highlight exciting experiences for non-anglers destination wide, emphasizing the many ways to enjoy snapper season without ever casting a line
- Boost awareness with special activations, restaurant/chef collaborations, creative brand partnerships
- Invite media/influencers to "color their summer snapper red" with fishing, cruises, dining, accommodations and beyond

CREATIVE TACTIC: Snapper Season Culinary Retreat

- Host media culinary retreat focused on snapper season
- Partner with local chefs/restaurants for competition where media choose favorite dish
- Include cooking demos/classes, wine pairings, seafood market trips



SNAPPER SEASON

ESTIMATED IMPRESSIONS:

500k

ESTIMATED EARNED MEDIA VALUE:

\$50,000

CONCEPT:

Panama City Beach will play host to a group of top fishing influencers who work with Huk for an iconic fishing weekend – capturing content of infamous fishing experiences to pre-promote Snapper season in Panama City Beach.

Huk
Performance Fishing



PCB PERKS

- Boost excitement for PCB's savings program, PCB Perks
- Create PCB Perks vacation itinerary to promote range of deals for all interests and ages, from families to solo travelers
- Encourage partner participation to secure exciting deals
- Partner with local businesses and lifestyle brands to create exclusive PCB Perks vacation packages

CREATIVE TACTIC: PCB Perks Media + Influencer FAMs

Host media and budget/family travel influencers from target drive and nonstop flight markets with an exclusive PCB Perks itinerary, showcasing the many ways to stay and save at the Real. Fun. Beach.



The Hambrick Family | @thetravelingchild



The Krause Family | @amomexplores



Nick & Madison | @thecapturingcouple

SHOP THE SHORE

- Introduce Shop the Shore, an unmatched coastal shopping experience featuring locally loved treasures that capture the charm of Panama City Beach
- Raise awareness of updated Shop the Shore map and unique design offerings through proactive pitching to design/home editors
- Host media and content creators to experience Shop the Shore "Tour"
 - Zoe Gowen, Senior Homes Editor, Southern Living
 - Monique Valeris, Home Design Director, Good Housekeeping
 - Darina Egstad, @darinaegstad, Nashville Home/Design Influencer
 - Kerry Swain, @casually.coastal, Boston Home/Design Influencer



@casually.coastal

CREATIVE TACTICS:

Shopkeepers of PCB: Connect with local shop owners to identify engaging, inspirational narratives for pitching. Include high quality imagery – headshots, lifestyle shots

Holiday Gift Guide: Create annual gift guide with items, descriptions and photos submitted from local shopkeepers

FUN. FOR. ALL.

- Elevate promotion of Fun. For. All. initiative and awareness of new accessible offerings through tailored pitching, targeting distinct personas and interests, FAMs, and thought leadership opportunities
- Develop creative story angles that spotlight all aspects of accessibility and various audiences, including caretakers, families, siblings
- Identify unique human-interest stories related to accessible events at Pier Park, Aaron Bessant Park
- Spotlight accessible sports tourism and seek opportunities to welcome differently abled athletes to PCB
- Host accessibility-focused media and influencers to spotlight accessible amenities, events and niche offerings like accessible scuba diving

CREATIVE TACTIC: Fun For All Ambassador Program

- Host accessible influencer at every major event as a "Fun. For. All" Ambassador to promote accessible events and sports, with the goal to own accessible event space (@roll.with.cole, Hunter March)
- Incorporate influencer feedback to improve and elevate inclusive offerings, such as "VIP" accessible section at events

UNWINED

- Pitch lifestyle programs to tease event, featuring festival chefs demonstrating classic dishes and wine pairings ahead of the event
- Secure top-tier media and influencers from target markets for hosted UNwineD getaway

CREATIVE TACTICS:

- **Curated Media Invites:** Create curated gift baskets to share with attending media/influencers to further build excitement for event and encourage pre-event promotion, include local treasures, unique food and drink samples for a "taste" of UNwineD
- **Pre-Event Activation:** Amplify promotion ahead of event by partnering with restaurant in target market to host pre-event activation/dinner featuring the festival's food & wine, leveraging National Drink Wine Day (February 18)



WEDDINGS

- Promote PCB as the ideal destination for weddings, vow renewals, honeymoons, "mini-moons" and proposals
- Highlight range of activities and experiences beyond the wedding day for families, guests, bridesmaids/groomsmen (fishing charters, sunset cruises, helicopter tours, etc.)

CREATIVE TACTICS:

- **Content Creator Retreats - "Weddings, Beaches, and Beyond:"** Invite a group of content creators, wedding bloggers, and photographers to attend a PCB retreat, where they'll experience all PCB has to offer beyond the wedding day (sunset yacht parties, private beach dinners and adventure excursions), sharing their experiences with engaged couples and adventure-seeking honeymooners.
- **Experiential Content:** Partner with creators to produce a video series or mini-documentary featuring the journey of couples getting married in PCB. The content can be used across social platforms, wedding publications, and streaming platforms to amplify PCB's appeal.



WEDDINGS

- Further tap into the weddings/romance market by showcasing each step of a love story in PCB– from proposals and weddings to honeymoons, anniversaries and vow renewals
- Identify real-life love stories for pitching, encourage couples to share user-generated content via a dedicated hashtag
- Create dedicated itineraries/guides for proposals, honeymoons and anniversaries, highlighting a combination of romance, adventure and relaxation

CREATIVE TACTICS:

- "Destination: The Knot" Partnership: Partner with wedding planning website, The Knot, to host engaged content creators and spotlight magical wedding venues, activities, restaurants and more



SPORTS

- Amplify sports tourism in Panama City Beach and facilities including Publix Sports Park, Frank Brown Park
- Generate buzz for key events like IRONMAN Florida and youth tournaments by engaging sports media and influencers, emphasizing PCB's top-notch venues and ideal year-round conditions

CREATIVE TACTICS:

- **Sports-Focused FAM Tours:** Host FAM tours for event planners and media, showcasing sports venues and their ability to host youth and professional tournaments
- **Sports Vacation Packages:** Create travel packages combining sports events with leisure activities, appealing to both athletes' families and sports enthusiasts
- **Brand Collaborations:** Partner with sports gear brands for event sponsorships, on-site activations and influencer content, promoting PCB as the premier sports destination



INCENTIVE TRAVEL

- Create incentive itinerary for media pitching, host two writers for on-site destination experience in PCB
- Gather quotes from two incentive planners who regularly book travel to the destination for inclusion in tailored pitching
- Develop annual incentive trend report to showcase key insights, trends
- Explore content partnership opportunities with top incentive outlets

CREATIVE THEMES:

- **Adventure & Achievement, Thrilling Incentive Travel:** Promote adventure-based incentives like deep-sea fishing, parasailing, and eco-tours for top-performing employees, tie in trend of experience-based travel.
- **One-Of-A-Kind Retreats, Exclusive Incentives:** Highlight unique local offerings and activities for incentive travel, including dolphin tours, beach bonfires, Shell Island excursions, Capt. Anderson's bespoke wine pairing dinners.

INCENTIVE
WHAT MOTIVATES

meeting spotlight

prevue
meetings + incentives

BIZBASH

MEETINGS

- Showcase PCB as the ideal destination for small market meetings, corporate retreats and team building
- Promote range of unique activities and experiences for groups year-round, from outdoor adventure to beachfront dining and beyond

CREATIVE THEMES:

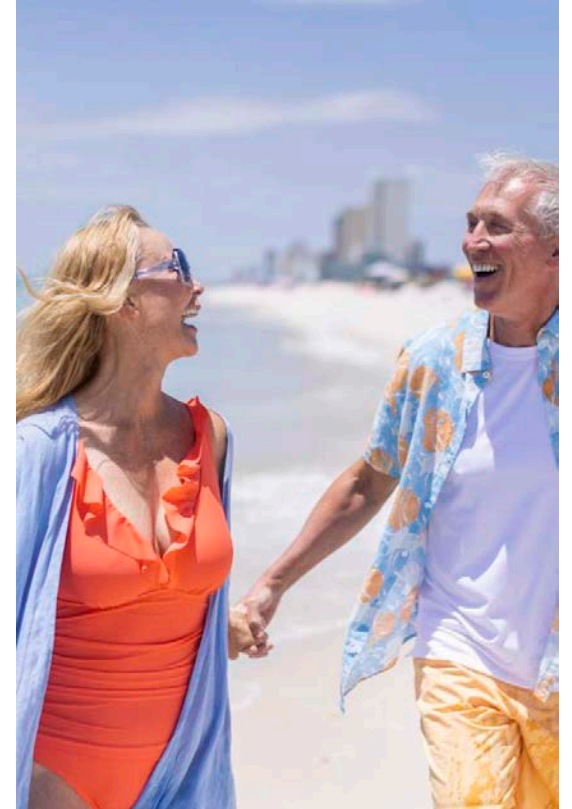
- **Elevate Your Team in PCB - Coastal Corporate Retreats:** Highlight experiential team-building, morale boosting and relaxation opportunities with outdoor activities like snorkeling, paddleboarding, and sunset sailing
- **Beachfront Boardrooms - Reimagined Meetings:** Preview nature-inspired retreats, outdoor meeting setups with Gulf views, beachside brainstorming, and alfresco dining to spark creativity
- **Productivity Meets Paradise - Curated Retreats:** Develop themed retreat packages including leadership development, innovation workshops, and local experiences like dolphin encounters -- blending professional development with unique local offerings

WINTER RESIDENTS

- Profile Series: Pitch stories highlighting winter residents' backgrounds and lifestyles to local, regional and national media.
- Economic Impact: Share data and stats on their economic contribution to pitch as a newsworthy story.
- Host media from national outlets and "snowbird" publications to experience PCB firsthand as a winter resident (The Boston Globe, Chicago Tribune)

CREATIVE THEME:

- **Journalist Access:** Offer exclusive experiences showcasing the winter resident lifestyle for unique coverage.



BE BOLD: NEW IDEAS

Engage strategic lifestyle brand and creative partnerships to leverage new audiences, increase brand recognition and inspire travel to Panama City Beach.

SNAPPER SEASON BRAND PARTNERSHIPS

Partner with iconic brand known for red products or red logo (Swedish Fish, Red Bull, Ray-Ban) to become official sponsor of snapper season.

VISIT PANAMA CITY BEACH X CABANA LIFE

Collaborate with coastal-inspired clothing and lifestyle brand Cabana Life, to host influencers and their families for a getaway around Mother's Day/Father's Day.

NATIONAL BEACH DAY GIVEAWAY

One grand prize winner will be selected to win a free vacation to Panama City Beach for National Beach Day (August 30). Create a landing page for sweepstakes entry, promote via national broadcast segments and target markets.

PCB DIVE TRAIL X SCUBAPRO

Showcase the "Wreck Diving Capital of the South" by hosting diving influencers and media to experience the five spectacular Florida Panhandle Shipwreck Trail sites off the coast of Panama City Beach, in collaboration with notable dive brands to extend audience

THE BEACH WEDDING CAPSULE

CONCEPT: To promote Panama City Beach as a premier beach wedding destination while providing bridal parties with a stylish, hassle-free wardrobe solution through a curated "Weddings on the Beach Capsule" collection with Rent the Runway.

DETAILS:

Partnership Concept

- Capsule Collection: Curate a beach-friendly line for brides, bridesmaids, and guests, inspired by PCB's coastal charm.
- Brand Synergy: Promote PCB as the ultimate beach wedding spot with Rent the Runway's stylish, easy-to-rent outfits.

Cross-Promotion

- Social Campaign: Launch #PCBBeachWeddings featuring styled shoots on PCB's beaches.
- Influencer Engagement: Invite influencers for a "mock wedding" to showcase the collection.
- Media Pitch: Feature the collaboration in wedding and lifestyle media.

Experiential Elements

- Pop-Up Event: Host a "Beach Wedding Style Day" for previews and styling tips.
- Real Wedding Features: Highlight PCB weddings using the collection with #PCBBeachWeddings on social channels.

WIN INDUSTRY AWARDS

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

AWARD OPPORTUNITIES:

- ESTO
- Flagler
- HSMAI
- STS Shining Example
- FFEA SUNsational
- Destinations International



SEEK THOUGHT LEADERSHIP OPPORTUNITIES

POSITION PCB AS DMO LEADER THROUGH THOUGHT LEADERSHIP AND EXECUTIVE INSIGHT OPPORTUNITIES FOR DEPARTMENT LEADS.

LEVERAGE TRADE OPPORTUNITIES ACROSS KEY AREAS, INCLUDING:

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



ENHANCE “CHASIN’ THE SUN” PROMOTION

- Explore opportunities for brand/influencer collaborations to highlight TV show and destination’s fishing offerings.
- Continue to grow impressions, engagement and follower count on “Chasin’ The Sun” Facebook and Instagram channels.

2024 SOCIAL HIGHLIGHTS:

FACEBOOK

The Facebook page reached 2.4M users, received 2.7M impressions, 117K engagements, 7.8K link clicks, and gained **10K+ net new followers**.

INSTAGRAM

The Instagram page reached 96K users, got 121K impressions, 6.2K engagements, 163 website taps, and gained **293+ net new followers**.



STRATEGY & CREATIVE

FY25 | PANAMA CITY BEACH



FY24 CREATIVE RECAP



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.

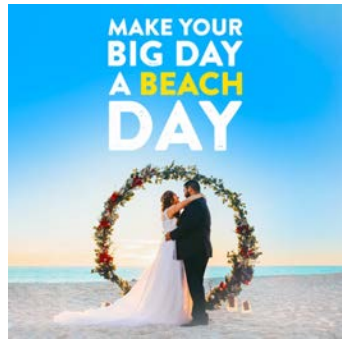
FUN AROUND PCB
Catch a fish or a nap — there's something for everyone during snapper season.

INVITATION TO PARTNERS

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



[PLAN NOW](#)



WATCH THE FUN TAKE OFF



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](#)

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.

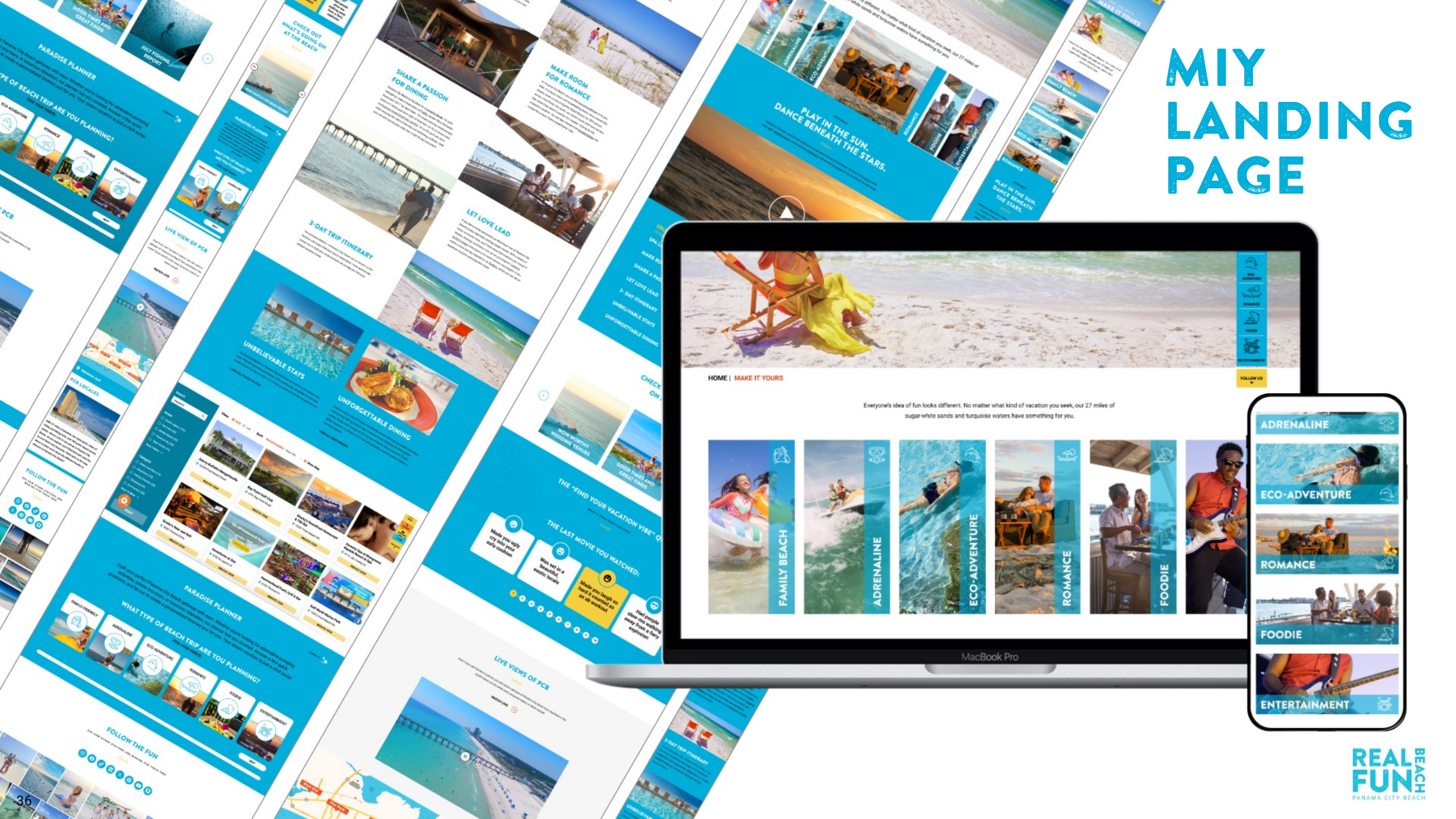
When asked if
researching and
planning for a vacation
is too time-consuming,
**47% OF PEOPLE
DISAGREED.**

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

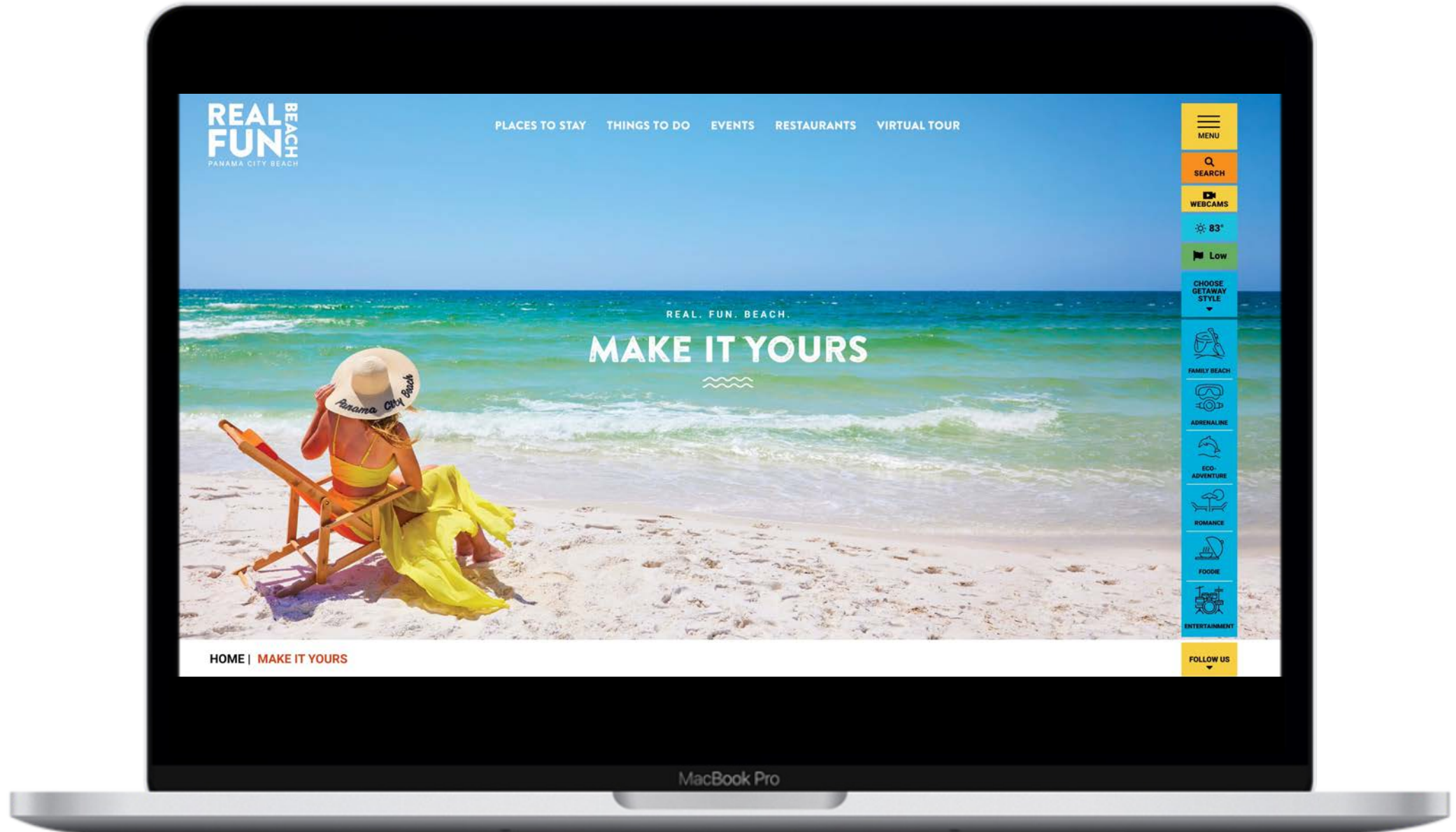
— Edward Streeter

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

MIY LANDING PAGE



MAKE IT YOURS LANDING PAGE



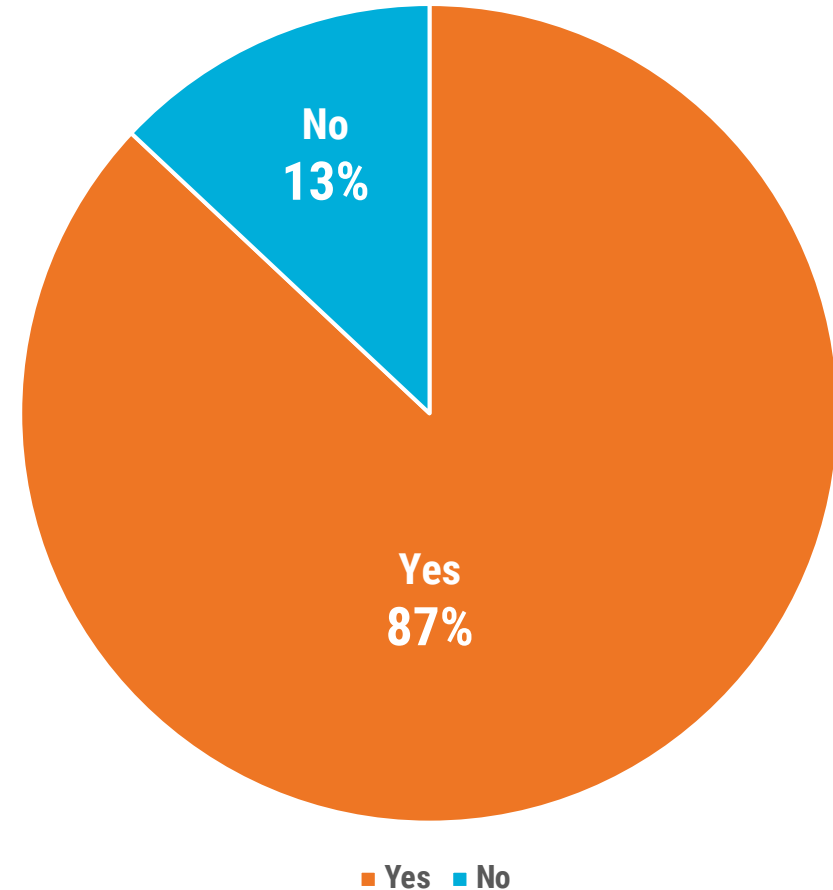
AI FOR TRAVEL PLANS

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.

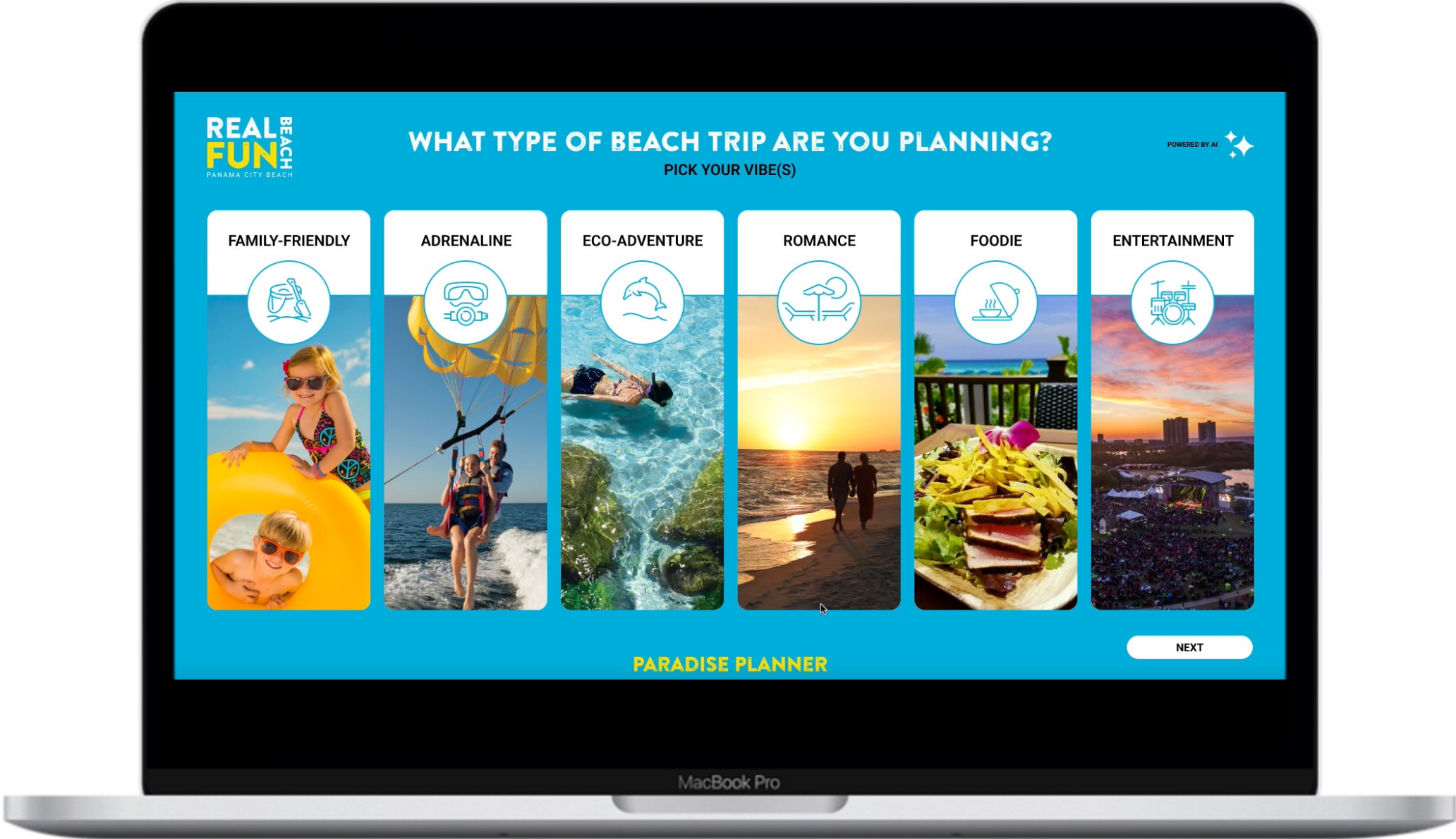
US Business Travelers Comfortable with AI Making Automated Travel Arrangements Based on Typical Behavior and Personal Preferences, May 2024



IMMERSING TRAVELERS IN PERSONALIZED JOURNEYS WITH AI- POWERED ITINERARY BUILDER



AI-POWERED ITINERARY BUILDER



NEW DIGITAL MEDIA 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

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

BUILD SANDCASTLES AND MEMORIES



Panama City Beach [PLAN NOW](#)

KIDS IN STROLLERS



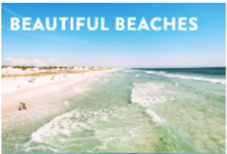
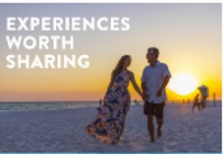



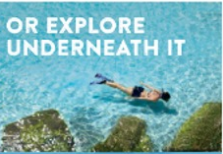




UNFORGETTABLE SUNSETS



Panama City Beach [PLAN NOW](#)

WINTER RESIDENTS

AUDIENCE MOTIVATOR

COMPETITIVE CONQUESTING	<p>NATURAL BEAUTY</p>  <p>Panama City Beach PLAN NOW</p>	<p>BOLD ADVENTURES</p>  <p>Panama City Beach PLAN NOW</p>
	<p>BEAUTIFUL BEACHES</p>  <p>Panama City Beach PLAN NOW</p>	<p>EXPERIENCES WORTH SHARING</p>  <p>Panama City Beach PLAN NOW</p>
COUPLES WITHOUT KIDS	<p>DIVE INTO SOMETHING NEW</p>  <p>Panama City Beach PLAN NOW</p>	<p>OR JUST TAKE IN THE VIEW</p>  <p>Panama City Beach PLAN NOW</p>
	<p>DINE BY THE WATER</p>  <p>Panama City Beach PLAN NOW</p>	<p>OR EXPLORE UNDERNEATH IT</p>  <p>Panama City Beach PLAN NOW</p>
EMPTY NESTERS	<p>BUILD SANDCASTLES AND MEMORIES</p>  <p>Panama City Beach PLAN NOW</p>	<p>WITH THE ONES YOU LOVE</p>  <p>Panama City Beach PLAN NOW</p>
LONG WEEKENDERS	<p>UNFORGETTABLE SUNSETS</p>  <p>Panama City Beach PLAN NOW</p>	<p>NEVER-ENDING DISCOVERIES</p>  <p>Panama City Beach PLAN NOW</p>
KIDS IN STROLLERS		
WINTER RESIDENTS		

CAMPAIGN PAYOFF

UNIVERSAL

Panama City Beach [PLAN NOW](#)



ADVENTURE AWAITS. MAKE IT YOURS AT PCB.



Panama City Beach [PLAN NOW](#)

SHARE THE FUN. MAKE IT YOURS AT PCB.



Panama City Beach [PLAN NOW](#)

UNWIND. MAKE IT YOURS AT PCB.



Panama City Beach [PLAN NOW](#)

FIND A NEW WAY TO MAKE IT YOURS AT PCB.



Panama City Beach [PLAN NOW](#)

UNCOVER FUN. MAKE IT YOURS AT PCB.



Panama City Beach [PLAN NOW](#)

MAKE IT YOURS, AGAIN AND AGAIN AT PCB.



Panama City Beach [PLAN NOW](#)

MAKE IT YOURS

COUPLES :30



FAMILY :30



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

FUN FOR ALL



DIVING DEEPER INTO CONTENT

FUN FOR ALL

In PCB, everyone can enjoy all the fun PCB has to offer, including those with mobility, vision, hearing or cognitive impairments. FUN FOR ALL means out-of-the-box solutions to make our beaches more accessible. Flexible and safe environments to make our attractions more attractive to everyone. And the kind of accommodations and communications that make a stay in PCB safe, comfortable and fun for all.

MOBILITY ACCESS



Feel free to take fun further in PCB. With everything from elevated boardwalks and beach wheelchair rentals to Mobi-Mats and Mobi-Chairs, every move you make forward is fun.

VISUAL SUPPORT



You know exactly what fun feels like. It's digging your toes into soft sands, floating in cool waters and hearing seabirds at lush state parks, complete with braille exhibit guides. At PCB, everyone feels the fun vibes.

HEARING SUPPORT



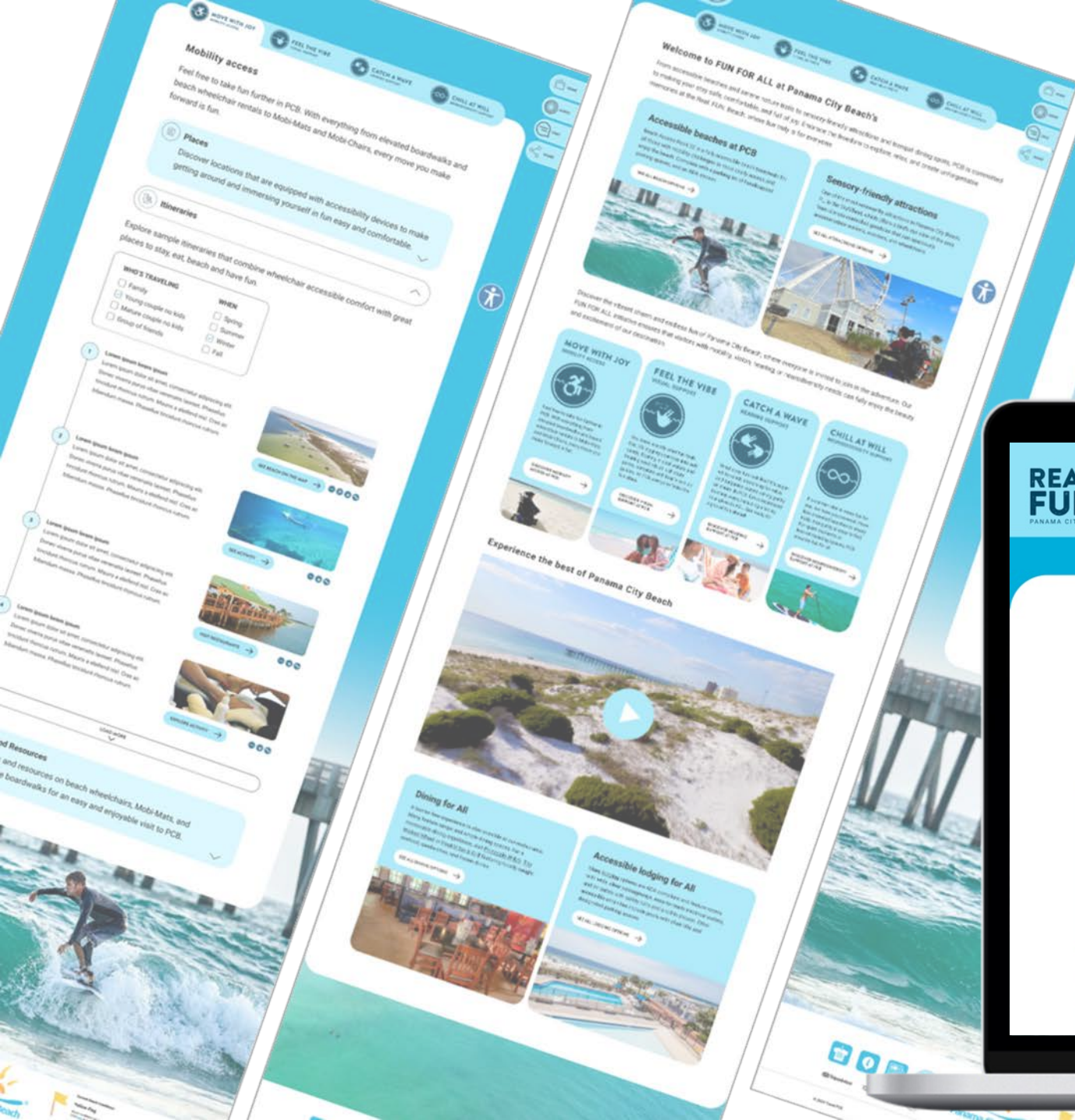
What does fun look like? It's sugar-white sands stretching for miles and turquoise waters rolling gently on shore. In PCB, fun is expressed in many ways, including a trolley tour given in ASL. Get ready for signs of fun ahead!

NEURODIVERSITY



If a calmer vibe is more fun for you, we have you covered. From less crowded beaches to shady trails, tranquility is easy to find. For quiet moments or less-stimulating spaces, PCB ensures fun for all.

The image shows a laptop screen with the 'REAL FUN BEACH' website. The website has a blue header with the logo and navigation links: HOME, AUDIO, CHAT, and SHARE. Below the header is a horizontal bar with four icons and text: 'MOVE WITH JOY MOBILITY ACCESS', 'FEEL THE VIBE VISUAL SUPPORT', 'CATCH A WAVE HEARING SUPPORT', and 'CHILL AT WILL NEURODIVERSITY SUPPORT'. The main content area has a heading 'Welcome to FUN FOR ALL at Panama City Beach's' followed by a paragraph about accessible beaches and sensory-friendly attractions. There are two columns: 'Accessible beaches at PCB' with a description of Beach Access Point 22 and a 'SEE ALL BEACH OPTIONS' button, and 'Sensory-friendly attractions' with a description of the SkyWheel and a 'SEE ALL ATTRACTIONS OPTIONS' button. At the bottom, there are two images: a person surfing and the SkyWheel.



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

^  
v

**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

SPORTS



SALES SUPPORT

SALES SUPPORT

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

**REAL
FUN** BEACH
PANAMA CITY BEACH

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

PLAN NOW >

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

PLAN NOW >

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 >

LET THE SUN ADJOURN YOUR MEETING

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



CREATIVE WORK-IN-PROGRESS

UPCOMING CAMPAIGNS

Q4 CAMPAIGNS



I AM THANKFUL



BEACH HOME
FOR THE
HOLIDAYS



GIVE THE GIFT
OF HERE



NEW YEAR'S EVE
BEACH BALL
DROP

A full-page photograph of two young girls playing in the ocean waves on a sunny beach. The girl in the foreground is wearing a pink and white swimsuit and white shorts, smiling and splashing water. The girl in the background is wearing a colorful long-sleeved shirt and white shorts, also smiling and splashing. The water is a vibrant turquoise color, and the sky is a clear, bright blue. The beach is sandy and white. The text "THANK YOU!" is overlaid on the left side of the image in a large, blue, sans-serif font.

THANK YOU!