

# REAL FUN BEACH

## MARKETING RECAP APRIL 2024



[VisitPanamaCityBeach.com](https://www.visitpanamacitybeach.com) [f](#) [t](#) [p](#) [v](#) [i](#)

### PUBLIC RELATIONS HIGHLIGHTS

- **The Travel** featured Panama City Beach in a round-up of "7 Florida Beaches to Visit for Every Traveler Type."
- **AFAR** highlighted Panama City Beach's PADI-certified scuba diving excursions for individuals with disabilities in an article titled "This Is What Autism Acceptance Looks Like in the Travel Industry."
- **USA Today** showcased the amenities at the Holiday Inn Resort in Panama City Beach in the article "Who Doesn't Love a Lazy River? These 14 Family Resorts Have the Best Ones in the U.S."
- **Aol** highlighted Panama City Beach in the article "The Best Trips to Take with Kids Under 18" as the ideal place for a beach vacation.



1.10 Million likes



97.1k followers



206.1k likes

### MARKETING

#### April Recap

Our "always on" digital campaign continues in April to support Spring and Summer travel planning with the partners and tactics that have been proven to deliver results. This includes display banners, competitive conquesting, native, pre-roll, OTT, YouTube, and partnering with Tripadvisor, Spotify, and Pandora.

In April we will continued radio Beach Forecasts in Columbus and added Birmingham, AL and Albany GA markets. We launched a campaign with Hulu streaming TV and also launched our Mother's Day campaign, which included display banners and social. Chasin' the Sun returns with social as well.

We are started campaigns with several new partners in April, including Infillion, Priceline and Booking.com.

#### Misc. Projects

- Make It Yours Brand Campaign
- Double Red Flag Creative
- PCB Brand Partnership with KNOT
- Sales Creative Refresh

Southern Living: April Issue  
ConventionSouth March Issue  
Saltwater Fishing Guide (April-June Issue)  
Florida Golf Alliance  
Reunions eNewsletter

### Wheel The World Accessibility Program



We're excited to announce our partnership with Wheel The World, a website that provides users a way to seamlessly book accessible hotels and tours, ensuring that every visitor can fully enjoy their vacation. Visit Panama City Beach worked with local business partners with accessible locations to be listed on the Panama City Beach website.



## REAL. FUN. SOCIAL STATS. TOP SOCIAL POSTS OF THE MONTH

### Instagram

"New song of summer #florida  
#taylorswift #realfunbeach...."

**Likes:** 19.1K **Comments:** 169 **Impressions:** 313K

### Facebook

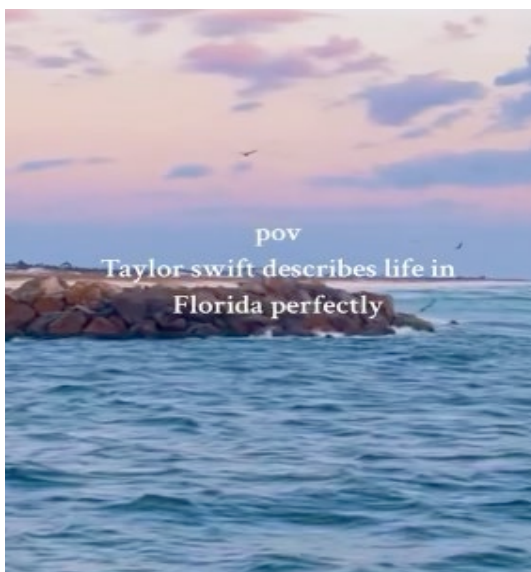
"We're not even joking - your views will be  
this spectacular when visiting Panama City Beach!"

**Likes:** 581 **Comments:** 100 **Reach:** 31.8K

### TikTok

"Ditch the boardroom for the beach #pcb  
#vacationswitch #traveltransition..."

**Likes:** 2K **Comments:** 68 **Views:** 82.3K



## APRIL FOCUS: GULF COAST SALUTE AIR SHOW

In April, the marketing team ramped up efforts to showcase the highly anticipated Gulf Coast Salute Air Show. We worked with Tyndall AFB to have this event on Panama City Beach. Our comprehensive strategy included billboards, social media posts, maps, press releases, and blog posts.

### Outdoor Boards



### Site Map

