

# APRIL RECAP REAL FUN BEACH MARKETING



VisitPanamaCityBeach.com f t p y i

## PUBLIC RELATIONS

-**USA Today** named Panama City Beach the #2 Best Beach in Florida from their USA Today 10Best awards.

-**YOHO! Girls Magazine** profiled the "Undiscovered Coast" of PCB in their most recent issue. The article showcased local cuisine, St. Andrews State Park and other attractions within the destination.

-**Atlanta Journal Constitution** listed the Seabreeze Jazz Festival as a must attend event during the month of April in PCB.

### Written Releases

Chasin' The Sun  
Tourism Appreciation Day  
Pepsi Gulf Coast Jam Headliners

### Visiting Media

Domestic: CNN Travel, The Explorer Family Blog, The Tasteful Venture Blog



660,717 likes



41.3k followers



28.2k followers

## MARKETING

-2018 Summer Co-Op programs will kick off during the month of May, with partners appearing in the following print publications for their May issue:

Atlanta Magazine

Birmingham Magazine

Good Grit: Gritty City Guide

-Presence continues in with TripAdvisor and HomeAway, two key travel sites with PCB as the #1 destination in the U.S. on HomeAway!

-Q2 is off to a strong start with our "Face Filters" experience with Exponential having gone live at the end of April and will run through July 15. This program showcases our video and drives traffic to our site, but also allows users to add various elements to a picture of themselves, such as snorkel masks, beach hats, etc. and can be shared on their social media.

-Pandora continues year-round with audio and banner ads as well as custom PCB channel.

-Promotion around the partnership with *Southern Living* began in January and continues with online support and social promotion.

### Current Print Insertions:

Big Time Softball

Beach Guide (Resort Guide of the Gulf Coast)

Texas Monthly

The Circuit

## DECOR BY THE SHORE



**Decor By The Shore** launched in April and is receiving exciting feedback from visitors who are already participating. Embarking on the Decor By The Shore shopping trail allows those to bottle up scenic splendor of Panama City Beach and take it home with them. Visitors can pick up a card, or print one from the website and collect stamps from the 12 most distinguished coastal consignment and antique furniture shops in the area. Once a visitors card is filled, they can turn it into the Visit Panama City Beach Visitors Center to receive their very own PCB swag bag!

13 Hub Lane Avenue Sea Turtle Girls Market  
Beach House Market Coastal Cottage Emporium Back Beach Thrift  
Beach Bum Decor Artist Space at Mr. Surf's The Shadow Box  
Dinah's Coastal Furniture Great American Garage Sale  
Pieces on the Beach



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

### Facebook

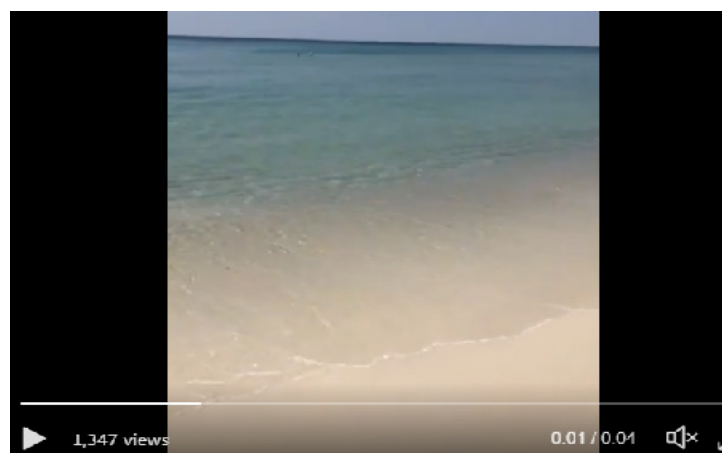
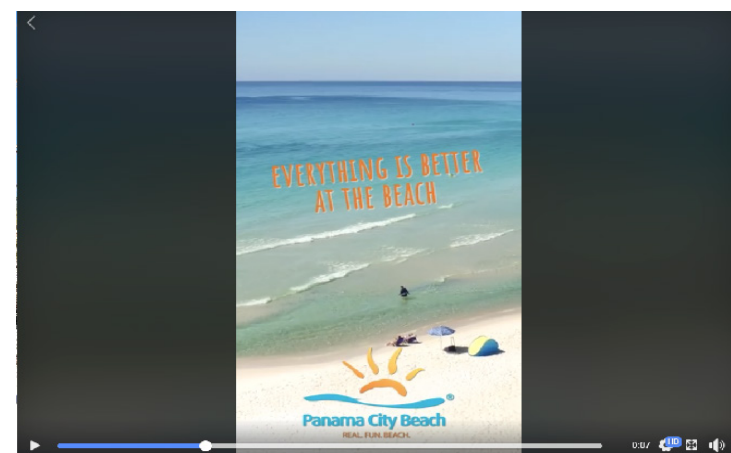
"Don't worry, beach happy. #RealFunBeach"

Views: 43K Likes: 3.5K Comments: 704 Reach: 140,779

### Twitter

"Current situation. #RealFunBeach"

Likes: 105 Retweets: 38 Reach: 151,385



### Instagram

"Find your happy place and Make It Yours"

Likes: 2,051 Comments: 48 Engagements: 2,099



  
MOST LIKED  
INSTAGRAM POST  
TO DATE!

## CHASIN' THE SUN TV

The second half of the third season of award-winning television series, "Chasin' The Sun," began March 31st on the Discovery Channel. Joining native Captain Justin Leake this season is Travis Holeman, champion angler and guide service captain based out of Key West. Their unscripted approach to the show will give viewers a genuine glimpse into the fisheries of Northwest Florida. Watch Season 3 of Chasin' The Sun, **Saturdays at 8AM EDT/7AM CDT** on Discovery Channel.



## EVENTS

The inaugural adult-alternative rock music festival, **SandJam Fest presented by Pepsi**, took place on April 26-28 at M.B. Miller County Pier and was a huge success! Visitors came from around the nation to experience the sugar white sand beaches of PCB and hear live performances from artists like Incubus, Sublime with Rome, Fitz and the Tantrums, Capital Cities, Kaleo and many more.

