



2017 Budget & Program of Work  
presentation



# Presentation Goals

## Topics of Discussion

- Situational Overview to Frame the Budget & Program of Work Discussion
- Discuss the 2017 Revenue Budget
- Discuss the Departmental Budgets and Program of Work Priorities

## Importance

- The Approval of the Budget and Program of Work sets our path forward as we execute the plan to achieve our goals





## 2017 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 3.5% is used by Visit Panama City Beach to fund its destination marketing activities. The remaining 1.5% is utilized by the TDC for beach renourishment, beach maintenance, landscaping and other tourist development activities. 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, developed over the Summer of 2016, is the road map that guides all Visit Panama City Beach marketing and sales efforts for FY 2017. The plan was developed, on a foundation of visitor research, 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 September 13, 2016.



# Situational Overview



# Introduction

For more than 80 years, Panama City Beach, with its sugar white sands, turquoise waters, and temperate climate, has been recognized as one of Northwest Florida's most popular vacation destinations.

In recent years, the destination faced some of the most challenging periods in its history with the Great Recession, the Deepwater Horizon Oil Spill and other changes in the market. Though its resiliency was tested, Panama City Beach demonstrated its strength as a tourist destination by posting record breaking numbers in each subsequent year.

The challenges have highlighted the need for continued economic diversification within the local economy and within the tourism industry.



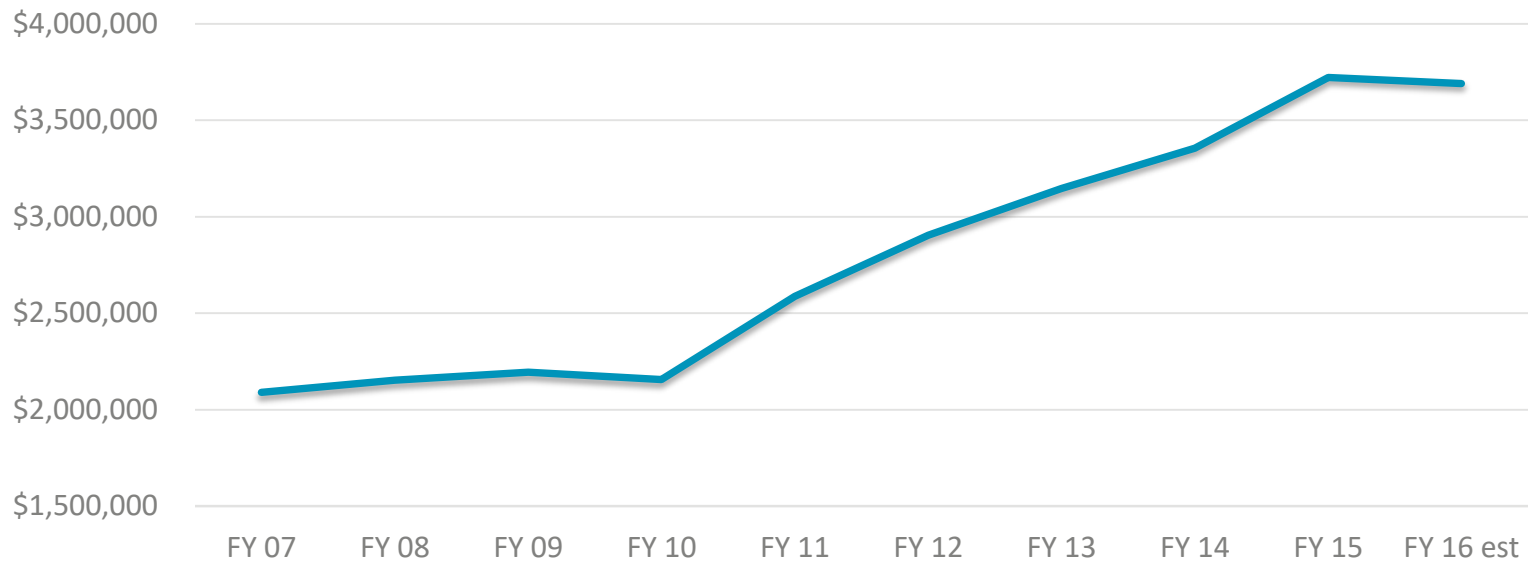
The focus of this Program of Work is to continue to build on the strength of Panama City Beach as a dynamic beach and to drive incremental visitor demand through tourism marketing, encouraging repeat visitation throughout the year, maintaining an active voice in the development of the community as a tourist destination and developing new public venues.

During the upcoming fiscal year, the TDC will work to sustain this momentum and leverage opportunities created through the increased visitation to Panama City Beach that has occurred over the past several years.



# Tourist Development Taxes - growth over time

## Value of 1% of the Tourist Development Tax



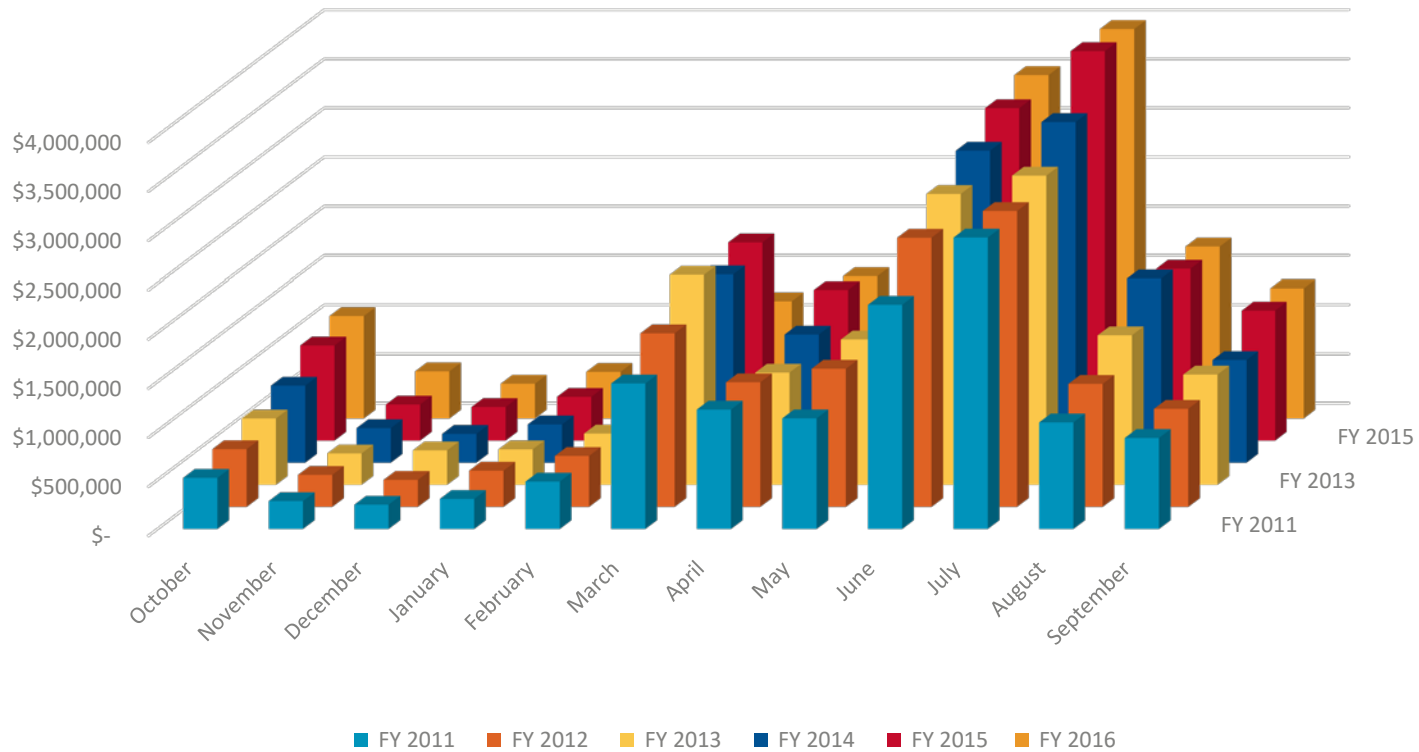


# Tourist Development Taxes - collections by month

	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	Growth/Time
October	\$ 521,213	\$ 588,482	\$ 675,654	\$ 785,184	\$ 968,998	\$ 1,043,959	100.3%
November	\$ 284,477	\$ 326,139	\$ 319,617	\$ 352,194	\$ 367,917	\$ 480,700	69.0%
December	\$ 247,691	\$ 275,004	\$ 351,169	\$ 293,998	\$ 342,313	\$ 354,738	43.2%
January	\$ 306,603	\$ 368,845	\$ 361,645	\$ 390,029	\$ 446,108	\$ 475,467	55.1%
February	\$ 483,125	\$ 519,120	\$ 522,026	\$ 580,225	\$ 683,922	\$ 662,238	37.1%
March	\$ 1,482,249	\$ 1,768,015	\$ 2,133,953	\$ 1,913,476	\$ 2,012,955	\$ 1,193,280	-19.5%
April	\$ 1,216,579	\$ 1,269,403	\$ 1,143,303	\$ 1,305,434	\$ 1,532,803	\$ 1,445,943	18.9%
May	\$ 1,127,249	\$ 1,407,587	\$ 1,480,795	\$ 1,600,954	\$ 1,842,628	\$ 1,876,251	66.4%
June	\$ 2,283,401	\$ 2,735,365	\$ 2,956,806	\$ 3,171,751	\$ 3,379,852	\$ 3,491,951	52.9%
July	\$ 2,962,268	\$ 3,007,148	\$ 3,143,165	\$ 3,463,580	\$ 3,960,944	\$ 4,362,155	47.3%
August *	\$ 1,085,935	\$ 1,253,351	\$ 1,522,920	\$ 1,871,889	\$ 1,745,766	\$ 1,745,766	60.8%
September *	\$ 927,352	\$ 999,168	\$ 1,123,199	\$ 1,046,274	\$ 1,323,646	\$ 1,323,646	42.7%
TOTAL	\$ 12,928,141	\$ 14,517,629	\$ 15,734,252	\$16,774,987	\$18,607,852	\$ 18,054,883	42.8%

\* Assumes flat with prior year

# Tourist Development Taxes - variances by month



# Guiding Principles



# Guiding Principles

## Core Elements of Strategic Plan:

- Operate the TDC/CVB as a trusted, innovative, industry-leading destination marketing organization that reflects the dynamic character of Panama City Beach
- Preserve and enhance the beach, our most important natural resource
- Enhance the visitor experience
- Develop and market Panama City Beach as a year-round destination
- Enhance and develop public venues to generate additional visitor demand

## Brand Position:

Panama City Beach's brand is REAL. FUN. BEACH.

This brand highlights the attributes that differentiate Panama City Beach from other destinations – the quintessential, all-American beach community that is built on fun and is home to the “World’s Most Beautiful Beaches” and demonstrates that Panama City Beach appeals to a wide variety of audiences that are looking to have fun on their beach vacation.

## Mission:

Promote a positive image for Panama City Beach, increase tourism, and coordinate the marketing efforts of the total tourism community.

## Vision:

Panama City Beach will be the Gulf Coast's premier, year-round, fun beach destination that offers a quality experience for visitors and residents alike.



Goals



- 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 through sales, sports marketing and visitor engagement activities to enhance the visitor experience, guest satisfaction, support the brand position of REAL.FUN.BEACH and drive incremental visitation.
- Continue development and support of sports tournaments, festivals and special events created to generate incremental tourism demand for Panama City Beach.
- Begin construction of the new Panama City Beach Sports Park at Breakfast Point.
- Increase private sector industry participation and engagement in TDC programs.
- 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

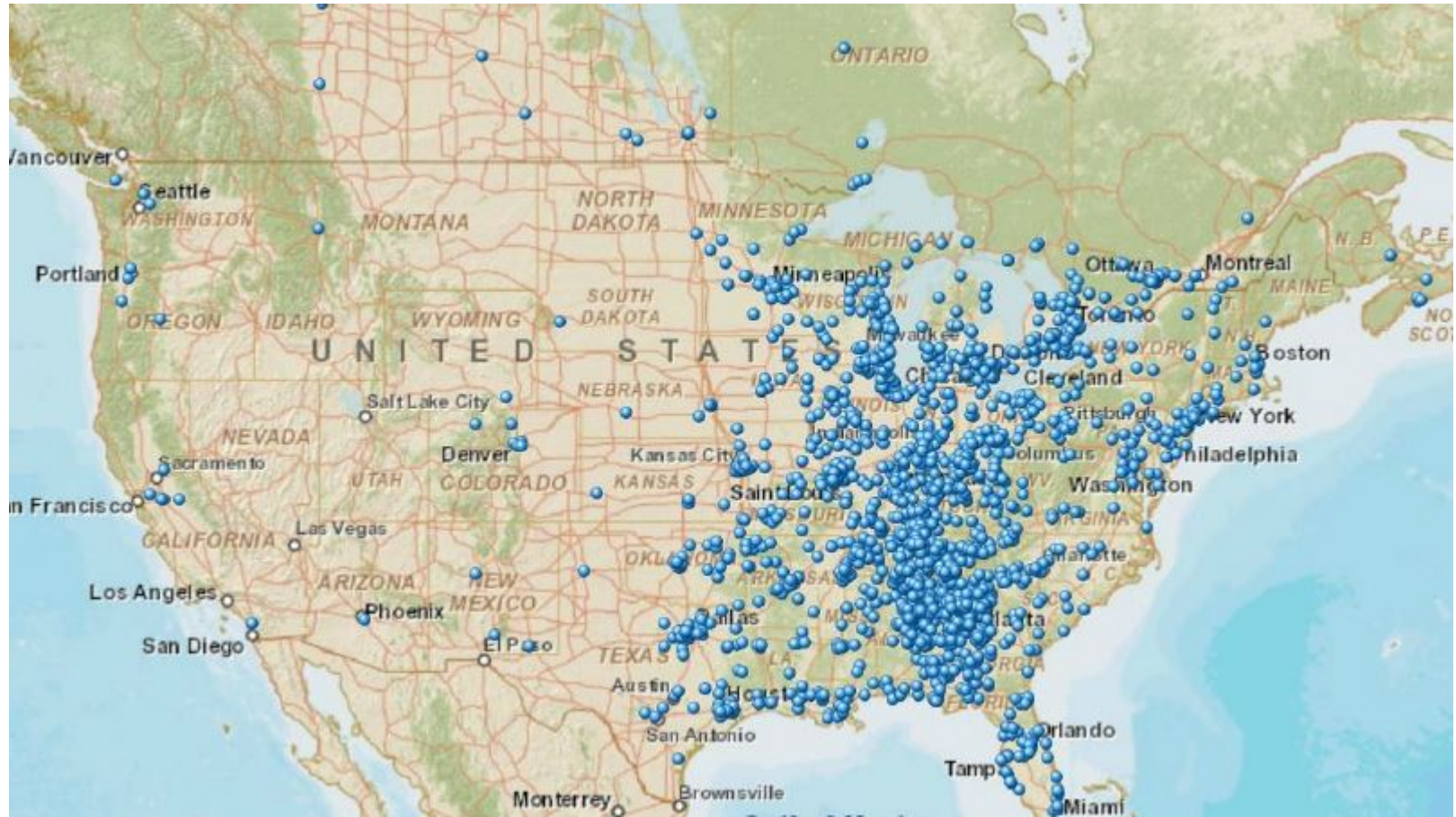
- Exceed industry in advertising, marketing, and social media engagement metrics
- Achieve 250 million media impressions
- Increase tourist development tax collections by 4.0%
- Increase visitation to Panama City Beach by 2.5%
- Exceed budgeted ancillary revenue (co-op marketing/corporate sponsorship) goals
- Increase partner participation in TDC sponsored programs, workshops, and initiatives



# Visitor Profile



# Regional Distribution of Visitors



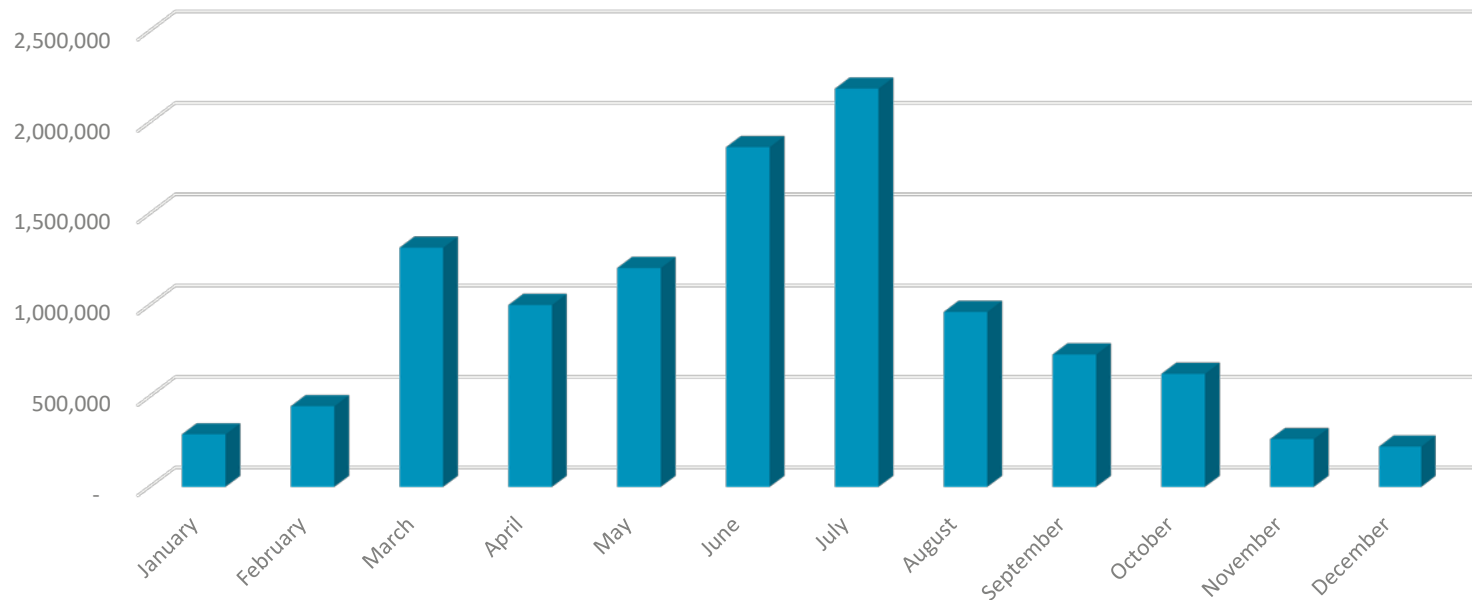


## Visitor Spending - Overview

	Paid Lodging	2 <sup>nd</sup> Home Use	Total
Taxed Lodging Revenue	\$ 375,893,280	n/a	\$ 375,893,280
Total Visitor Spending	\$ 1,204,786,154	\$153,953,081	\$ 1,358,739,235
Average Daily Spending	\$ 108.37	\$ 74.88	\$ 103.13
Visitor Days/Nights	11,117,808	2,056,078	13,173,886
Visitor Travel Parties	2,779,452	399,390	3,178,842
Annual Occupancy	46.7%	n/a	46.7%

# 2015 Visitor Profile

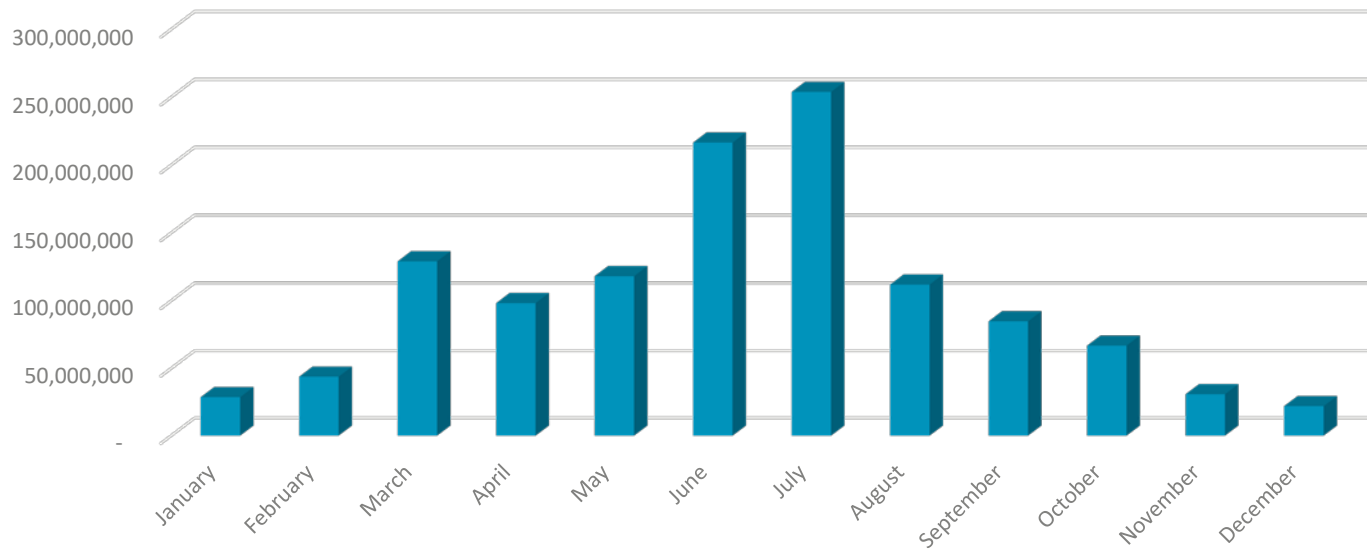
Visitor Days by Month



January	February	March	April	May	June	July	August	September	October	November	December
291,669	447,154	1,315,227	1,001,505	1,203,939	1,865,260	2,185,553	963,447	730,489	624,751	265,270	223,543

# 2015 Visitor Profile

Visitor Spending by Month



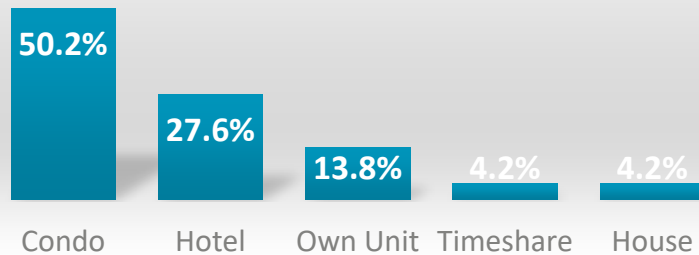
January	February	March	April	May	June	July	August	September	October	November	December
\$ 28.60	\$ 43.84	\$ 129.04	\$ 98.27	\$ 118.12	\$ 216.56	\$ 253.86	\$ 111.91	\$ 84.85	\$ 66.92	\$ 30.81	\$ 21.93

in \$ millions

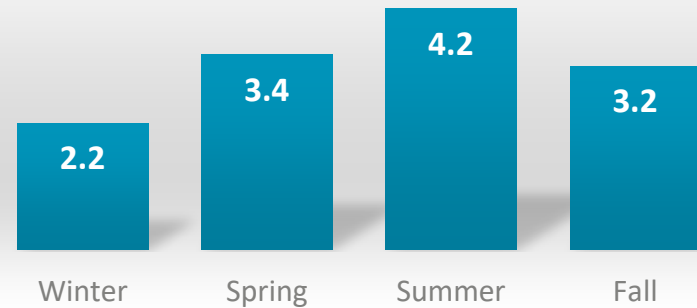


# 2015 Visitor Profile

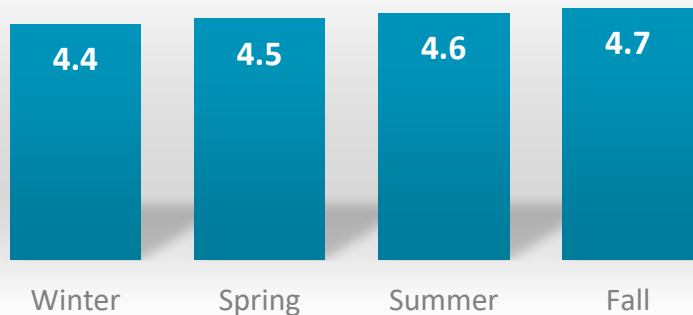
### Type of Accommodation Occupied



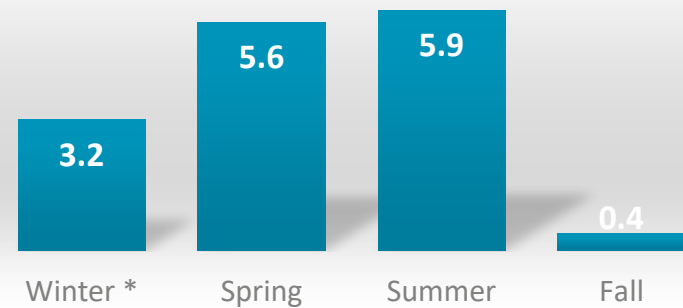
### Average Party Size



### Visitor Satisfaction



### Length of Stay



\* excludes winter residents, whose average length of stay was 67 days

# Revenue Budget



# Visit Panama City Beach – Revenue Budget

Revenues	FY 2017 Budget	FY 16 Original	% of Budget
CVB Contract - Fund 125	\$7,275,740	\$8,081,558	36.6%
CVB Contract - Fund 127	\$120,000	\$2,406,000	0.6%
CVB Contract - Fund 128	\$3,250,250	\$3,250,250	16.3%
Co-Op Income	\$150,000	\$150,000	0.8%
Sponsorship Income	\$275,000	\$375,000	1.4%
Event Income	\$931,545	\$1,039,091	4.7%
Interest Income	\$811	\$275	0.0%
CVB Funds from FY 16	\$7,800,000	\$10,100,000	39.2%
BOCC -Film Commission	\$30,000	\$30,000	0.2%
Florida Sports Foundation	\$50,000	\$50,000	0.3%
<b>TOTAL</b>	<b>\$19,883,346</b>	<b>\$25,482,174</b>	<b>100.0%</b>



# Visit Panama City Beach – Expense Budget

Revenues	FY 2017 Budget	FY 16 Original	% of Budget
OPERATIONS	\$811,390	\$786,890	4.1%
MARKETING	\$7,098,292	\$7,277,129	35.7%
SALES	\$359,000	\$384,500	1.8%
SPECIAL EVENTS	\$3,385,000	\$3,800,000	17.0%
VISITOR SERVICES	\$232,800	\$241,500	1.2%
SPORTS MARKETING	\$669,000	\$774,000	3.4%
BEACH MANAGEMENT	\$120,000	\$111,000	0.6%
TOURISM DEVELOPMENT	\$5,440,000	\$10,386,000	27.4%
PERSONAL SERVICES	\$1,767,864	\$1,721,155	8.9%
<b>TOTAL</b>	<b>\$19,883,346</b>	<b>\$25,482,174</b>	<b>100.0%</b>



# Operations Strategy





## 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

IMPORTANCE

APPROACH

TACTICS

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.

# Operations Budget

Accounting Services	\$28,000	Office Supplies	\$12,500
Advertising & Fees	\$350	Postage	\$146,000
Annual Audit	\$15,000	Printing	\$5,000
Auto Allowance	\$6,000	Professional Services	\$10,000
Community & Relations	\$20,000	Promo Items	\$50,000
Dues & Subscriptions	\$61,640	Surveys & Research	\$200,000
Film Commission	\$39,900	Training & Development	\$7,500
D&O Insurance	\$4,800	Uniforms	\$7,500
Legal Services	\$150,000	Volunteer Recognition	\$200
Meetings & Travel	\$25,000	Miscellaneous	\$1,000
Mileage	\$6,000	Contingency	\$15,000
			<b>\$811,390</b>

# Personal Services Budget

	FY 2017	FY 2016
Salaries	\$1,383,293	\$1,377,450
401k Program	\$60,890	\$54,502
Employee Insurance Costs	\$209,485	\$169,087
Works Comp Insurance	\$3,225	\$9,600
Unemployment Tax	\$308	\$320
Payroll Taxes	\$110,663	\$110,196
	<b>\$1,767,864</b>	<b>\$1,721,155</b>

# Marketing & Communications Strategy



# Marketing Overview

IMPORTANCE

APPROACH

TACTICS

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 2017, the Panama City Beach CVB will continue to grow the REAL.FUN.BEACH. brand by tying the marketing and public relations campaigns directly to the brand. The campaigns, designed to highlight FUN FOR THE ENTIRE FAMILY throughout the year, will seek to build loyalty and brand evangelism among current visitors, as well as attract new visitors to the market.



# Marketing Overview

IMPORTANCE

APPROACH

TACTICS

With the support of a new Advertising Agency of Record for FY 2017, 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 are being made on mobile platforms, the TDC 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.





IMPORTANCE

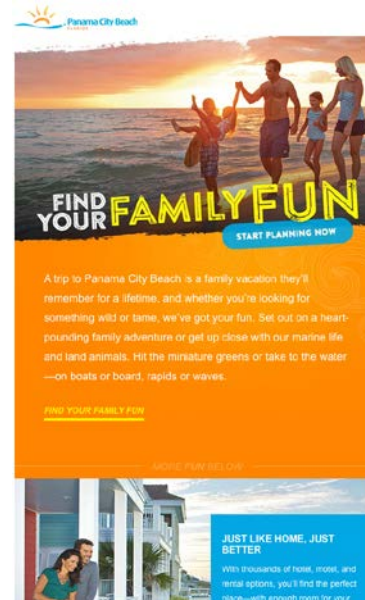
APPROACH

TACTICS

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**Interactive Marketing** - Search engine optimization, marketing for VisitPanamaCityBeach.com, deployment 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.

- Email automation puts website visitors (either enewsletter or visitors guide registrants) into nurture tracks that allows our marketing team to engage specific needs and characteristics
- Get Smart Content is a new partner this year which will bring data driven insights to dynamic (personalized) content on Visit Panama City Beach’s website for better engagement and conversations.



IMPORTANCE

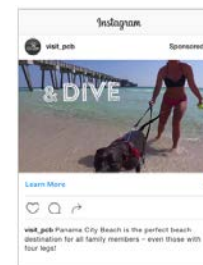
APPROACH

TACTICS

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**Social Media** – The TDC’s website is a conduit for visitors to connect with the destination and experience user-generated content across a variety of social media platforms. Engagement on Facebook remains high, with over 435,000 likes. Twitter, Google+, YouTube, Instagram, Pinterest and Snapchat continue to see marked growth.

- Continued partnership with Facebook
- Facebook Success Story – Panama City Beach is one of the first DMOs to partner with Facebook, and it has proven to be a very successful campaign through targeted carousel and video ads. With carousel ads showcasing family fun and videos highlighting diverse activities the campaign has resulted in 24.8 million impressions and over 4 million video views.



# Marketing Overview

IMPORTANCE

APPROACH

TACTICS

With the support of a new Advertising Agency of Record for FY 2017, 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.

**Traditional Media** – Television, radio, and print advertising will comprise the majority of our traditional media campaigns. The campaigns, based on the brand position of REAL.FUN.BEACH, will highlight how Panama City Beach offers consumers authentic, fun experiences with friends and family on vacation.



IMPORTANCE

APPROACH

TACTICS

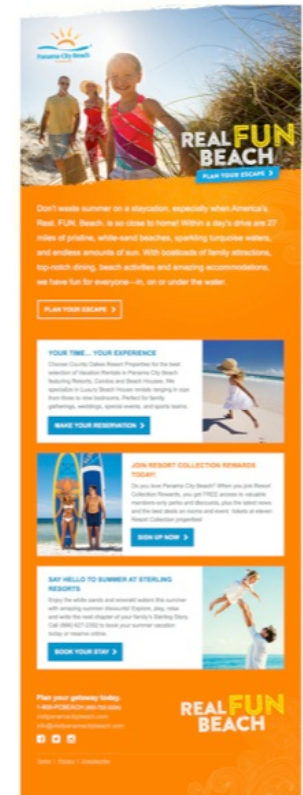
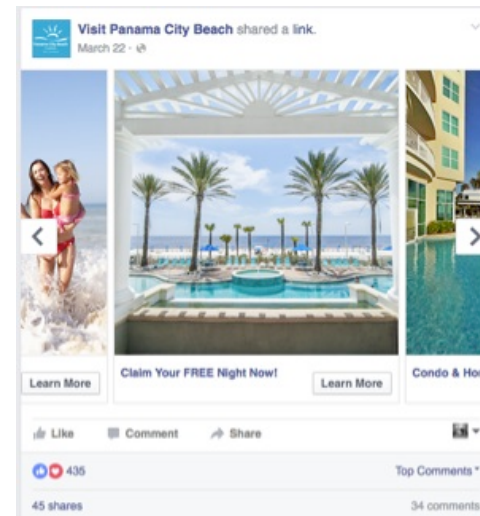
With the support of a new Advertising Agency of Record for FY 2017, we will focus on an integrated approach that leverages the activities of the operational departments, as well as our industry partners to help communicate our story through a variety of media and messages.

### Partner Co-op Programs

Continue to develop our robust series of co-op marketing selections our partners. Analyze campaign results, gather partner feedback and adjust the program as necessary to make it the most successful.

Sample co-ops will include:

- Facebook Live
- Facebook Promoted Posts
- Instagram Takeovers
- Drone Footage
- Video Co-op
- Trip Advisor
- Southwest
- Email Automation
- Digital Banners



# Marketing Overview

IMPORTANCE

APPROACH

TACTICS

With the support of a new Advertising Agency of Record for FY 2017, 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.

**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 and fishing videos featured below.




 **Visit Panama City Beach**  
Sponsored · 🌐


Eco-friendly beach lovers rejoice! Panama City Beach has a 100% natural beach area, St. Andrew's State Park.



VISITPANAMACITYBEACH.COM [Learn More](#)

 **Visit Panama City Beach**  
Sponsored · 🌐

Fishing in Panama City Beach is a whole lot of FUN! Get ready to reel in the big one!



VisitPanamaCityBeach.com [Learn More](#)

## IMPORTANCE

## APPROACH

## TACTICS

With the support of a new Advertising Agency of Record for FY 2017, 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.

**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 Releases
- Press Visits – Group and Individual Trips (Editorial Panels, as appropriate)
- Media Missions/Desksides
- Promotions
- Broadcast Outreach
- Crisis Communications
- Proactive pitching
- Reactive news bureau
- Integrated strategic planning with the team
- Work with targeted social media influencers
- Brand messaging and storytelling



# Marketing Overview

IMPORTANCE

To be developed and presented to the TDC Board of Directors in November, 2016.

APPROACH

TACTICS



# Marketing Budget

	FY 2017	FY 2016
Advertising	\$4,699,042	\$4,837,879
Advertising Co-Op	\$65,000	\$75,000
Ad Co-Op Special Events	\$215,000	moved from Special Events
Advertising Agency Fees	\$290,250	\$290,250
Advertising Production	\$450,000	\$450,000
Dues & Subscriptions	\$15,000	\$15,000
Fam Tours	\$40,000	\$28,000
Interactive Marketing	\$450,000	\$325,000
Meetings & Travel	\$24,000	\$36,000
Printing Cost	\$375,000	\$350,000
Public Awareness	moved to TDC Public Safety	\$120,000
Public Relations - Domestic	\$300,000	\$300,000
Public Relations - International	\$125,000	\$150,000
Contingency	\$50,000	\$50,000
	<b>\$7,098,292</b>	<b>\$7,277,129</b>



# Sales Strategy



# Sales Overview

## IMPORTANCE

## APPROACH

## TACTICS

In FY 2017, we will focus our sales activities in maintaining our presence within the consumer and group travel segments, developing a robust reunion program and increasing partner engagement in conference sales and other sales initiatives. Emphasis will be placed on the evolution of our product, natural surroundings, accessibility, value and new offerings that enhance the visitor experience.



## IMPORTANCE

## APPROACH

## TACTICS

Through integrated sales initiatives, the TDC will work to increase leisure, group travel, and meetings demand to Panama City Beach each season of the year. We will emphasize new offerings including accommodations, attractions, dining options, and ecotourism opportunities with a continued focus on events, accessibility to the destination, value, and the bonus of experiencing true southern hospitality in a beachside setting.

**Leisure Travel** – Through direct contact with both consumers and travel professionals, we will continue to promote Panama City Beach as a year-round destination highlighting new accommodations, attractions, dining options, value-added experiences, events and the specific attributes of our different seasons.

**Group Travel** – Increase visitation to Panama City Beach with the group tour market in all seasons with particular emphasis on the shoulder seasons and various events. Using the strength of our REAL.FUN.BEACH brand, we will emphasize that we are truly a destination that offers something for everyone. In addition, we will strengthen our relationships with qualified travel trade professionals and domestic tour operators and grow the group tour market by working more closely with industry partners to present Panama City Beach as a group friendly, affordable, fun destination.

**Meetings/Conventions** – Collaborating with our lodging partners that are active in hosting meetings and conventions, we will develop cooperative marketing opportunities to create additional demand for Panama City Beach throughout the year.



## IMPORTANCE

## APPROACH

## TACTICS

We will accomplish these goals through consumer shows, tour and travel marketplaces, cooperative opportunities with VISIT FLORIDA, the destination marketing organizations in Northwest Florida and potential co-ops with our accommodation partners.

**Consumer Shows** – Travel shows in key domestic drive and fly markets are an important vehicle to increase awareness of Panama City Beach as a tourist destination within our target audiences. The shows we will exhibit at include:

- Southern Women’s Shows – Birmingham, Nashville and Memphis are four-day consumer shows geared to women, with an estimated attendance of 30,000 per show
- New York Times Travel Show & Boston Globe Travel Show - allows the TDC to target NE travelers as well as New York/Boston-based national travel media
- AAA Ohio – provides an opportunity for the TDC to reach AAA members in the Ohio market through an industry event targeting AAA offices

**Domestic Group Travel Tradeshows** – Group travel shows remain a viable way to reach domestic tour operators and other group travel organizers that have the potential to generate visitation to Panama City Beach.

- American Bus Association (ABA) is a tour and travel marketplace
- VISIT FLORIDA Trade Events – provide an opportunity to network with tour operators and travel agents in Boston, Chicago, Ohio and Philadelphia
- ITT Military Shows – provide an opportunity to reach veterans across the Southeast US as they plan and coordinate individual travel and military reunions



IMPORTANCE

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TACTICS

## Other Sales Tactics

- Continue to promote the message that Panama City Beach has “something for everyone.”
- Encourage increased partner participation in TDC programs.
- Continue to educate partners on the value of participating in sales programs through industry workshops.
- Leverage additional exposure for Panama City Beach through cooperative sales opportunities and missions with VISIT FLORIDA.
- Host Fam trips for qualified group travel professionals targeting family and military reunions, group and meetings markets.
- Optimize budget to ensure that target markets are enhanced and new markets are addressed on regional, national and international levels.
- Update collateral materials, trade shows booths, etc.
- Secure compelling photography that effectively communicates the Panama City Beach experience to sales clients.
- Enhance the group visitor experience – step-on guided tours, group welcomes, etc.



# Sales Budget

	FY 2017	FY 2016
Citywide Convention Expense	\$2,500	\$0
Collateral	\$20,000	\$25,000
Dues & Subscriptions	\$4,500	\$7,500
Equipment Purchase	\$10,000	\$10,000
Fam Tours - Inbound	\$10,000	\$20,000
International Representation	\$125,000	\$125,000
Sponsorships	\$10,000	\$25,000
Travel & Entertainment	\$42,000	\$42,000
Tradeshows	\$125,000	\$120,000
Contingency	\$10,000	\$10,000
	<b>\$359,000</b>	<b>\$384,500</b>

# International Overview



## IMPORTANCE

## APPROACH

## TACTICS

Our International Program is a joint initiative of our Marketing and Sales teams. Developing business relationships within the international travel-trade and media is critical to expanding international visitation to Panama City Beach. Through partnership opportunities with VISIT FLORIDA, Brand USA, and through our international representation firms, Lieb Management (Germany) and Gosh PR Gosh (UK), emphasis in FY 2017 will be placed on developing these relationships with European “travel influencers.” In addition, we will conduct educational seminars and workshops with accommodation partners in order to increase awareness and participation in this emerging market segment.

Delta Airlines now owns 49% of Virgin Atlantic Airlines and Virgin Holidays. Virgin Atlantic now offers codeshare into Northwest Florida Beaches International Airport, which creates additional opportunities for PCB to capture more UK business. In addition, this change eases the restrictions on fly/drive passengers that arrive in Orlando, drive to PCB and fly home from ECP, connecting through Atlanta.

International travel from the UK and Germany is an emerging market with opportunities in spring/fall shoulder seasons. Canadians are an important aspect of our winter resident business.





IMPORTANCE

APPROACH

TACTICS

**International Tradeshows** – International tradeshows, in partnership with VISIT FLORIDA, provide an excellent platform to increase awareness of Panama City Beach to tour operators and travel media from key countries across the globe.

**Partnership with Tour Operators** – Through our efforts to date, we have connected lodging properties with a number of tour operators in the UK and Germany. We will continue to develop and strengthen these relationships. In FY 2017, we will focus particular emphasis on Virgin Holidays, as well as Florida-based receptive tour operators.

**International Tour Operator FAM Trips/Media Visits** – The old adage “seeing is believing” applies to the international market. As we look to build international awareness of Panama City Beach as a tourist destination, hosting tour operators and travel media is essential. Their first-hand experiences and recommendations are important as they educate their constituents on a “new” Florida destination.

**Direct to Consumer Communications** – To increase demand among international audiences, we are partnering with VISIT FLORIDA and Brand USA on cooperative marketing campaigns in Canada, UK and Germany. Additionally, we have developed a German language brochure and website – [VisitPanamaCityBeach.de](http://VisitPanamaCityBeach.de).

**Northwest Florida Tourism Council Cooperative Efforts** – A number of other Northwest Florida communities have expressed interest in collaborating on a targeted international campaign to extend the reach of our collective efforts.



## IMPORTANCE

## APPROACH

## TACTICS

**International Tradeshows** – International tradeshows, in partnership with VISIT FLORIDA, provide an excellent platform to increase awareness of Panama City Beach to tour operators and travel media from key countries across the globe. These shows include:

- **Florida Huddle** is an international marketplace for tour operators and media
- **World Travel Market** (WTM) is an annual four-day travel event that brings together nearly 50,000 worldwide travel industry professionals for appointments (suppliers and buyers), networking, etc.
- **ITB** is the world's largest travel and tourism tradeshow in Berlin that will further extend our ability to begin attracting international wholesale and FIT travel
- **IPW** is the Travel Industry Association of America's annual international tour operator and media event promoting travel to the United States
- **RSAA** is a travel tradeshow focusing on US-based receptive tour operators who provide the on the ground management for internationally-based tour operators.



# Special Events Strategy



## IMPORTANCE

## APPROACH

## TACTICS

Special events continue to be a focus area to help increase visitation to Panama City Beach throughout the year, with particular emphasis during the spring and fall. Research has shown that our visitors will increase the frequency of their visits if they are given a compelling reason to do so. Outside of the peak summer travel season, festivals and special events are critical components to spur this type of travel.

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. The TDC routinely promotes several high-profile events on an on-going basis throughout the year to demonstrate the dynamic, fun nature of Panama City Beach. These events include: Beach Home for the Holidays, New Year’s Eve Beach Ball Drop, Panama City Beach Mardi Gras and Music Festival, Emerald Coast Cruizin’, UNwined, Seabreeze Jazz Festival, Spring Jam, Thunder Beach, Beach Jeep Jam, REAL.FUN.FOURTH, Pepsi Gulf Coast Jam, Chasin’ the Sun Music Festival and Pirates of the High Seas Fest.

We will continue to foster 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. Potential partners include: Grand Lagoon Coalition, Panama City Beach Chamber of Commerce, Beach Arts Alliance and Bay County Chamber of Commerce.

The New Year’s Eve Beach Ball Drop has significant importance to the TDC. Not only did the inspiration for the Beach Ball Drop occur with the TDC staff, the TDC utilizes this event to reinforce the Real.Fun.Beach. brand throughout the year. As a sponsor, the TDC works with Pier Park to improve and grow the event each year. Construction began in September, 2016 of the Celebration Tower, a permanent method to “drop” the beach ball, in lieu of the original method, which was by crane.



# Special Events Overview

## IMPORTANCE

## APPROACH

## TACTICS

The TDC will collaborate with outside organizations on festivals, concerts and special events that take place throughout the year. This collaboration includes: sponsorships and in-kind or paid advertising support. Additionally, the TDC will continue to develop, manage, host and publicize signature events designed to increase visitation to the destination.

All the events supported by the TDC must strengthen, extend and leverage the brand of Real.Fun.Beach.



## IMPORTANCE

## APPROACH

## TACTICS

- Maintain relationships with existing events, as well as work together to enhance the events through available resources including sponsorship, advertising/marketing or event management.
- Engage the industry partners, through workshops, on events 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 Industry tradeshow and conferences to reach industry decision leaders; attend educational event seminars; and showcase the destination's venue to potential event partners.
  - Florida Festivals & Events Association
  - International Music Festival Conference
  - Pollstar
  - International Entertainment Buyers Association (IEBA)
- Foster relationships with national artist agencies such as WME, Live Nation, AEG Live, etc. and explore opportunities with each to produce new events.



# Special Events Budget

	FY 2017	FY 2016
Ad Support for Organizers	moved to Marketing	\$325,000
Festivals & Events	\$2,500,000	\$2,650,000
Equipment	\$150,000	\$150,000
Sponsorships	\$710,000	\$650,000
Travel & Entertainment	\$10,000	\$10,000
Contingency	\$15,000	\$15,000
	<b>\$3,385,000</b>	<b>\$3,800,000</b>

# Visitor Services Overview





# Visitor Services Overview

## IMPORTANCE

## APPROACH

## TACTICS

The Visitor Services staff serve an important role for visitors who are comparing vacation destinations, as well as those visitors who have made the decision to come to Panama City Beach, but desire additional information to enhance their vacation. 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

Taking advantage of the updated and enhanced Visitor Information Center space, the Visitor Services staff will focus on providing attentive, personalized service by meeting and greeting visitors as they enter the center and walking them to the brochure displays of interest. The staff will also encourage visitors to utilize CVB resources – Visitors Guide, websites, etc. – as the preferred source of information throughout their stay in Panama City Beach. The style of service will cultivate, support and celebrate a “visitor-centric” ethic that supports quality visitor experiences through unpretentious but attentive customer service.



## IMPORTANCE

## APPROACH

## TACTICS

- Maintain and enhance standards of excellence in answering visitors' questions about the destination, whether by phone, through website Live Chat, 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 select times of peak visitation, or as needed to support group sales, sports marketing or special event initiatives, provide off-site visitor information services to extend the reach of the Visitor Information Center and contribute to the sense that Panama City Beach is a safe and welcoming destination.
- Provide Live Chat support for potential visitors that are seeking information on the TDC's website.
- Quickly, efficiently and accurately handle fulfillment of Visitor Guide requests coming into the Visitor Services staff through Live or by telephone.
- Continue Panama City Beach Days in the Official VISIT FLORIDA Welcome Centers.
- Rotate free-standing kiosk displays in Visitor Information Center to highlight events, eco-tourism, and other unique and memorable aspects of Panama City Beach.
- Organize the TDC's National Tourism Day events.
- Raise visibility within the community by having a presence at community events.
- Conduct themed events/activities to highlight upcoming events/seasons.



# Visitor Services Budget

	FY 2017	FY 2016
Contract Labor	\$15,000	\$15,000
Sponsorships	\$20,000	\$20,000
Training & Development	\$2,400	\$2,400
Travel	\$2,400	\$3,600
Visitor Center Supplies	\$28,000	\$28,000
Visitor Inquiry Fulfillment	\$17,500	\$25,000
Visitor Services Events	\$140,000	\$140,000
Contingency	\$7,500	\$7,500
	<b>\$232,800</b>	<b>\$241,500</b>

# Sports Marketing Strategy



## IMPORTANCE

## APPROACH

## TACTICS

As evidenced by the TDC’s \$4.5 million investment in improvements to Frank Brown Park and the plans for the new Sports Park at Breakfast Point, amateur athletic tournaments are a central component of the TDC’s strategy to generate incremental visitor demand. In FY 2017, 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 and sporting events, including as ½ marathons, adventure races, water, beach and indoor sports that support this goal.

A centerpiece of our efforts will be the construction and pre-sales of the new sports park, which is expected to open in Spring, 2018. Though we expect the facility to operate near capacity during the summer months, the complex is being designed to allow us to host tournaments that occur outside our peak travel season. As we approach the opening of the new facilities, we will coordinate efforts between the City and the operators of the new park to maximize utilization of all available tournament facilities.

Visitors coming to Panama City Beach to participate in or experience a tournament or sporting event generate over \$100,000,000 in direct visitor spending with a total economic impact in excess of \$170,000,000.

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.

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.



## IMPORTANCE

## APPROACH

## TACTICS

- Attend tradeshows and conferences, including:
  - NSA NASC & USSSA National Conventions, TEAMS Sports Conference, Florida Sports Foundation Annual Seminar, NFCA Conference, SPORTS – The Relationship Conference, Sports Link and Connect
- Provide financial assistance in terms of sponsorships, bid fees and host fees:
  - Sponsorships – paid to the event right holders: NSA Convention Outing/Booth, USSSA Convention Social/Booth, Gulf Coast Collegiate Classics, World Softball League, Arnold High Basketball Classic, NASC/TEAMS Conference, Gymnastics - Diamond Cheer, Edgewater Classics, Golf - NCCSA, 9/11 Stairclimb, and other sporting events occurring in Panama City Beach
  - Bid Fees – paid to the event right holders: baseball - Grand Slam World Series and USSSA; softball – NSA Worlds, USSSA Military Worlds, USFA, USSSA NIT and WSL; EVP Volleyball/Motocross; Endless Summer Soccer Tournament; and Ironman
  - Host Fees – paid to local public athletic venues, including Frank Brown Park and Harders Park to offset the costs of hosting the events: FL/AL High School Fastpitch Challenge, GCSC Fastpitch Classic, USSSA Military Worlds, NSA Fall World Series, USSSA Softball on the Beach, AAU Regional Basketball, USFA, Endless Summer Soccer Tournament, WSL World Series
- Conduct workshops to facilitate communication between current and potential events right holders with local tourism industry businesses.
- Host 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.





# Sports Marketing Budget

	FY 2017	FY 2016
Awards/Appreciation	\$500	\$500
Dues & Subscriptions	\$7,000	\$5,500
Equipment	\$10,000	\$10,000
Facility Usage	\$160,000	\$180,000
Fam Tours	\$10,000	\$10,000
Signage	\$1,500	\$3,000
Sponsorships	\$95,000	\$85,000
Sporting Bid/Host Fees	\$275,000	\$385,000
Tradeshows	\$25,000	\$25,000
Travel & Entertainment	\$35,000	\$20,000
Contingency	\$50,000	\$50,000
	<b>\$669,000</b>	<b>\$774,000</b>

# Tourism Development Projects Budget

	FY 2017	FY 2016
Planning	\$625,000	\$0
Construction	\$4,475,000	\$0
Chasin' the Sun TV	\$340,000	moved from marketing
Frank Brown Park Renovation	\$0	\$4,800,000
Project Development Costs	\$0	\$7,921,473
	<b>\$5,440,000</b>	<b>\$12,721,473</b>

# Tourism Development Strategy



## IMPORTANCE

## APPROACH

## TACTICS

The Tourism Development Department helps drive incremental visitation and awareness through corporate relationships, cutting-edge media and new tourism products. Its mission is to:

- Generate additional sources of revenue;
- Establish and exploit 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 products that take PCB’s story to new audiences.

The Tourism Development Department’s accomplishments include:

- Corporate sponsorship program that has generated cash, product and in-kind services revenue of approximately \$380,000 through CVB programs and sponsored events;
- Executive producer of “Chasin’ The Sun” network TV series seen by more than 1.6 million U.S. households in its inaugural season;
- New relationships with national brands including Costa, YETI, Shimano, AFTCO, Boston Whaler;
- Live PCB webcam that received 636,000 views in its first year;
- Grant (\$25,000) from Surfing’s Evolution & Preservation Foundation to fund start-up of Bay County’s beach lifeguard program; and,
- “Destination Bay,” a video produced in partnership with the Bay Economic Development Alliance that highlights tourism’s role in the local economy.



## IMPORTANCE

Our primary focus will continue to be securing new corporate sponsorships and developing existing brand relationships to their full potential.

## APPROACH

In 2017 – with the foundation for growth in place – we will aggressively pursue corporate investment and other external funding to assist the TDC in creating new tourism opportunities and sustaining existing festivals, events and other assets.

## TACTICS

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.

To date, we have made inroads with national brands by offering an unconventional non-cash investment model focused on:

- **Brand Alignment** – association of the REAL. FUN. BEACH brand with “best in class” brands
- **Product** – for use in promotions, event activations, marketing campaigns, video production
- **Impressions** – delivery of Visit Panama City Beach content via digital platforms

Going forward, we will evolve toward a more cash-oriented sponsorship model that reflects the fair market value of PCB’s assets and maximizes revenue opportunities available via maturing broadcast/digital properties and new facilities such as the Sports Park at Breakfast Point.



## IMPORTANCE

## APPROACH

## TACTICS

The CVB will aggressively seek corporate sponsorships by targeting:

- National companies that offer products/services which are either specific to the coastal vacation lifestyle or have universal appeal;
- National marketing agencies and production companies that work with corporations to develop promotional campaigns and special events;
- 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-oriented events; and,
- Private businesses interested in forming partnership alliances that add value to the sponsorship proposition.

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

- Identifying opportunities to monetize CVB assets (website, venues, events);
- Evolving the CTS-TV model to focus on sponsors' cash investments;
- Participating in the development of proposals to secure Triumph Gulf Coast funding for transformational economic development projects with a tourism-related components; and,
- Sourcing and applying for grants offered by governmental agencies, private corporations, foundations or other entities interested in promoting tourism.



# Tourism Development Overview

IMPORTANCE

APPROACH

TACTICS

A cornerstone of Tourism Development Department efforts is the cable network television series, “Chasin’ The Sun,” set in Panama City Beach.

- Showcases world-class fishing opportunities – *offshore, bay, pier, surf, backwater creeks*
- Episodes feature popular species – *redfish, pompano, grouper, snapper, tarpon, kingfish*
- Highlights recreational diving – *artificial reefs, lionfish eradication, near shore wrecks*
- Focus on the coastal lifestyle and outdoor recreation



# Tourism Development Overview

IMPORTANCE

APPROACH

TACTICS



## 2017 CTS-TV NETWORKS – Season Two

Airs December, 2016 – June, 2017



### REACH

85 million U.S. Households

### AVAILABILITY

All 210 U.S. DMAs

### VIEWER PROFILE

Median age: 46

Gender: 72% male; 28% female

Median annual income: \$73,000

Internet access: 88%

Home ownership: 76%



### REACH

56 million U.S. Households

### AVAILABILITY

All 210 U.S. DMAs

### VIEWER PROFILE

Target: Adults 25-54

Gender: 53% male; 47% female

Median annual income: \$69,700

Internet access: 85%

Home ownership: 78%





# Tourism Development Overview

IMPORTANCE

APPROACH

TACTICS

## CORE CATEGORIES

- Boat/Motor
- Technical Apparel
- Coastal Lifestyle Apparel
- Sunglasses
- Coolers
- Rod/Reel
- Soft Bait
- Hard Bait
- Fishing Line
- Sunscreen

## OTHER CATEGORIES

- Lodging
- Show & Segment Sponsorship
- Closed Captioning
- Local Market Broadcast



## IMPORTANCE

## APPROACH

## TACTICS

The Tourism Development Department's 2017 efforts will also include:

- Developing TDC plans and funding strategies for new public venues to drive incremental visitor demand.
- Continued progress toward fully leveraging brand relationships through cross-promotions, event activations and sharing of digital content across media platforms.
- Fabrication and installation of a permanent structure for the annual Beach Ball Drop on New Year's Eve.
- Potential expansion of the popular live webcam to include a second camera location and cash sponsorship.
- Engagement of Premier Partnerships, a firm specializing in developing sales strategies for special events, municipal projects, and sports and entertainment properties, to conduct its *Revenue Maximizer*<sup>TM</sup> analysis and valuation of PCB's current and future tourism assets – including naming rights for sports and entertainment venues.
- Implementation of an all-event sponsorship “template” that includes schedules, sponsor categories and pricing.
- Leveraging existing high-profile events in Panama City Beach to host prospective sponsors and demonstrate the destination's infrastructure and drawing power.
- Expanding relationships with existing rights holders to develop co-op sponsorship programs.
- Identifying cross-promotional opportunities involving multiple sponsors; facilitate joint activations to maximize their combined investments.



# Partner Engagement Strategy



## IMPORTANCE

## APPROACH

## TACTICS

Panama City Beach is a large beach destination generating in excess of \$2.7 billion in economic impact (direct, indirect and induced), with over 16,500 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.

In addition to cooperative marketing, 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.



# Partner Engagement Overview

## 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 a quarterly 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 partner engagement 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 for visitors that go beyond the traditional activity of “hanging out on the beach.” In FY 2017, the TDC will assist partners on strategies to showcase these experiences and will develop a series of vertical markets (adventure travel, home-school families, destination weddings, etc) that can be marketed to highly targeted audiences.



# Partner Engagement Overview

## 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.
- 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.



Seasonal Strategy  
Winter



# Seasonal Strategy - Winter

IMPORTANCE

APPROACH

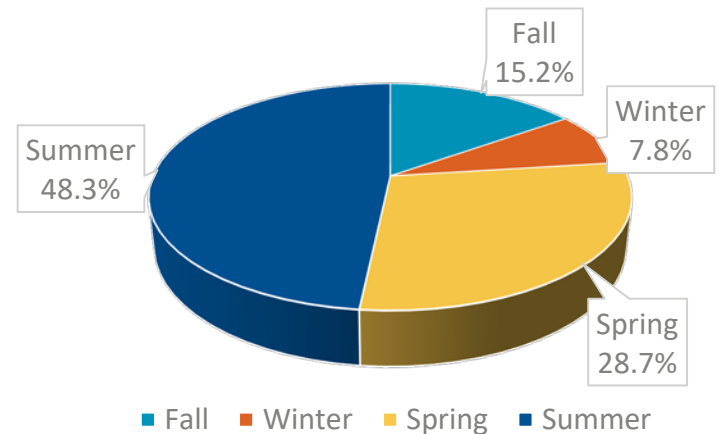
TACTICS

Historically, Winter sees the greatest fluctuations in year-to-year performance. The uncertain economic climate and marginal weather have been contributing factors to the annual variations.

The Winter Season accounts for approximately 8% of annual revenue. Even though revenue created over this 90-day period is about on par with April, the revenues generated during the Winter Season along the beach help keep businesses open and preserve jobs.

Our winter visitors generally fall into two categories – Families traveling to the beach during the Christmas – New Year holidays (many coming specifically for the Beach Ball Drop) and Winter Residents looking to escape colder weather at home – Upper South, Midwest and Canada.

Revenue by Season





# Seasonal Strategy - Winter

## IMPORTANCE

In the aftermath of the Deepwater Horizon Oil Spill, the TDC developed and implemented a strategy that built on the initial enthusiasm from the Beach Ball Drop to combat this uncertainty.

## APPROACH

The strategy focused on creating fun, memorable experiences for our Winter Residents under the basic premise, “We can’t control the weather, but we can ensure that a visit to Panama City Beach is all about FUN!” Word of mouth, social media and public relations were the primary vehicles for spreading the message.

## TACTICS

Since implementing this strategy in FY 2011, revenues have increased by 43.8%. In the previous five-year period, revenues only grew by 6.6%.

### Seasonal Key Statistics - 2015 data

	Lodging Revenue	Visitor Spending	Visitor Days
December	\$6,846,258	\$21,931,603	223,543
January	\$8,922,157	\$28,596,667	291,669
February	\$13,678,444	\$43,841,154	447,154
Total	\$29,446,859	\$94,369,424	962,366



## IMPORTANCE

## APPROACH

## TACTICS

In order to continue executing our strategy of making Panama City Beach the destination known for fun and further leveraging the Real.Fun.Beach. brand, we will:

- Continue to support the Beach Ball Drop through an event sponsorship, as well as execute targeted social media, public relations and digital campaigns.
- Execute targeted social media, public relations and digital campaigns highlighting our Winter Resident Activities and special events.
- Promote winter visitation through consumer shows in the Midwest, Northeast and Canada
- Continue to develop, support and implement components of our Winter Resident program, including:
  - Winter Resident Appreciation Days
  - Homecoming, Senior Prom, Grande Finale
  - Mystery Golf Challenge
  - Sponsorship of State Days
  - Sponsorship of non-profit cultural events that appeal to Winter Residents
  - Sponsorship of GCSC Winter Residents educational programs
- Host the Annual Mardi Gras and Music Festival.
- Continue publishing the Visitors Guide on a quarterly basis to provide more relevant and topical information to potential visitors as they are planning their vacations.
- Promote the network airings of Chasin' the Sun TV Season Two, premiering in January, to create demand and incremental visitation among outdoor enthusiasts.



Seasonal Strategy  
Spring



# Seasonal Strategy - Spring

## IMPORTANCE

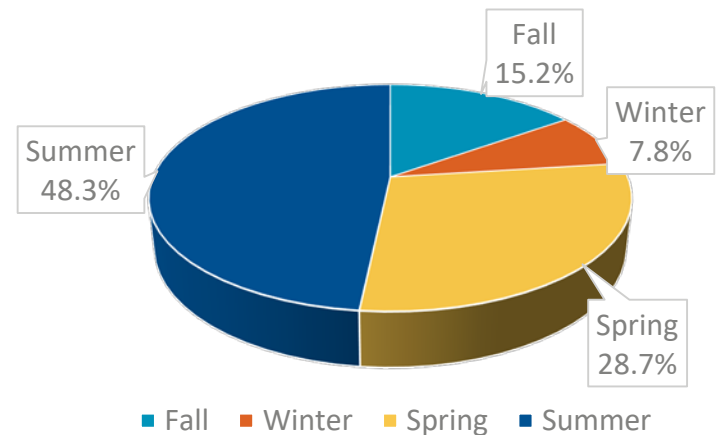
Spring is second only to summer in its economic importance to Panama City Beach, accounting for approximately 30% of annual revenues. During the Spring season, fluctuations in monthly revenues between the months of March and April clearly demonstrate the importance of family travel over the Easter holiday. In years when Easter occurs in March, March revenues increase while April revenues suffer. When Easter is late and occurs in April, the converse is true.

## APPROACH

## TACTICS

Signature special events like the Seabreeze Jazz Festival, Spring Jam and Thunder Beach, along with the desire of families to head to Panama City Beach after long, cold winter months, drive much of the Spring season revenues.

### Revenue by Season



# Seasonal Strategy - Spring

## IMPORTANCE

## APPROACH

## TACTICS

Panama City Beach enjoys high of top of mind recognition as a Spring destination. The approach the TDC utilizes to market the beach focuses on aggressive public relations strategy, leveraging interest in Spring to highlight the beach on a year-round basis. In addition, the TDC will deploy integrated marketing campaigns focusing on family travel to the beach and supporting the signature events that occur in the Spring.

Sports tournaments and sporting events are also important demand drivers in April and May.

Seasonal Key Statistics – 2015 data

	Lodging Revenue	Visitor Spending	Visitor Days
March	\$40,259,099	\$129,035,577	1,315,227
April	\$30,656,070	\$98,256,603	1,001,505
May	\$36,852,557	\$118,117,180	1,203,939
Total	\$107,767,727	\$345,409,360	3,703,252



## IMPORTANCE

## APPROACH

## TACTICS

- Conduct media missions to New York and other key cities in the 1<sup>st</sup> Quarter to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- Leverage latent media interest in Spring into larger destination stories that promote travel to Panama City Beach throughout the year.
- Continue to support the Scottish Festival, Seabreeze Jazz Festival, Spring Jam and other signature events throughout the season.
- Execute targeted, integrated social media, public relations and advertising campaigns highlighting travel to Panama City Beach in the Spring.
- Continue to develop and support tournaments and sporting events throughout the Spring season.
- Attend Consumer trade shows to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- On peak travel days, take the “Visitor Center To Go” to the Florida Welcome Centers at I-10 and US 231 to encourage visitors without lodging reservations to make Panama City Beach their destination of choice.
- Continue publishing the Visitors Guide on a quarterly basis to provide more relevant and topical information to potential visitors as they are planning their vacations.



Seasonal Strategy  
Summer



# Seasonal Strategy - Summer

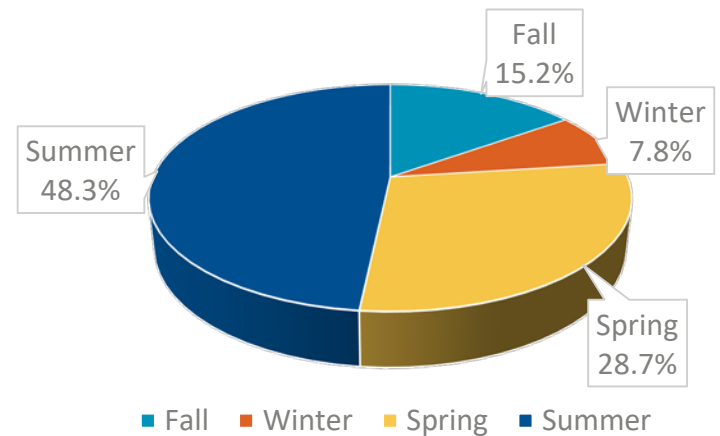
IMPORTANCE

APPROACH

TACTICS

The 92 days of the Summer months constitute nearly 50% of revenue generated by Panama City Beach.

### Revenue by Season





# Seasonal Strategy - Summer

## IMPORTANCE

## APPROACH

## TACTICS

Panama City Beach is first and foremost a summer, family beach destination. During June and July, all of our marketing, sales, sports marketing, special events, and visitor services strategies focus on driving additional interest in Panama City Beach as a family destination. After schools are back in session for the Fall in early August, we expand our messaging to appeal to families with young children that have not entered school and adults traveling without children.

Youth baseball and fastpitch softball tournaments provide a base of business for June and July, while adult softball is our strongest sports component in August.

Seasonal Key Statistics – 2015 data

	Lodging Revenue	Visitor Spending	Visitor Days
June	\$67,597,040	\$216,557,180	1,865,260
July	\$79,218,889	\$253,860,385	2,185,553
August	\$34,915,310	\$111,908,077	963,447
Total	\$181,731,239	\$582,325,642	5,014,260



# Seasonal Strategy - Summer

## IMPORTANCE

## APPROACH

## TACTICS

- Conduct media missions to New York and other key cities in the 1<sup>st</sup> Quarter to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons
- Execute targeted social media, public relations, broadcast and digital campaigns highlighting travel to Panama City Beach in the Summer.
- Continue to develop and support tournaments and sporting events throughout the Summer season.
- Attend Consumer trade shows to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- On peak travel days, take the “Visitor Center To Go” to the Florida Welcome Centers at I-10 and US 231 to encourage visitors without lodging reservations to make Panama City Beach their destination of choice.
- Continue publishing the Visitors Guide on a quarterly basis to provide more relevant and topical information to potential visitors as they are planning their vacations.



Seasonal Strategy  
Fall



# Seasonal Strategy - Fall

IMPORTANCE

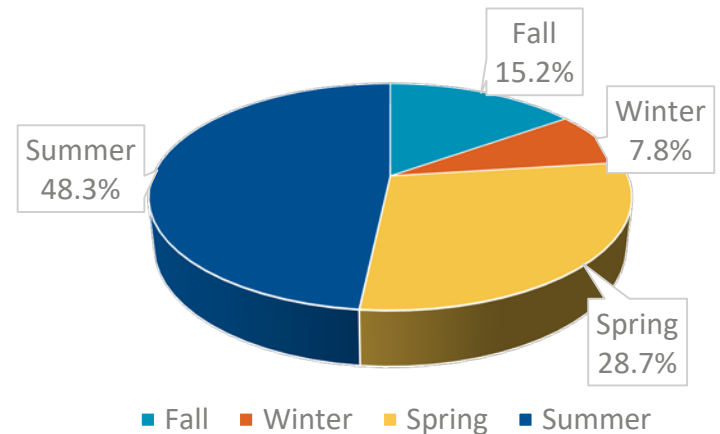
APPROACH

TACTICS

The TDC Board of Directors believes the Fall season has potential for strong revenue growth and is of critical importance to Panama City Beach. Barring a storm event in the Gulf of Mexico, the Fall season has arguably some of the best weather all year, and yet, the Fall season constitutes 13.5% of annual revenues. Kids going back to school, college football and the upcoming holiday season contribute to the difficulty in driving Spring-like revenue totals in the Fall.



### Revenue by Season



# Seasonal Strategy - Fall

## IMPORTANCE

To overcome the obstacles that impede visitation in the Fall, the TDC Board of Directors set the strategic direction of creating, supporting and fostering Special Events throughout the Fall to give visitors a reason (an excuse) to come back to the beach in the Fall. Since implementing this strategy in 2010, revenues for the Fall have increased over 41.2%.

## APPROACH

## TACTICS

Special events occur almost every weekend during September and October. Gulf Coast Jam, The Lobster Festival, Chasin' the Sun Music Festival, Pirates of the High Seas Fest, Thunder Beach, Emerald Coast Cruzin' and Beach Home for the Holidays help drive incremental visitation and top of mind awareness.

Seasonal Key Statistics - 2015 data

	Lodging Revenue	Visitor Spending	Visitor Days
September	\$26,472,920	\$84,849,103	730,489
October	\$20,879,180	\$66,920,449	624,751
November	\$9,614,000	\$30,812,180	265,270
Total	\$56,966,100	\$182,581,732	1,620,510



## IMPORTANCE

## APPROACH

## TACTICS

- Conduct media missions to New York and other key cities in the 1<sup>st</sup> Quarter to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons
- Execute targeted social media, public relations and advertising campaigns highlighting travel to Panama City Beach in the Fall.
- Conduct an integrated in-market campaign during the Summer and Fall to encourage return visitation.
- Continue to develop and implement strategies to grow TDC owned and operated events in the Fall – 3<sup>rd</sup> Annual Chasin’ the Sun Music Festival, the 6<sup>th</sup> Annual Pirates of the High Seas Fest, and 2<sup>nd</sup> Annual Beach Home for the Holidays.
- Continue to develop and support tournaments and sporting events throughout the Fall season.
- Attend consumer trade shows to promote visitation to Panama City Beach during the Spring, Summer and Fall seasons.
- On peak travel days, take the “Visitor Center To Go” to the Florida Welcome Centers at I-10 and US 231 to encourage visitors without lodging reservations to make Panama City Beach their destination of choice.
- Continue to support Fall events, including Gulf Coast Jam, Thunder Beach, and Emerald Coast Cruzin’ through event sponsorships, as well as executing targeted social media, public relations and digital campaigns.
- Continue to sponsor the Florida Ironman.
- Continue publishing the Visitors Guide on a quarterly basis to provide more relevant and topical information to potential visitors as they are planning their vacations.



