

REAL FUN BEACH

PANAMA CITY BEACH



FY24 MEDIA STRATEGY

Our goal is to build brand awareness and perception of Panama City Beach across targeted audiences in core and new markets while remaining adaptable and inventive in our strategies and executions.

To drive preference and visitation for Panama City Beach, our media strategies align the channel preferences of our audiences to the timing of their travel interest and intention by:

- Taking a digital-first approach across all media channels
- Using a flexible buying approach: Plan annually, execute quarterly
- Dialing up or back as needed based on external impacts
- Maintaining competitive conquering efforts – they are working
- Executing unique core market support
- Expanding promotion of pulse campaigns and dedicated support of PCB-owned events
- Using data and learnings in real time and from historic results

Measurement of Success – For paid media performance, we will monitor these metrics as indicators of success:

- Expanded reach
- New sessions to website
- Time on site
- Engagement metrics

REACHING OUR KEY AUDIENCE SEGMENTS

TARGET ALL PCB SEGMENTS BY IDENTIFYING THOSE WITH TRAVEL INTENTION – THOSE WHO HAVE VISITED PCB IN THE PAST AS WELL AS PROSPECTIVE NEW VISITORS

- Couples
- Long-Weekend Families
- Young Families
- Summer Families
- Sports Families
- Winter Residents
- Golf Trips
- Girlfriend/Guy Getaways



FY24 MARKETS

Continue to target at the state level for Georgia, Alabama and Tennessee.

Blue font indicates market shifts based on latest market and visitation research.

ALWAYS ON

Core markets representing majority of year-round visitation:

Georgia	Alabama	Tennessee	Other
Atlanta	Birmingham	Chattanooga	Tallahassee
Columbus	Dothan	Nashville	Orlando
Albany	Huntsville	Knoxville	Dallas
Macon	Mobile		Houston
	Montgomery		Chicago
	Auburn		St. Louis
	Tuscaloosa		Louisville
			Indianapolis
			New Orleans

SEASONAL

These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year:

- Baton Rouge
- Cincinnati
- Detroit
- New York
- Washington, DC
- Jackson, MS
- Lexington, KY

FY24 MARKETS (CONTINUED)

OPPORTUNITY

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors and retarget those showing interest.

Blue font indicates market shifts based on latest market and visitation research.

Austin

Newark

Kansas City

Little Rock

Columbus, OH

San Antonio

Lafayette, LA

Philadelphia

Boston

Hattiesburg, MS



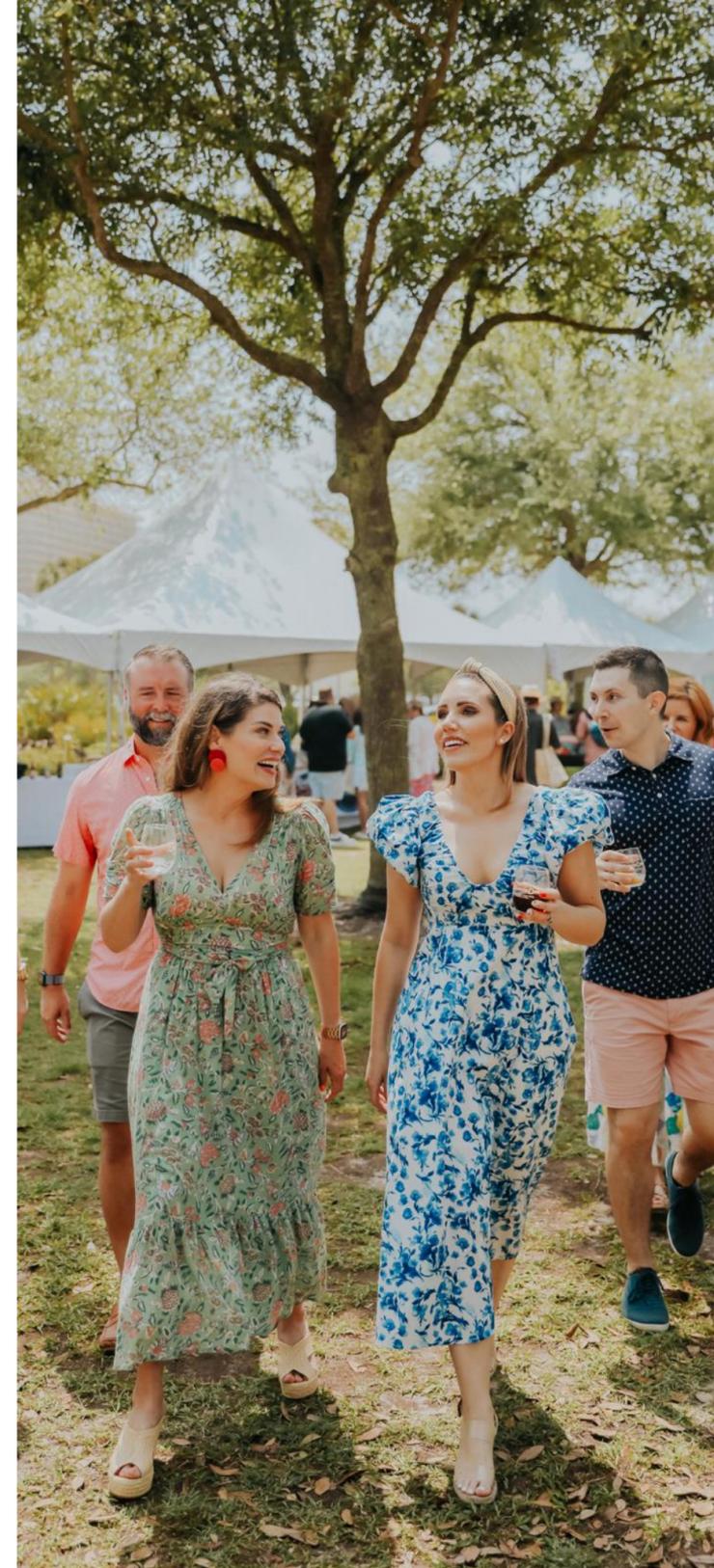
PULSE & EVENTS

PULSE CAMPAIGNS

- Thanksgiving
- Holidays
- Winter Residents
- Mother's Day
- Valentine's Day
- **Snapper Season**
- PCB Perks

EVENTS

- Pirate's Fest
- Beach Home for the Holidays
- **Beach Ball Drop**
- Mardi Gras
- UNwineD



NEW PARTNERS

NEW FOR FY24



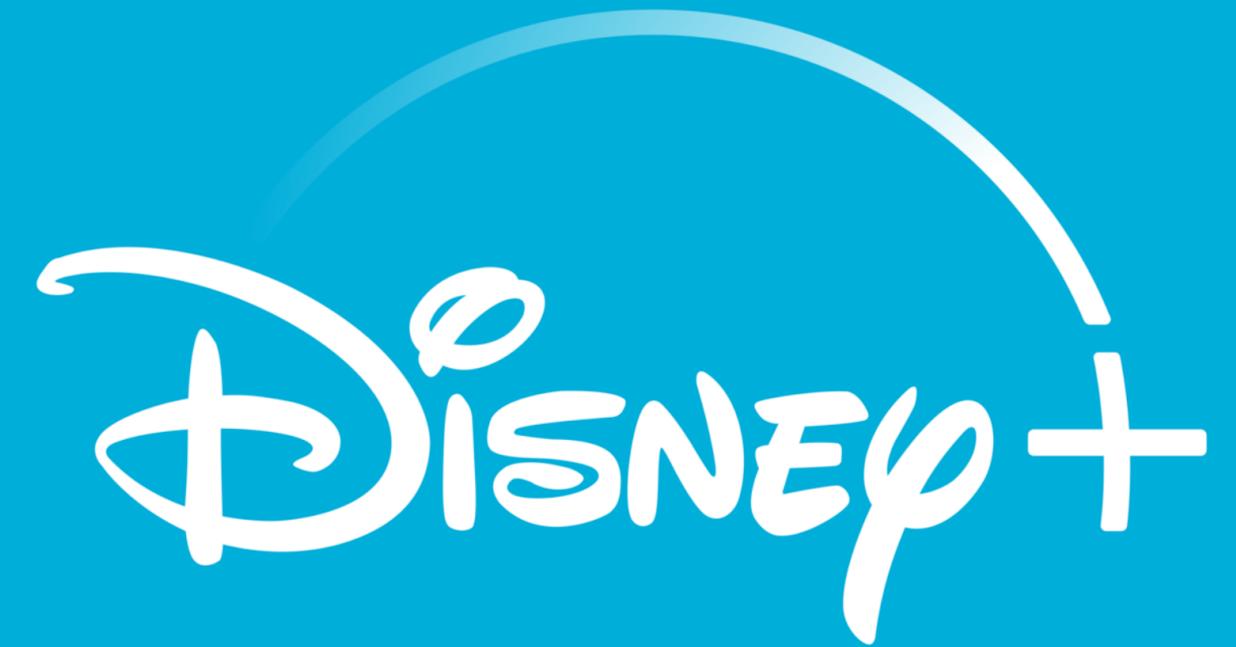
priceline

Booking.com



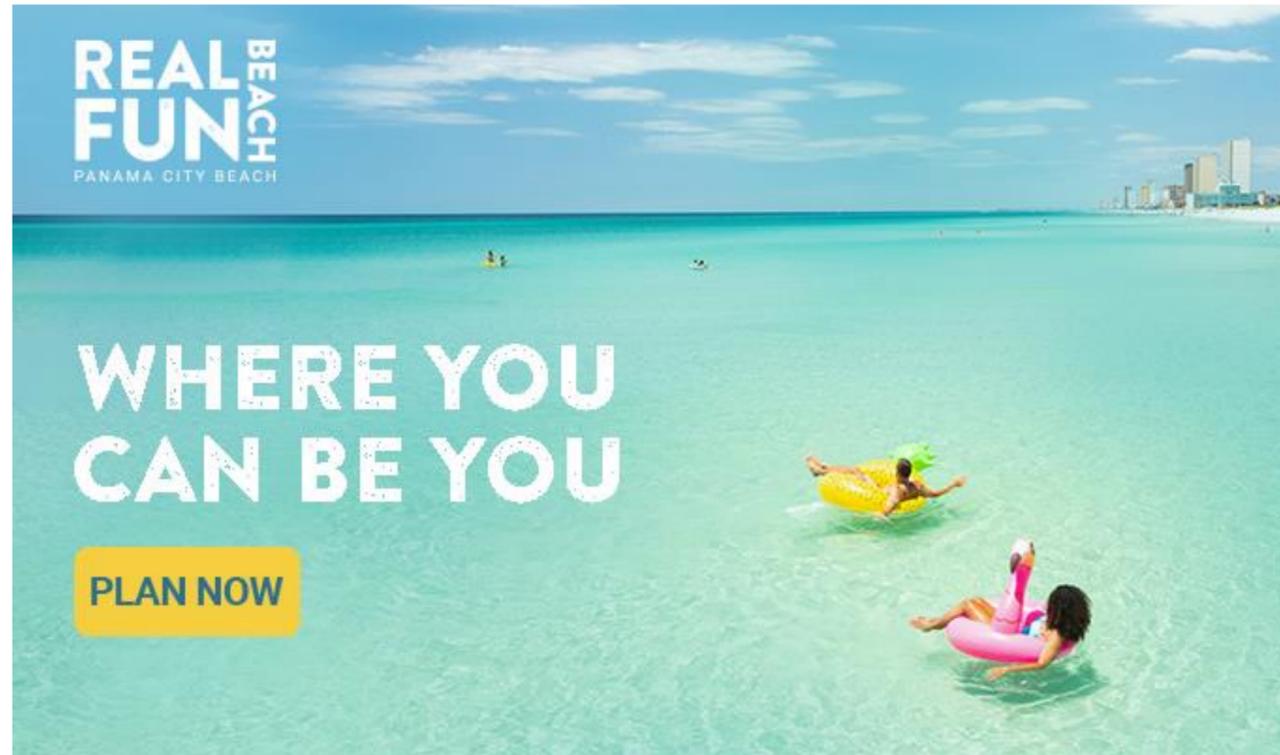
—vyde

DISNEY+ (CTV/OTT)



CLICKTRIPZ

Desktop Creative



Mobile Creative



RETURNING PARTNERS

RETURNING PARTNERS



Southern Living

hulu

vevo



ALWAYS ON TACTICS



Programmatic Display



Programmatic Native



Programmatic Pre-Roll



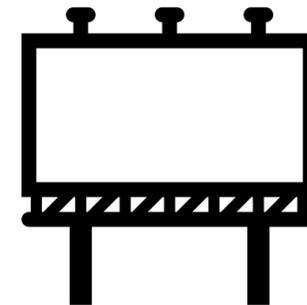
YouTube



Streaming TV (OTT/CTV)



Retargeting Display



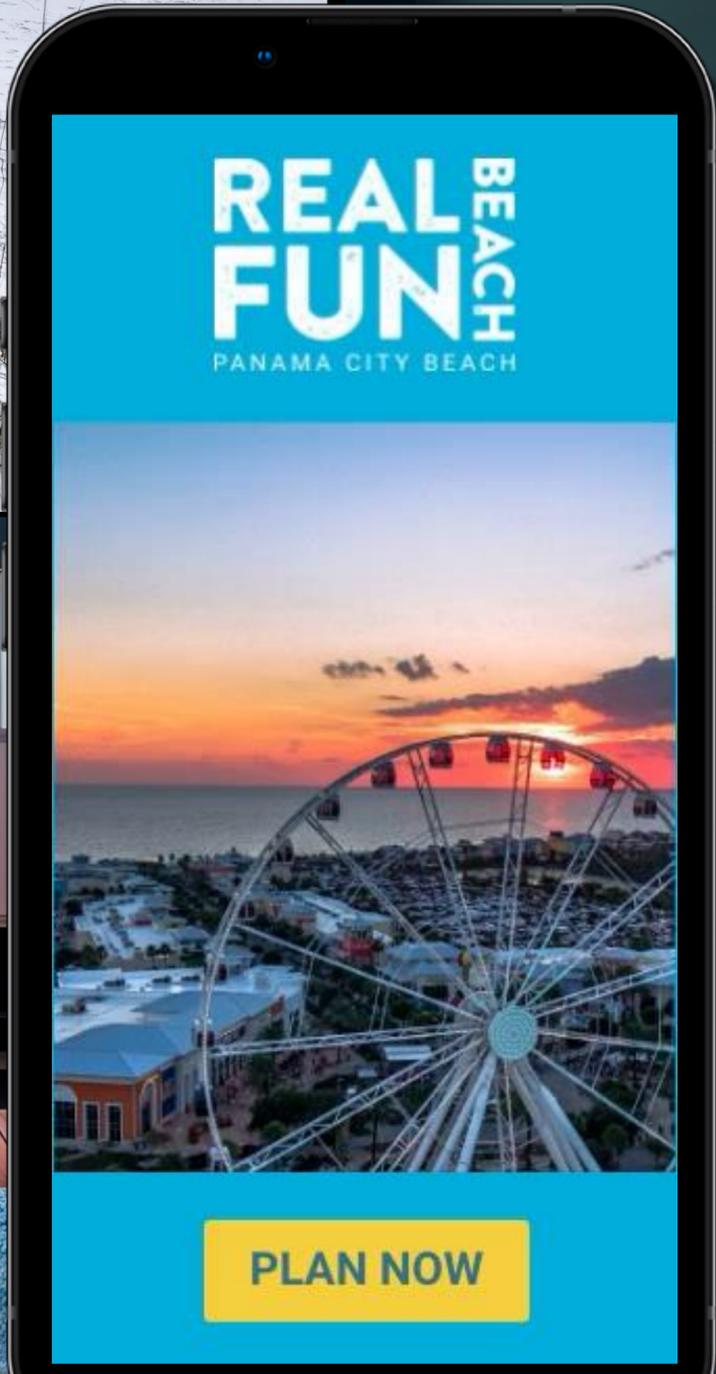
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Print

INTEGRATING “WHERE YOU CAN BE YOU” INTO MORE MEANINGFUL CONSUMER MESSAGING

Brand Campaign	Where You Can Be You					
Pillar	REAL CONNECTION		REAL FUN		REAL BEAUTY	
Persona	ROMANCE	FOODIE	ADRENALINE	ENTERTAINMENT	FAMILY BEACH	ECO-ADVENTURE
Comms Task	Leverage the sense of familiarity that people feel in PCB as a strength.		Live up to our name as the Real. FUN. Beach.		Remind people of the innate beauty in a place as simple as PCB.	
Insight	There’s a real connection that visitors feel to the locals, to the beach, to their families and to other visitors.		We’re fun for everyone, even when it means something different for everyone – and that’s hard to come by.		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.	
Content Strategy	Celebrate the bond between people who own their vacation in PCB.		Uncover the real meaning of fun on vacation.		Create ownable moments for people to experience in PCB that emphasize the natural beauty of the destination.	



IT'S YOUR VACATION
WHERE YOU CAN BE YOU

27 MILES OF WHITE SAND, GORGEOUS TURQUOISE
WATERS AND SUNSETS YOU'LL NEVER FORGET.

YOUR FAMILY.
YOUR BEACH.
YOUR FUN.

27 MILES OF WHITE SAND, GORGEOUS TURQUOISE
WATERS AND SUNSETS YOU'LL NEVER FORGET.
MAKE IT YOURS.



REAL FUN BEACH
PANAMA CITY BEACH



VisitPanamaCityBeach.com

SEGMENTED CREATIVE



AUDIENCE MOTIVATOR

COMPETITIVE CONQUERING



COUPLES WITHOUT KIDS



EMPTY NESTERS



LONG WEEKENDERS



KIDS IN STROLLERS



WINTER RESIDENTS



CAMPAIGN PAYOFF



UNIVERSAL



PAID SOCIAL FY24

PAID SOCIAL



- Continue quarterly refreshes of our always-on campaigns (Make It Yours and Competitive Conquesting)
- Continue Double Red Flags and Beach Safety social media campaigns, which were new in 2023
- Support all events (UNwineD, Mardi Gras, Pirate's Fest, Beach Ball Drop, Beach Home for the Holidays)
- Support pulse campaigns (Thanksgiving, Valentine's Day, Mother's Day, etc.)
- Support the Chasin' The Sun TV show through various campaigns
- Drive requests for the Visitors Guide
- Use Pinterest to support MIY and Weddings
- Continue to optimize and refine our audience targeting and retargeting tactics and consistently refresh creative

A screenshot of a Facebook sponsored post from 'Visit Panama City Beach'. The post features a photo of a beach with a pier and an American flag. The text of the post says: 'Request your FREE Real. Fun. Beach. Vacation Guide now and start planning the ultimate Panama City Beach getaway!'. A white form overlay is positioned on the right side of the image. The form has a close button in the top right corner. It contains the following text: 'Visit Panama City Beach', 'Request a Magazine', 'The 2023 Real. Fun. Beach. Vacation Guide is here! Get Panama City Beach delivered to your mailbox by requesting a FREE magazine to help...', and a 'Show more...' link. Below this is a question: 'How likely are you to visit Panama City Beach in the next 6 months?'. There are three radio button options: 'Very Likely', 'Somewhat Likely', and 'Not Likely'. At the bottom of the form is a blue 'Next' button.

VALENTINE'S DAY

REAL FUN BEACH Visit Panama City Beach
Sponsored · 🌐

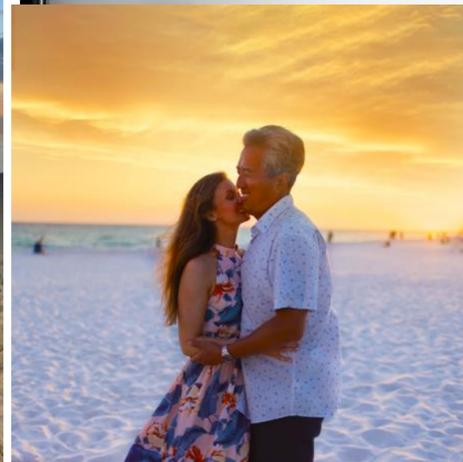
Love is in the air and so are Gulf breezes. Celebrate Valentine's Day at the beach.

SPARK A LITTLE ROMANCE

Valentine's Day Getaway
Where You Can Be You [Learn More](#)

👍 434 4 shares

👍 Like 💬 Comment ➦ Share



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◀ Slack

REAL FUN BEACH Visit Panama City Beach ✓
Suggested for you · Sponsored (Demo) · 🌐

Romance, relaxation and fun are waiting for you. Visit PCB for luxury spas, world-class golf, award-winning restaurants and more.

visitpanamacitybeach.com
Escape to Panama City Beach
[Learn more](#)

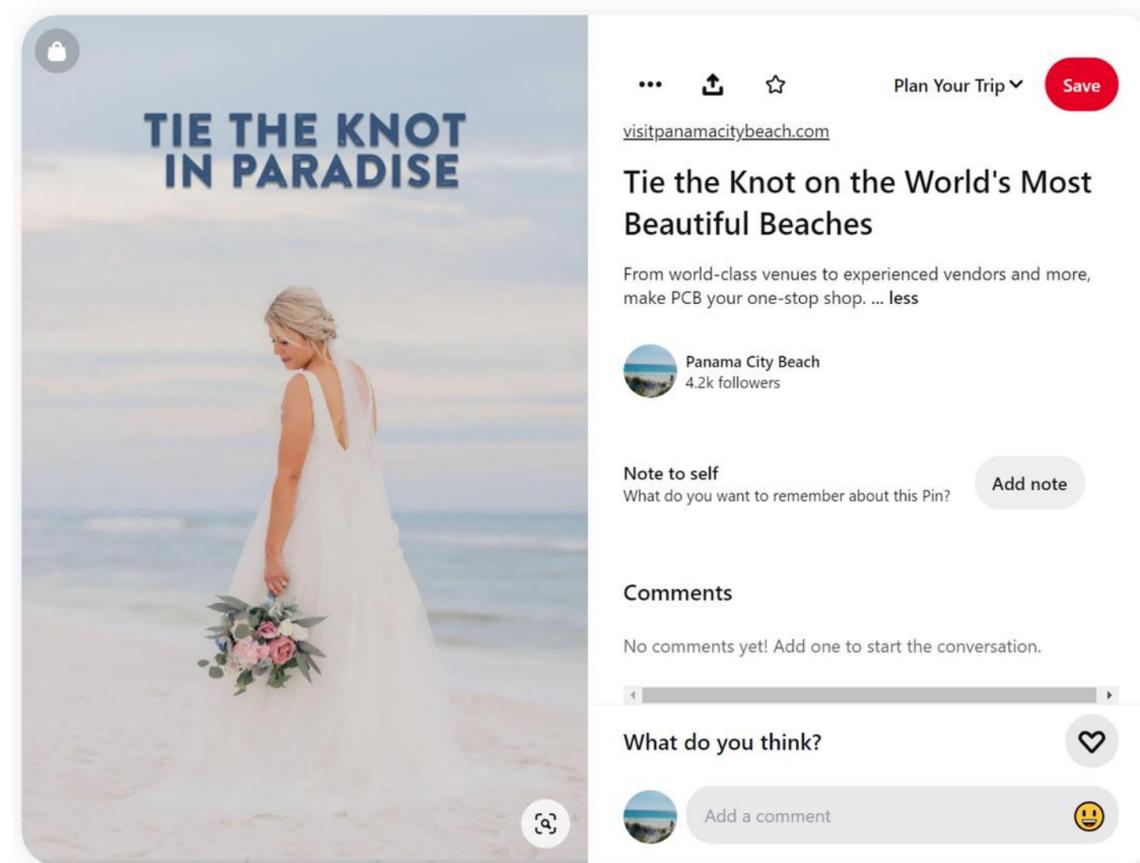
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Reels

SALES AND SPORTS

WEDDINGS



WEDDINGS



REAL FUN BEACH
PANAMA CITY BEACH

MAKE YOUR BIG DAY
A **BEACH DAY**

PLAN NOW

 **WEDDINGWIRE**
PARTNER OFFER



REAL FUN BEACH
PANAMA CITY BEACH

AS EASY TO PLAN AS IT
WILL BE TO REMEMBER

**Make it your day,
your way**

Whether you want a small beach ceremony or a large wedding with a beautiful view, our wedding planners will help you find the perfect spot, accommodations and activities for you — and your guests. There's no better place to begin your new life together than Panama City Beach.

Plan now

Panama City Beach

the knot



REAL FUN BEACH
PANAMA CITY BEACH

MAKE YOUR BIG
DAY A **BREEZE**

SPONSORED BY

Panama City Beach

Make it your day, your way

With its white-sand beaches and turquoise waters, Panama City Beach is the perfect place to marry your perfect catch. Our wedding experts make your big day an easy one too, with help with everything from flowers to food to accommodations. All with a view almost as beautiful as the bride.



REAL FUN BEACH
PANAMA CITY BEACH

SPORTS PARTNERS





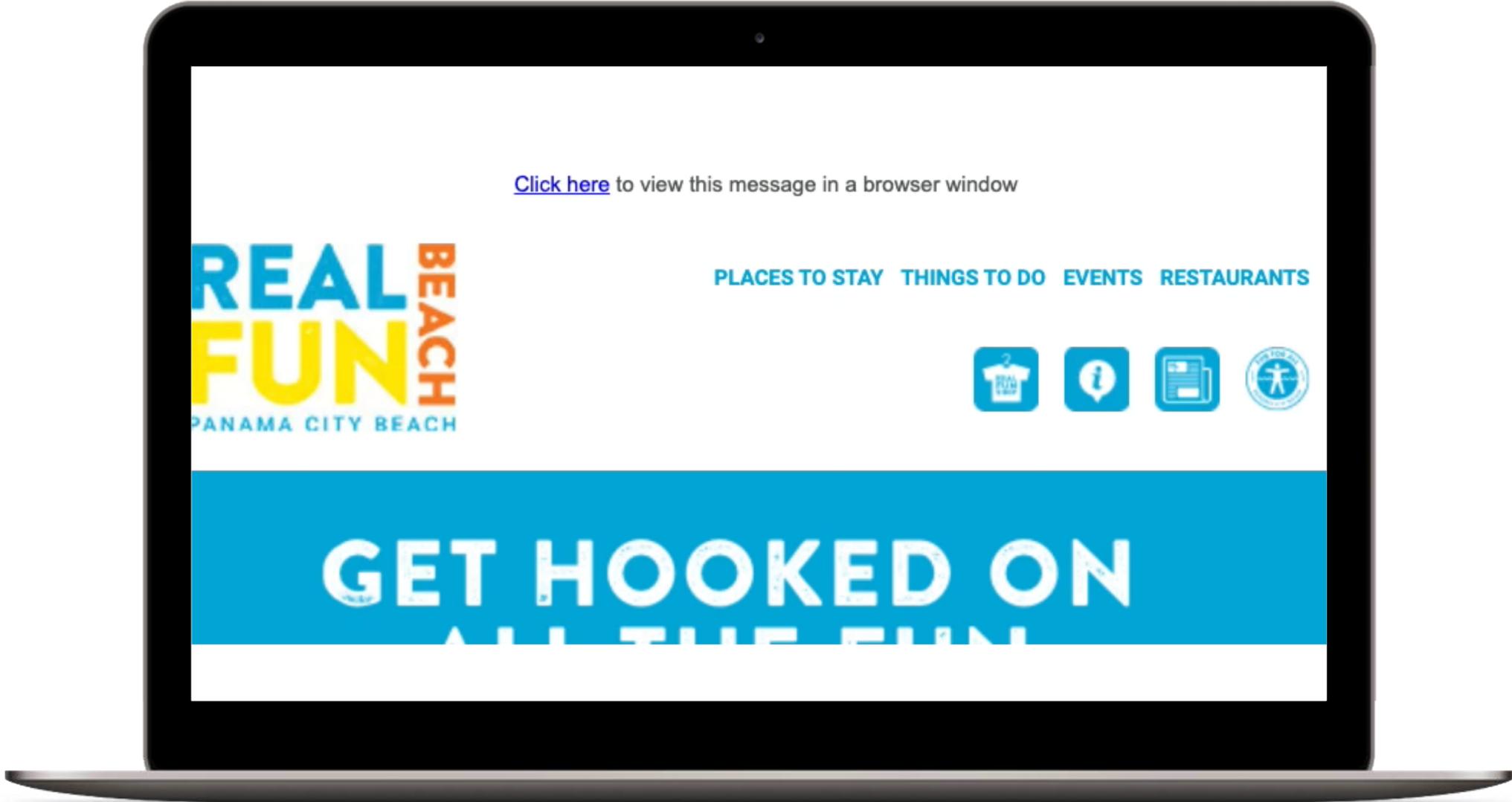
SPORTS

In FY24, we will continue to support and elevate marketing efforts behind the Sports team.

We are in the middle of a creative refresh, updating all marketing pieces to ensure brand consistency and that we are marketing the right content to each of our sports partners within our media buy.



SPORTS PARTNERS



SPORTS PARTNERS



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](https://www.visitpanamacitybeach.com)

REAL BEACH FUN
PANAMA CITY BEACH

CATCH THE FUN

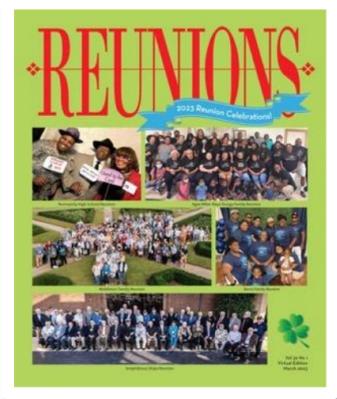
WHETHER YOU LOVE THE THRILL OF LANDING THE BIG ONE OR JUST ENJOY BEING ON THE TURQUOISE WATERS OF PANAMA CITY BEACH

MAKE IT YOURS.

[VisitPanamaCityBeach.com](https://www.visitpanamacitybeach.com)

REEL FISHING FUN
PANAMA CITY BEACH

RETURNING SALES PARTNERS



**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

REGIONAL MARKET SUPPORT

REGIONAL SUPPORT FY24



Beach Forecast in Columbus, GA

- On-air 30-second beach forecast
- Partnering with iHeart radio stations in Columbus
- Spring and summer timing



**REAL
FUN** **BEACH**
PANAMA CITY BEACH