

# 2022 PROGRAM OF WORK



# About Visit Panama City Beach

Visit Panama City Beach, a 501(c)(6) nonprofit corporation, is the official destination marketing organization for Panama City Beach Florida and is an extension of the Bay County Tourist Development Council (TDC). The TDC has oversight of the destination marketing activities for the cities of Panama City and Mexico Beach, but those activities are performed by separate 501(c)(6) nonprofit corporations.

Visit Panama City Beach (CVB) is primarily funded by a tourist development tax paid by visitors for overnight lodging stays on Panama City Beach. Of the 5% tax, approximately 2.5% is used by Visit Panama City Beach to fund its destination marketing activities; 1.5% is utilized by the TDC for beach renourishment, beach maintenance, landscaping and other tourist development activities; and the remaining portion of the tax will be used to cover the debt payments and other expenses of the Panama City Beach Sports Park. Additional funding is secured from the private sector through cooperative marketing opportunities, corporate sponsorships and revenues generated through festivals and events.

The Board of Directors for Visit Panama City Beach is comprised of the nine members of the Tourist Development Council. For the purpose of this document, the acronym TDC is synonymous for both entities.

More information on Visit Panama City Beach can be found on our website: [VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)



# About Visit Panama City Beach

This program of work and budget is the road map that guides all Visit Panama City Beach marketing and sales efforts for FY 2022. The plan, developed by Visit Panama City Beach Staff and Agencies of Record, with guidance and insight from the Board of Directors.

The plan was presented to the Board of Directors and was adopted on August 24, 2021.



# SITUATIONAL OVERVIEW & GUIDING STRATEGY – COVID-19



# Situational Overview & Guiding Strategy

Even with the success of Panama City Beach during FY2021, our tourism industry is not immune from the impacts and uncertainty of the COVID-19 pandemic. The FY 2022 Program of Work is built around the need to quickly, efficiently, and effectively adjust strategies, tactics, and activities as the pandemic evolves. The need to be adept may allow us to take advantage of opportunities that present themselves during the year, but also to suspend and/or cancel programs as conditions dictate. The importance, approach, and tactics articulated in the Program of Work support the need to remain agile.

Given the scope and nature of the challenges the destination has faced, the TDC is experienced and well-positioned to operate in this chaotic environment.



# ORGANIZATIONAL PRINCIPLES



# Organizational Principles

Panama City Beach's vision – to remain the Gulf Coast's premier, year-round, fun beach destination that offers a quality experience for visitors and residents alike – is ambitious but achievable. To succeed, Visit Panama City Beach must build a strategic marketing platform that aligns the collective interests of the local tourism industry and provides integrated marketing opportunities for the industry to leverage.

In order to ensure that Visit Panama City Beach is maximizing the impact of its marketing resources (money, time and relationships), we have adopted a set of Marketing Principles that drives all strategic thinking:

- **Visitor Engagement is Paramount**
- **All Activities Must Support and Extend Our Brand - Real. Fun. Beach.**
- **Create Value & Add Value**
- **If It's Worth Doing, It's Worth Doing Right**
- **Innovation**
- **Being a Good Neighbor & Asset for the Community**



# Organizational Principles

## Visitor Engagement is Paramount

Though we are blessed with a base of fiercely loyal visitors, we are neighbored by beach destinations that also provide a high-quality visitor experience, some without the negative stereotypes that we have to overcome. Our sustained growth is only achievable by maintaining our current visitor base, increasing the frequency of their visits to Panama City Beach, further penetrating core Southeastern and Midwestern markets and cultivating emerging markets. To increase frequency of visits, we must enhance our ability to communicate with our core customers and provide them with compelling opportunities to come back to the beach. In order to change perceptions and eliminate objections in our core markets, we must enlist our core customers' assistance in being "brand evangelists" for Panama City Beach. As visitation has grown, there has been a natural increase in the number of first-time visitors. We need to engage with these visitors, help ensure they have a positive experience in Panama City Beach and encourage return visitation.

## All Activities Must Support and Extend the Brand

With Real.Fun.Beach., we have developed a brand that reflects the nature of Panama City Beach, differentiates us from our competitive beaches, and communicates the central reason that visitors come here throughout the year. Everything the TDC does must communicate and reinforce this brand position.

## Create Value & Add Value

Every Visit Panama City Beach program or initiative must create value and add value for travelers and industry Partners. Visit Panama City Beach programs must provide the local tourism industry a strategic advantage and must inspire consumers with valuable information or a valuable service.





# Organizational Principles

## **If It's Worth Doing, It's Worth Doing Right**

Panama City Beach ranks as one of Trip Advisor's Top U.S. Beach Destinations. We have a quality destination that is worthy of visitation. Everything we do must demonstrate quality and worth, but not extravagance. Understanding that wise financial stewardship is critical in all that we do, Visit Panama City Beach will not sacrifice quality to save money; nor will we initiate a new program or continue with an existing program without dedicating the resources necessary to make the program a success. Visit Panama City Beach will protect our brand promise and will commit to do it right or not do it at all.

## **Innovation**

The TDC is committed to building a culture of innovation that encourages staff and Partners to create more effective campaigns, initiatives and programs to give Panama City Beach a competitive advantage.

## **Being a Good Neighbor & Asset for the Community**

As local residents, the staff and board of the TDC are part of the Panama City Beach Community. We live here, send our kids to school here and take advantage of the benefits of living in a dynamic seaside community. We understand the sustained success of our community is achieved when local residents and visitors share common goals and aspirations. The TDC is focused on ensuring it is a trusted civic partner that supports the local community while driving economic opportunity for the families whose livelihoods are dependent on a vibrant tourism industry.



# Panama City Beach – our point of difference

Panama City Beach has a base of loyal visitors who are fiercely protective of the REAL. FUN. BEACH. experience. They are typically active, diverse and engaged – both while in the destination and through social media channels upon returning home. While the award-winning beach is the main draw, what makes Panama City Beach exceptionally distinctive is its authenticity and dynamism.

The visitor experience is not contrived or overpriced. A number of very successful family-owned businesses offer quintessential Floridian activities and product travelers cannot find at home. Compared to other beachfront communities, Panama City Beach is considered a value destination, worthy of visitors' investment. No matter the interest (e.g. golf, shopping, eco-tourism, fishing, diving, watersports, family attractions, team sports) or time of year, Panama City Beach always has something fun in store.

Continued investment in infrastructure and retail establishments, as well as the growth of annual events and the introduction of new events, will make Panama City Beach an increasingly desirable place to visit, live and work. It's what keeps visitors coming back year after year while also attracting new audiences.



**GOALS**



# FY 2022 Goals

- Ensure awareness of Panama City Beach remains high among key target audiences throughout the COVID-19 pandemic.
- Implement integrated marketing, social media and public relations campaigns to further leverage awareness of Panama City Beach as a tourist destination to drive additional visitation.
- Develop opportunities to further penetrate core markets, support the brand position of REAL. FUN. BEACH., and maintain market share.
- Continue development and support of sports tournaments to generate tourism demand for Panama City Beach.
- At the direction of the TDC Board of Directors, diligently work with public and private sector partners to enhance and develop public venues to spur incremental tourism demand.

## Measurements of Success

- Exceed industry in advertising, marketing and social media engagement metrics
- Exceed state and national industry averages in recovery from the COVID-19 pandemic



# OPERATIONS STRATEGY



# Operations Overview

## IMPORTANCE

## APPROACH

## TACTICS

In addition to the functional departments that direct the destination marketing activities of promoting Panama City Beach as a tourist destination, the TDC Operations Department is responsible for overseeing beach renourishment, beach maintenance, landscaping select areas within the tourist corridor, as well as ensuring available resources are used in accordance with established policies, procedures and are accounted for properly.

To increase departmental efficiency and accountability, expenditures that span multiple departments or expenditures that fall under the direction of the President's Office are maintained within the Operations Department. These include all accounting, administrative functions, payroll, research, share supplies, etc.



# Operations Overview

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The TDC takes its responsibility for managing and expending tourist development tax funds very seriously. We have implemented policies, practices and procedures that guarantee the checks and balances are in place to ensure funds are used in an appropriate manner.



## IMPORTANCE

## APPROACH

## TACTICS

- Articulate established policies and procedures to all members of the TDC staff to ensure compliance.
- Follow established standards for accounting, financial management, human resources, record creation and retention.
- Continually review established policies and procedures to ensure they provide the framework and appropriate guidance necessary for staff to achieve their operational responsibilities. If revisions, clarifications, or additions are needed, work with the Board of Directors to facilitate the changes.
- Regularly communicate with members of the Board of Directors on issues related to the operation of the TDC.
- Work with appropriate members of the TDC staff to ensure all contracts for work to be performed are properly negotiated and monitored in order for the expected result of the contract to be achieved.
- Work with TDC staff to ensure shared resources within the Operations Budget are effectively utilized across all departments.
- Work with TDC staff to ensure all budgets are maintained and expenditures are within the parameters established by the Board of Directors.





# MARKETING & COMMUNICATIONS STRATEGY



# Marketing Overview

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## MARKETING OVERVIEW

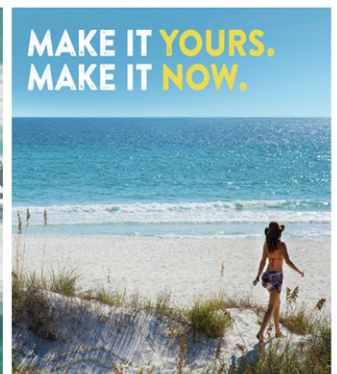
Marketing Panama City Beach as a tourist destination is the primary activity of the TDC, accounting for 40 percent of the entire budget.

For FY 2022, Visit Panama City Beach will continue to grow the REAL. FUN. BEACH. brand by tying the marketing and public relations campaigns directly to the brand.

The primary campaign, “Make It Yours 2.0,” will continue to build loyalty and brand evangelism among current visitors, as well as attract new visitors to the market all the while pushing “getaways” during the time of COVID-19.

**MAKE IT YOURS.  
MAKE IT NOW.**

:10 VIDEO



## IMPORTANCE

## APPROACH

## TACTICS



### VISIT PANAMA CITY BEACH CREATIVE

By highlighting the wide range of activities and amenities to suit visitors’ travel styles, preferences and interests, we show how Panama City Beach is different from other beach destinations.

Our campaign is an invitation to “Make It Yours,” and creates a sense of belonging for the first-time visitors and returning visitors alike.

This creative is especially appropriate during COVID-19 as our visitors can continue to personalize their vacation preferences along with how comfortable they feel during the pandemic.

### ECO ADVENTURE | ADRENALINE | FAMILY BEACH | ROMANCE | FOODIE | ENTERTAINMENT

- Personas will continue to be promoted 2022
- Continue putting the consumer at the center of our brand by extending and enhancing the use of UGC throughout our 2022 campaign
- Expand the use of more personalized messages with our audience to increase engagement with the brand

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## VISIT PANAMA CITY BEACH CREATIVE | COVID 19 CREATIVE

- Stay PCB Current will continue to provide informational updates on the evolution of the COVID-19 situation in Bay County/Panama City Beach.

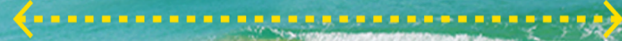
STAY **PCB** CURRENT



**BEACH  
RESPONSIBLY**

[STAYPCBCURRENT.COM](http://STAYPCBCURRENT.COM)

**STAY 6 FEET APART**



IMPORTANCE

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## **MEDIA OBJECTIVES & STRATEGY | COVID-19**

- Implement a strategy and media objective based on COVID-19
- Continue to be a “Digital” first destination (specifically during COVID-19) so the media may be easily paused if needed.
- Tactics will include relevant media that performs filling “quick getaways” for visitors encouraging them to “Make It yours – Today!” ([Pulse Campaigns](#))
- Heavy up to drive visitation quickly if needed
- Broaden audience targeting to reach larger, travel/beach interested audience

## **NORMAL TRAVEL PATTERNS, THE STRATEGY WILL BE UPDATED AND FRESHENED TO:**

- Address all segments and stages of vacation planning
- Target based on dynamic segmentation modeling
- Customize against seasons, geography, events and annual support
- Utilize all data and metrics available to maximize strategies
- Introduce key learnings from the prior year
- Execute last year’s strategies that remain relevant
- Media partner selection based on historic results



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**MARKETING PARTNERS** - With the support of Luckie & Co., Watuga Media Group, Lou Hammond Group, and Simpleview, our Agencies of Record, we will focus on an integrated approach that leverages the activities of the operational departments, as well as our industry partners to help communicate our story through a variety of media and messages.

**DIGITAL FIRST** – As more travel decisions continue to be made on mobile platforms, Visit PCB will leverage the strength of the PCB brand through innovative digital-first campaigns.

These “thumb-stopping” campaigns will showcase Panama City Beach as a dynamic beach destination that offers the experiences consumers crave.

Digital tactics will include Display, Pre-roll, Social, Native, Streaming Audio and Video along with Custom Display and Video.

### NEW TACTICS FOR 2022

- Building a dedicated portion of our efforts to focus on stealing share from competing destinations.
- Focused on partners with 1<sup>st</sup> party data as we move towards a world where audience tracking and privacy compliance becomes more important. We’re staying ahead of the curve of consumer privacy.
- Testing video ad enhancements/interactive overlays as that is an area of ad-tech innovation we are seeing in the market



## IMPORTANCE

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## TACTICS

**INTERACTIVE MARKETING** - Search engine optimization, marketing for VisitPanamaCityBeach.com, deployment of email automation and monthly e-newsletters to our database are all core strategies for the upcoming year, along with utilizing new and emerging digital technology.

- Dynamic Content Module will continue to enable Visit PCB to create content areas specific to Profiles set in the CMS. Profiles based on Geographic Location (e.g. in market vs. out of market) and interests. This allows us to display targeted content built for various User Profiles.
- (When Special Events Resume) Special Event App platform will continue to enable Visit PCB to deploy a full featured app for special events allowing for push notifications, in app message center, special offers and more.
- Conversion Rate Optimization will continue through 2022 as a high priority within our digital marketing strategy (leads, visitor guide downloads, e-Newsletter sign Ups, increased engagement, etc.).
- Updated Email Automation with new Act-On Platform through Simpleview will continue to be refined and allow Visit PCB to streamline marketing automation efforts. Marketing automation will incorporate systems, workflows and machine learning to increase engagement with our visitors.
- Website Refresh includes header/footer redesign as well as adding new collection templates to your CMS for content syndication.



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## SOCIAL MEDIA

**Goals: 1.5 Million Facebook Followers | 100k Instagram Followers**

Visit Panama City Beach's website is a conduit for visitors to connect with the destination, easily plan their vacation and experience user-generated content across a variety of social media platforms.

Grow the love and passion our Facebook and Instagram followers have for PCB.

Plays an important role in keeping Panama City Beach Top of Mind among visitors and locals; drive positive brand sentiment.

Continue to create and enhance organic social campaigns like: #This is MY PCB, The 12 Stays of Christmas, PCB Through Our Eyes,

Will continue to play an important role in COVID 19 messaging

Will play an important role in Community Shared Values

### NEW FOR 2022:

- Facebook Poll Ads
- Enhancing Pinterest to encourage re-pins and website traffic
- Tik tok will be a new social platform for Visit PCB to showcase the destination in a new, FUN way
- Trip Advisor blogs
- IG TV





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## SOCIAL MEDIA

### FACEBOOK, INSTAGRAM, TWITTER, GOOGLE, YOUTUBE, PINTEREST , SNAPCHAT ANG TIK TOK

continue to see marked growth. Visit PCB will set goals for each platform and continue to expand the platform mix, driving greater reach on existing platforms and expanding into new platforms.

- Watuga is our Paid Social Media Strategy Partner
- Crowdriff Platform will continue to be utilized for User Generated Content
- Utilize influencer/PR talent to create content for paid social
- Branded Experiences (Instagrammable moments for the Visit PCB office
- Chasin' the Sun Social Media Support will continue to be supported by the Visit PCB Marketing Team



# Marketing Overview

IMPORTANCE

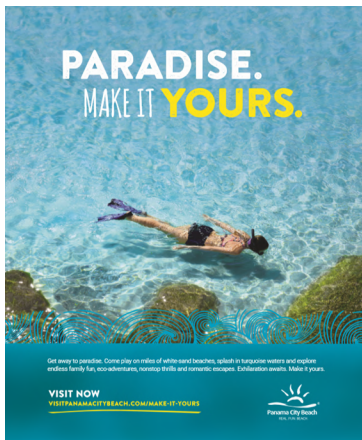
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**TRADITIONAL MEDIA** – Television, radio, and print advertising will comprise the majority of the traditional media campaigns.

However, due to COVID-19 traditional media will be limited so the marketing team can pause and resume media as needed.

The campaigns, based on the brand position of REAL. FUN. BEACH., will continue highlight how Panama City Beach offers consumers authentic, fun experiences with friends and family on vacation and highlight our “Make It Yours” copy and call to actions.



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**VIDEO** – The TDC has developed an extensive library of b-roll video content that can be repurposed and edited into short, compelling videos to reach highly targeted consumers looking for the experiences that PCB offers.

The marketing team will continue to push these real FUN videos out to targeted consumers and specific niche audiences like the eco-friendly, adventure, romance, fishing and special events segments like family reunions, weddings etc., along with scenic/inspirational videos and Instagram Stories.

Videos will be a mix of authentic/organic, 360 and targeted creative.

- A plethora of Platforms will be utilized: YouTube VR, Vimeo and Facebook
- Proven engagement
- Tik Tok
- Grow You Tube followers

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## PUBLIC RELATIONS

Continue the partnership with [Lou Hammond Group](#) to position Panama City Beach as the all American Real. FUN. Beach. through the following methods:

- Press Release distribution
- Press Visits – Group and Individual Trips | Influencers | Mommy Bloggers etc. Continue to target Niche Influencers like Diving, Fishing, Foodie, etc.
- Media Missions/Deskside visits (Virtual if needed) in key markets like Dallas, Houston, Atlanta, Birmingham, Chicago and New York
- Promotions | Broadcast Outreach
- Proactive pitching
- Reactive news bureau
- Integrated strategic planning with the team (Make It Yours Campaign)
- Brand messaging (Real. Fun. Beach. Tees/promo items) and storytelling
- Public awareness (COVID-19, Beach Flags, Leave Only Footprints Ordinance, etc.)
- Community Education and Outreach | Local Brand Ambassadors
- Public relations support for Chasin’ the Sun Fishing Show and the Panama City Beach Sports Complex
- Crisis Communication
- Community Shared Values



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## REAL. FUN. EVENT. SUPPORT

During the time of COVID-19 the Marketing team will continue to support the Special Events team with innovative virtual events like Pirates of the High Seas Fest and Beach Home for the Holidays.

**The Marketing Department will be nimble in supporting the Real. FUN. Special events.** to help drive demand in key periods to impact tourism for the destination.

The marketing support will keep all creative within the brand standards of Visit Panama City Beach and also work to target and support new audiences.

- Special Event overviews for each Visit PCB signature event will continue to be created to include the event goal, opportunity statement, creative assets, budget and results
- Special Event marketing support for Visit PCB signature events along with continued marketing support for partner events via the special event support marketing template will continue for 2022



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## REAL. FUN. SPORTS. SUPPORT

The Marketing Department will continue to support the Real. FUN. Sports. team to help drive demand in key periods to impact tourism for the destination. The marketing support will keep all creative within the brand standards of Visit Panama City Beach.

- A dedicated strategic media plan will be implemented to promote Panama City Beach as a world class destination for all sports and facilities in the destination
- Continue with Promotions to present the Panama City Beach Sports Complex as the premier, all purpose outdoor venue in the southeast with the primary focus on amateur sports events that will economically impact Panama City Beach
- Support with creative and collateral development, social media, public relations, etc.



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## Sales Department Marketing Support | International Marketing & Public Relations

Due to COVID-19, all international efforts have been suspended

Support for the sales department/team will continue through creative assets, website (updating the weddings, Group, Celebrations pages for 2022), and domestic advertising.



**BROADEN YOUR AGENDA**

Your group has many different interests. Delight them all with the unforgettable experiences at Panama City Beach - everything from dolphin tours and eclectic shopping to championship golf and local seaside delicacies. Our group travel team will help you plan the perfect event. Make your next gathering one they'll remember. Make it yours at Panama City Beach.

PLAN NOW  
[VISITPANAMACITYBEACH.COM/GROUPS](http://VISITPANAMACITYBEACH.COM/GROUPS)



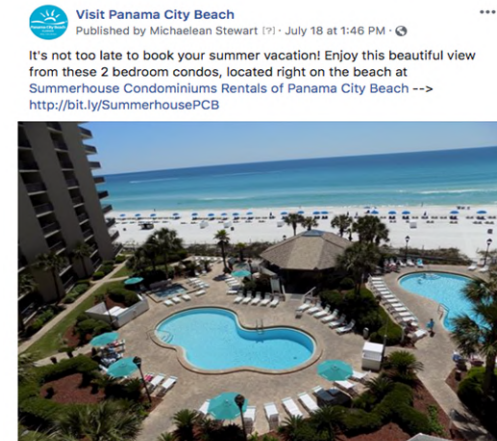
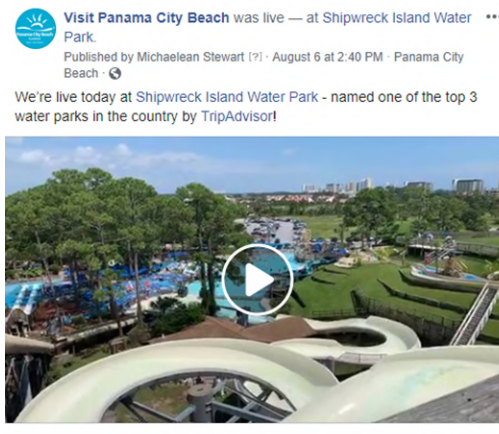
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## PANAMA CITY BEACH PARTNER SUPPORT

- Continue to develop a robust series of co-op marketing selections to our partners. Analyze campaign results, gather partner feedback and adjust the programs as necessary to make it the most successful.
- Facebook Lives | Promoted Posts | Print | Radio | Email Sweepstakes | Targeted Digital Display etc.
- Partner Toolkits will be provided to partners to effectively communicate the Visit PCB brand and special event collateral support
- Crisis Communications support for partners will continue via Closed Facebook Group to allow for update to date and real time information to be communicated.
- Partner Marketing and PR Roundtables will resume via zoom or in person once the pandemic is over.





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## COMMUNITY SHARED VALUES | BEACH RESPONSIBLY SAFETY MESSAGING

Beach Responsibly | Stay PCB Current Safety Messaging Campaigns

- Beach Safety promotions of double red flags (text messages, billboards in rotation, geo fencing display banners, etc.)
- Leave only footprints | Keep PCB Beautiful
- Covid Messaging (as needed)
- Stay It Forward



# Marketing Overview

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The detailed marketing plan will be presented to the TDC/CVB Board of Directors at its October Board Meeting.



# SALES STRATEGY



# Sales Overview

## IMPORTANCE

## APPROACH

## TACTICS

The sales team continues to adjust their strategy according to the ever-shifting meeting planner and travel trends due to the pandemic. The focus on regional group meetings and conventions will continue with an added push for smaller meetings of 40+. As leisure and business travel builds the sales activities will resume. The efforts made in 2020/2021 to preserve existing relationships with meeting planners and industry influencers has served us well as meetings slowly come back.

Through continued tradeshow attendance, participation in industry organization committees and accreditations, and enhanced community engagement Visit PCB will be poised to gain their share of future meetings, conventions and leisure bookings.



## IMPORTANCE

## APPROACH

## TACTICS

For 2021/2022 the market distribution is as follows:

**[Renee Wuerdeman, Vice President of Sales](#)**

Third Party Planners – all markets

Consumer

**[Helen Adami, Director of Destination Sales](#)**

Domestic Group Tour and Travel

Meetings – all markets

Consumer

**[Sales Coordinator](#)**

Social – Weddings, Fraternal, Family and Military Reunions

Religious



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## Primary Initiatives

### Sales Marketing Plan

Digital and print marketing in industry newsletters, digital platforms, virtual meetings and magazines will be the primary methods of reaching the meeting planner audience.

### Industry tradeshows, memberships, committees, and accreditations

The sales team will become more involved in industry organizations by committee participation, committee positions and recognized accreditations.

### Enhanced Community and Partner Engagement

The sales team will actively participate the Community Shared Values program initiated by Visit Panama City Beach, and continue to build strong partnerships within the Northwest Florida Beaches Tourism Council sales initiatives.

### Hosted Buyer Conferences

PCB will host one buyer conference in September 2022 with an estimated 350+ planners and travel influencers attending.



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## Marketing

The sales department will partner with the marketing team to maintain a group sales presence in the marketplace:

- Create an annual meetings and travel marketing message
- Digital coverage with tradeshow and membership organizations
- Content for digital programs and collateral
- Upgrade digital platform content

## Digital Programs

Update digital programs used for lead generation, sales progression, and follow-up

- Cvent – a digital platform used by meeting planners destination searches and RFP delivery directly to the CVB and partners who participate in the program. Cvent is the most widely used program of this type
- SendSites – a digital design format allowing us to create and send visually compelling sales information to clients
- Simpleview – the sales department utilizes the sales and membership/partner modules for sales follow through with potential bookings and account and partner maintenance



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**Tradeshows** – The sales tradeshow calendar has been set and will include top hosted buyer opportunities with the following organizations:

- Connect Meetings Small Market Meetings
- Convention South Southeastern Tourism Society
- Northstar Meetings & Events Visit Florida

**Consumer and Domestic Travel Tradeshows** – Group travel shows provide opportunities to interact with domestic tour operators and other group travel organizers. Sales will partner with the following organizations in 2021/2022:

- Visit Florida - co-ops
- Group Travel Family - hosted buyer/influencer event
- Travel & Adventure Shows
- AAA Travel Shows
- Military based travel shows

**Memberships**

- Alabama Council of Association Executives Georgia Society of Association Executives
- American Bus Association Group Travel Family
- Christian Meetings & Conventions Assn. Meeting Professionals International
- Destinations International Military Reunion Connection
- Florida Society of Association Executives





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## Partner Engagement Meetings

The purpose of the meeting is to foster partner relationships through meaningful communication that positions Visit PCB as the leading tourism resource in the area by creating a strong, cohesive sales force, something the meeting planners look for when selecting conference sites

## Hosted Buyer Conferences

These conferences provide face to face appointments between meeting and travel influencers from all market segments and hospitality suppliers. We have a goal to host 6 of these meetings in 3 years (we have booked 5) bringing approximately 335 influencers to PCB with opportunities to host familiarization tours.

Current hosted buyer conferences:

SPORTS, The Relationship Conference – 100 Influencers September 9-12, 2019

Visit Florida, Florida Encounter - 60 Influencers November 20-22, 2019

Small Market Meetings Summit – 25 Influencers

Select Traveler Conference – 75 Influencers

Going on Faith Conference – 75 Influencers

Paused - Arrowhead Conferences & Events –hosting the 21 Meeting planners who work for this organization



# SPECIAL EVENTS STRATEGY



# Special Events Overview

## IMPORTANCE

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.

## APPROACH

## TACTICS

Additionally, fun, unique and well-orchestrated festivals and special events can have a halo effect for destinations and create intangible benefits by spurring interest in the destination even if the potential visitor is unable to attend a specific event.

We will continue to evaluate and monitor the COVID 19 pandemic and its possible effects on large gatherings. Staff feels that keeping the established branded events relevant is important for the destination as things return to normal.

We will continue to foster, and advise, relationships with organizations throughout the destination to create and assist with special events that have the potential to drive incremental demand for Panama City Beach as a tourist destination. A good example is the PCB Fishing Rodeo at the Grand Lagoon.



# Special Events Overview

## IMPORTANCE

## APPROACH

## TACTICS

The TDC operates several high-profile events throughout the year. These events include: Pirates of the High Seas Fest, Beach Home for the Holidays, the Panama City Beach Mardi Gras Music Festival featuring the Krewe of Dominique Youx Parade, and the award winning UNwineD Festival.

This past year Pirates of the High Seas Fest and Beach Home was converted over to a virtual event in order to maintain the social distancing guidelines set by city and state officials. Staff believed that by hosting these virtual events it will keep the event relevant and keep the visitor engaged in Panama City Beach. This proved to be successful for the destination as Pirates of the High Seas Fest is up for several awards. We will continue to modify events to conform to the guidelines as the need presents itself. Due to the current COVID guidelines, the 2021 event will be produced in the same format. As the landscape continue to evolve and change, staff will continue to adjust strategy related to events.

The TDC will collaborate with outside organizations on festivals, concerts and special events that take place throughout the year. This collaboration includes: sponsorships, in-kind or paid advertising support and events operations assistance. Additionally, the TDC will continue to develop, manage, host and publicize signature events designed to increase visitation to the destination. These events include: New Year's Eve Beach Ball Drop, Food Truck Festivals of America, Emerald Coast Boat & Lifestyle Show, Oktoberfest, PCB Scottish Festival, Emerald Coast Cruizin' (Fall & Spring), Seabreeze Jazz Festival, Florida Jeep Jam, Thunder Beach (Fall & Spring), SandJam and Pepsi Gulf Coast Jam.

The TDC will continue to support and add events to the calendar as we strive to make Panama City Beach a year-round destination. All the events supported by the TDC must/should strengthen, extend, and leverage the brand of Real.Fun.Beach.



# Special Events Overview

## IMPORTANCE

## APPROACH

## TACTICS

- Maintain relationships with existing events, as well as work together to enhance the events through available resources including sponsorship, advertising/marketing, venue/barricade support or event management.
- Engage the industry partners, through workshops, on events, market trends and new opportunities that will create incremental demand for the destination.
- Use innovative event themes to support and extend the REAL.FUN.BEACH brand and create additional awareness and demand for Panama City Beach.
- Develop and manage budgets for each event to ensure the TDC is able to effectively and efficiently execute a quality events within established budget parameters.
- Attend and engage in Industry tradeshow and conferences to reach industry decision leaders; attend educational event seminars; and showcase the destination's venue to potential event partners. Conduct site visits to similar size festivals for best practices of current events.
- Continue to be involved with Board's and Committee's of special event conferences.
  - Florida Festivals & Events Association
  - International Festivals and Events Association
  - Pollstar
  - International Entertainment Buyers Association (IEBA)
- Foster relationships with national artist agencies such as WME, Live Nation, UTA, Paradigm, AEG Live, etc. and explore opportunities to enhance current events or produce new events.
- Coordinate annual events calendar of events taking place in Panama City Beach.
- Look for creative and engaging ways to host events during this COVID-19 Pandemic by staying in contact with the health department, and staying up to date on the latest guidelines and trends related to the pandemic.



# VISITOR SERVICES STRATEGY



# Visitor Services Overview

## IMPORTANCE

## APPROACH

## TACTICS

The Visitor Services staff provides an important role for visitors with their informative and engaging experience for our visitors. We will implement strategies to help potential visitors choose Panama City Beach over competitive destinations, and encourage current visitors to do more, stay longer, and visit more frequently, while reinforcing the REAL.FUN.BEACH. Brand.



# Visitor Services Overview

## IMPORTANCE

## APPROACH

## TACTICS

The Visitor Services staff will focus on providing a welcoming, courteous, approachable service and be the first point of contact for our visitors. They are knowledgeable, friendly, and confidently engaging while encouraging visitors to utilize CVB resources – Visitors Magazine, website, etc. – as the preferred source of information throughout their stay in Panama City Beach.





## IMPORTANCE

## APPROACH

## TACTICS

- Maintain and enhance standards of excellence in answering visitors' questions about the destination, whether by phone, at the airport, in the Visitor Information Center, or an off-site location.
- Actively interact with guests visiting the Visitor Information Center and encourage guests to use the TDC's website as their primary, trusted information source while visiting Panama City Beach.
- During major tournaments at the Sports Complex, major special events and city-wide conferences, provide off-site visitor information services to extend the reach of the Visitor Information Center.
- Handle fulfillment of Visitor Magazine requests.
- Rotate free-standing kiosk displays in Visitor Information Center to highlight events, eco-tourism, and other unique and memorable aspects of Panama City Beach.
- Create and maintain an Instagram location outside of the Visitor Center.
- Expand and enhance retail items available for sale in the Visitor Center.
- Organize the TDC's National Tourism Day events.
- Ensure visitors are aware of the Flag Warning System and Leave No Trace ordinance.
- Raise visibility within the community by having a presence at community events.
- Conduct themed events/activities to highlight upcoming events/seasons.
- Organize Winter Resident Appreciation Days.
- Organize Winter Resident Events
- Enhance the visitors' lobby experience with Photo Booth Mirror, to provide additional services such as printing beach information, itineraries, and activity calendars.



# SPORTS MARKETING STRATEGY



## IMPORTANCE

## APPROACH

## TACTICS

As evidenced by the TDC’s \$39 million investment in the Panama City Beach Sports Complex, amateur athletic tournaments are a central component of the TDC’s strategy to generate incremental visitor demand. In FY 2022, we will continue to target our key sports markets of softball and baseball, as well as emerging markets in both tournaments, such as soccer and lacrosse, flag football and sporting events, including road races, beach, water and indoor sports that support this goal while staying with industry trends.

A centerpiece of our efforts, once again, will be the new sports complex. With existing overflow, we expect the facility to operate near capacity during the summer months, in addition the complex will focus on hosting tournaments that occur outside our peak travel season. We will coordinate efforts between the City and Sports Facilities Management (SFM) to maximize utilization of all available tournament facilities, including Frank Brown Park and the Panama City Beach Sports Complex. There has been a proven demand on rectangular fields for a variety of sports such as soccer, lacrosse, football, flag football, rugby and field hockey. With the addition of the new sports complex, 12 month use and business for the destination will be created.

Visitors coming to Panama City Beach to participate in or experience a tournament or sporting event continues to generate over 100,000 room nights and a direct visitor spending total economic impact in excess of \$75,000,000. Sports has continued to prove to be resilient when the destination is faced with natural disasters or pandemics, proving to be an important strategy to drive visitor demand.

Additionally, as outlined in the Strategic Plan, we will continue the planning of a proposed indoor facility to further diversify our product offerings and our ability to drive incremental year-round visitor demand.



## IMPORTANCE

## APPROACH

## TACTICS

Attracting, fostering and growing tournaments and sporting events requires a multifaceted approach that includes acting as a liaison and partnering the events right holders with the local partners that can help bring the event to fruition. These partners include local governments for the use of athletic facilities, accommodations and others. Special attention must be given to the recommendations of the CDC as well as City and State Government as we navigate, once again, through the COVID-19 Pandemic. It is our goal to provide a clean and safe environment in which to host world class tournaments.

Additionally, financial assistance in terms of sponsorships, bid fees, and host fees may be required to secure the events. By securing national, regional and large-scale events in Panama City Beach, local businesses, as well as local governmental partners benefit by having increased revenues from out of town visitors attending the events.

The TDC understands the standards required to host tournaments that will generate visitation and promote tourism may be higher than what is required for local play. The TDC remains committed to continue collaborating with local governments in making necessary enhancements to the public venues to ensure they are maintained in a tournament-ready condition.

In addition staff continues to foster relationships with event right holders for potential large scale indoor events that could take place in the future indoor special event center.



IMPORTANCE

APPROACH

TACTICS

- Attend tradeshows, conventions and conferences as appropriate, while coordinating efforts with SFM when possible. These include:
  - Sports ETA, TEAMS, Connect, SPORTS-The Relationship Conference are sports conferences where attendance is vital for national exposure and networking. The Florida Sports Foundation Annual Summit attendance keeps us up-to-date on the State’s sports initiatives and grant funding opportunities. NSA/USSSA/ASA conventions will be attended, as well as, national lacrosse and soccer meetings. The Sports and Events team will focus more efforts on one on one relationships with rights holders, engaging them in site visits as opposed to meetings at the annual tradeshows when COVID conditions interfere with normal operations.
  - We will make sure that staff maintains the highest industry accreditation and engages in conference committee opportunities.
- Provide assistance in terms of sponsorships, bid fees and host fees:
  - Sponsorships – paid to the event right holders, conferences and conventions: NSA/ISA/USSSA Convention Outings/Booth, Gulf Coast Collegiate Classics, WSL, Arnold High Basketball Classic, Sports ETA/TEAMS/Connect/SPORTS Relationship conferences, 9/11 Stair Climb, flag football, and other sporting events – such as Gymnastics, Cheer, Dance, & Golf - occurring in Panama City Beach
  - Bid Fees – paid to the event right holders to secure events: baseball - Grand Slam World Series and Perfect Game; softball – NSA Worlds, USSSA Worlds, USFA, and WSL, Beach Volleyball, Soccer Tournaments, Visit Panama City Beach IRONMAN Florida and the Visit Panama City Beach IRONMAN Gulf Coast 70.3.
  - Host Fees – paid to local public athletic venues, including Frank Brown Park and other local overflow facilities to offset the costs of hosting the events: FL/AL High School Fastpitch Challenge, NAIA, Gameday USA, SNAP Soccer, GCSC Fastpitch-Basketball Classics, USSSA Worlds, NSA Fall World Series, USSSA Fastpitch , Grand Slam Baseball, USFA and WSL World Series.



IMPORTANCE

APPROACH

TACTICS

Other strategies:

- Conduct workshops to facilitate communication between current and potential events right holders with local tourism businesses.
- Host Sports Conferences and FAM trips with qualified event rights holders.
- Enter into strategic partnership arrangements with organizations that have the ability to bring multiple tournaments to Panama City Beach.
- Continue to pursue grant opportunities to offset cost of events.
- Remain current with trending sports opportunities such as e-sports and International events.
- Continue working with other local facilities/entities that may have inventory not available in Panama City Beach ex; Tommy Oliver Stadium and Gulf Coast State College, to increase visitation and developing County-wide events.
- Work with local facilities and event right holders to ensure that we are adhering to the guidelines put out by the Florida Department of Health and The CDC.
- Maintain and develop strategic relationships with national publications to insure the destination has maximum exposure in print and online opportunities.
- Work actively with SFM to expand and develop events.
- Stay active in national associations committees and the local parks and recreation board.



# COMMUNITY SUPPORT STRATEGY



## IMPORTANCE

## APPROACH

## TACTICS

Panama City Beach is a large beach destination generating approximately of \$2.9 billion in economic impact (direct, indirect and induced), with over 17,500 overnight accommodations available to visitors and over a thousand small businesses serving our visitors. These independent, small businesses are the lifeblood of the Panama City Beach experience. To effectively tell the Panama City Beach story, in order to have potential visitors select Panama City Beach over all other destinations, the TDC needs to engage and partner with these businesses. We need to know their story. The tapestry of these businesses is one of the differentiating factors that make Panama City Beach special.

Many of these businesses have limited advertising budgets to market themselves. Through a robust cooperative marketing program, the TDC will provide affordable opportunities to Panama City Beach tourist businesses to advertise and promote the goods and services they offer. Getting more partners involved with the TDC will assist in extending our brand and bringing Real.Fun.Beach. to life. We also gain a better understanding of the needs of our partners which will assist us in planning for future events, campaigns and marketing activities.

The TDC also actively partners with non-profit organizations, like the Northwest Florida Tourism Council, Panama City Beach Chamber of Commerce, Bay County Chamber of Commerce and the Grand Lagoon Coalition, that are actively engaged in enhancing tourism to Panama City Beach.

Additionally, the TDC provides support, which is limited by statute, to Bay County and the City of Panama City Beach. This support helps offset the costs of lifeguards and public safety, as well as ensuring the facilities Aaron Bessant Park and Frank Brown Park are maintained at a level to attract incremental visitation to Panama City Beach.





## IMPORTANCE

To engage our partners, the TDC must create value and clearly demonstrate the importance of their participation in our programs - to answer the question, “what’s in it for me?”

## APPROACH

To this end, we revamped our approach to cooperative marketing. The TDC publishes the Visitors Guide, which is produced on an annual basis in order to provide up-to-date and relevant content to visitors as they make their travel planning decisions and allow our partners to adjust their marketing messages by season. The TDC also offers co-op marketing opportunities on an ongoing basis throughout the year to help our partners leverage their advertising budgets and take advantage of opportunities as they arise.

## TACTICS

One of the most important aspects of the TDC is listening to the needs of our partners, and that role extends to all members of the TDC staff. As we go forward, it is important for all the management team to reach out and interface with our partners in order for the industry to fully appreciate all that the TDC does in marketing Panama City Beach as a tourist destination. This outreach activity takes on many forms, including one-on-one, sending out industry newsletters and updates, hosting workshops and seminars, and participating in community activities.

Panama City Beach offers a wide variety of superlative experiences, showcased in the TDC’s Make it Yours personas, that extend beyond the traditional activity of “hanging out on the beach.” In FY 2021, the TDC will assist partners on strategies to showcase these experiences that can be incorporated into our targeted marketing campaigns.



## IMPORTANCE

## APPROACH

## TACTICS

- Develop Partner Engagement toolkit in order to effectively communicate all the goods and services the TDC has to offer.
- Working with the publisher of the Visitors Guide and the Marketing Department, develop a dynamic cooperative marketing sales kit that outlines the various cooperative marketing opportunities.
- Continually survey industry partners on their marketing needs and work with the Marketing Department on the development of new cooperative programs each quarter.
- Develop a brand toolkit that will assist industry partners in incorporating Real.Fun.Beach. into their messaging without diluting the brand or creating brand confusion.
- Each functional department of the TDC will host workshops on issues of interest to industry partners.
- To highlight the importance of tourism to the local community and its economy, the TDC will host National Tourism Month activities during the month of May.
- Partner with Visit Florida and other communities in Northwest Florida, through the Northwest Florida Tourism Council, on regional marketing initiatives.
- Maintain a presence in the Panama City Beach Chamber of Commerce's Circuit Magazine that highlights the importance of tourism to our community and how the TDC carries out its mission.
- Maintain CRM system with current partner contact information.
- Revamp industry communications – extranet landing site, newsletters, etc. – to increase readership and participation.



# TOURISM DEVELOPMENT STRATEGY



## IMPORTANCE

## APPROACH

## TACTICS

Tourism Development Department projects have allowed the TDC to expand the channels available to market Panama City Beach as a tourist destination. These projects include development of the Panama City Beach Sports Complex, “Chasin’ the Sun” television program, *Visit Panama City Beach* visitor magazine and Celebration Tower. In addition, post-Hurricane Michael destination marketing and public relations support for Mexico Beach are directed through this department.

Ultimately, tourism development activities help drive incremental visitation and awareness through corporate relationships, cutting-edge media and new tourism products. Its goals are to:

- Generate additional sources of revenue and offset production costs through sponsorship sales and grants;
- Develop new venues to support the TDC’s strategic plan, Hurricane Michael recovery efforts and COVID-19 response;
- Respond to developments regarding COVID-19 impacts on tourism to ensure appropriate messaging and sponsorship sales strategies;
- Support Mexico Beach until such time as its tourist development tax receipts are sustainable;
- Assist local entities, e.g., City of Panama City Beach, Bay County Chamber of Commerce, PCB Chamber of Commerce, Bay Economic Development Alliance) that are actively involved in advancing tourism-related activities;
- Establish and leverage relationships with consumer brands to enhance *Visit Panama City Beach* programs and elevate the “REAL. FUN. BEACH.” brand; and,
- Produce and deliver creative, compelling content and tourism products that take PCB’s story to new audiences.



## IMPORTANCE

In FY 2022, we will continue to aggressively pursue corporate investment (sponsorship) as a means to enhance existing tourism assets and drive incremental revenue.

## APPROACH

The PCB Sports Complex offers excellent opportunities to generate sponsorship revenue via naming rights, signage, activations and cost-saving vendor agreements.

## TACTICS

We continue to evolve plans for a new indoor sports center adjacent to the outdoor fields complex. In the wake of Hurricane Michael, opportunities to utilize the facility during “gray sky” conditions have led to enhancements that positively impact the community’s resilience to disasters. As a result, approximately \$13 million in federal disaster mitigation and economic development grants has been secured to partially fund the project.

Triumph Gulf Coast (TGC) has not acted on the TDC’s indoor sports center grant application (originally submitted in March 2018); however, our efforts remain focused on obtaining TGC funding to bring the project to fruition.

Nationwide, corporate sponsorship sales have decreased in the wake of COVID-19; however, Panama City Beach’s sustained popularity as the *REAL. FUN. BEACH.* and the reliability of sports tourism help mitigate these effects and, in fact, offer sales opportunities.

We will position *Visit Panama City Beach* as an investment vehicle for companies to reach millions of visitors and, by doing so, increase awareness and sales. Aligning our brand with America’s top corporate brands also elevates the reputation of Panama City Beach among visitors and the community at large.



## IMPORTANCE

## APPROACH

## TACTICS

The TDC will aggressively seek corporate sponsorships by pursuing:

- National companies that offer products/services with universal appeal or target the coastal vacation experience or amateur sports;
- Bay County-based companies that have high visibility and offer products/services targeted to visitors or see value in aligning themselves with Panama City Beach as a way to build community awareness, foster goodwill or underwrite local events; and,
- Private businesses interested in forming partnership alliances that add value to the sponsorship proposition.

The TDC will actively seek new sources of revenue to supplement programs traditionally funded through the Tourist Development Tax by:

- Leveraging opportunities to monetize assets associated with the Panama City Beach Sports Complex;
- Identifying opportunities to monetize a wider variety of TDC assets (website, social media, events);
- Continuing to evolve the CTS-TV sponsorship model to generate cash investments; and,
- Sourcing and applying for grants offered by governmental agencies, private corporations, foundations or other entities for the express purpose of promoting tourism-related activities.



# Tourism Development Overview

IMPORTANCE

APPROACH

TACTICS



A cornerstone of Tourism Development Department efforts is the award-winning Discovery Channel television series, “Chasin’ The Sun,” filmed entirely in Panama City Beach.

- Showcases world-class fisheries – *inshore, offshore, bay, pier, surf, backwater creeks.*
- Episodes feature popular species – *redfish, pompano, grouper, snapper, tarpon, kingfish.*
- Highlights recreational diving – *artificial reefs, near shore shipwrecks.*
- Focuses on the coastal lifestyle and outdoor recreation.
- All full episodes available for viewing on demand at ChasinTheSunTV.com and more than 30 Over-The-Top (OTT) platforms, including Amazon Prime, Roku, Samsung TV Plus and Outdoor America.
- Related programming includes monthly fishing report, event activations, local media appearances, outdoor journalist FAM trips, social media, e-newsletters, contests, public relations, industry involvement and *Visit Panama City Beach* magazine articles.



## 2022 SEASON SEVEN

Air Dates	January – June
Broadcast Weeks	26
Original Episodes	13 (each airs 2x)
Day/Time	Saturdays 7:30am CST

IMPORTANCE

APPROACH

TACTICS



## DISTRIBUTION PLATFORMS

**100,000,000+ HOUSEHOLDS**

Network & Local Affiliate TV • On-Demand Streaming Services  
Over-The-Top (OTT) Platforms





IMPORTANCE

APPROACH

TACTICS



## KEY METRICS

### BROADCAST TELEVISION

Discovery Channel

3.6 million viewers (HH)

### FACEBOOK

Fans	35,459	+17.8%
Impressions	1,034,112	+386.9%
Engagement	53,570	+265.1%

### INSTAGRAM

Followers	2,490	+19.5%
Impressions	139,322	+20.2%
Engagement	7,845	+15.8%

### YOUTUBE

Subscribers	1,729
Video Views	28,589
Watch Time (Hours)	4,588
Impressions	205,708

### DATABASE E-BLASTS

Frequency	18
Total Quantity	205,401
Open Rate	9.3%

Metrics were measured for the network broadcast season (January 1 – June 30, 2021)



# Tourism Development Overview

## IMPORTANCE

## APPROACH

## TACTICS

In FY 2022, the Tourism Development Department will:

- Leverage brand relationships through cross-promotions, event activations and sharing of digital content across media platforms.
- Identify sources of tourism-related grant funding and submit applications as appropriate.
- Grow the “Chasin’ The Sun” brand via social media engagement using video, contests and strategies to encourage User Generated Content (UGC).
- Develop a website strategy to drive digital sponsorship revenue by matching visitor interest categories with companies operating in those market segments.
- Expand relationships with existing rights holders to develop co-op sponsorship programs.
- Identify cross-promotional opportunities involving multiple sponsors and facilitate joint activations to maximize their combined investments.



IMPORTANCE

APPROACH

TACTICS

## Panama City Beach Vacation Magazine

The marketing team will continue to work with Rowland Publishing to provide curated content to potential visitors and subscribers.

- Mailed to Visit PCB subscribers – current subscriber list is in excess of 38,000 households
- Distributed through the TDC Visitor Information Centers, Visit Florida Visitor Information Centers, Sales Trade Shows, Media Missions
- Promoted as a part of the paid social media campaign to targeted audiences



**THANK YOU**

