

FEBRUARY RECAP REAL FUN BEACH MARKETING

VisitPanamaCityBeach.com f t p y i



PUBLIC RELATIONS

-**Travel Channel** recognized the top natural wonders in the state of Florida and featured St. Andrews State Park as a "Bucket List" place to visit, describing the coastline as "simply breathtaking."

-**USA Today** placed PCB in the running for the USA Today 10 Best Beaches in Florida, we are currently voted as #1!

-**TripAdvisor** named PCB one of the top beaches in the entire U.S. and the accolade has been syndicated in the media across the country.



625,576 likes



40.6k followers



23.6k followers

MARKETING

-2018 Summer & Fall/Winter Cooperative programs were sent out to partners on March 12th! New to the seasons programs are:

- Nashville Lifestyle Magazine
- Sojern Targeted Display
- Canadian Snowbird Association News
- Pandora Display Banners
- Sports Families Mobile Targeting
- Sherman's Travel eBulletin

-The Spring campaign that started in February continues its momentum throughout March, along with UNwineD and Spring Cooperative programs!

-PCB has had a national campaign running on A&E in the HomeAway Vacation Rental Potential show and home block on Saturday mornings. The campaign started in January and runs through the end of March.

-Two eblasts with creative dedicated to PCB, Sherman's Travel eBulletin and New York Times Great Getaways, both deploy this week.

-Digital outdoor billboard campaigns continue to run in high traffic areas throughout each of the following cities: Nashville, Birmingham, Atlanta and Orlando.

Print Advertising Insertions

- Good Grit (March/April issue)
- Atlanta Magazine (Visit Florida Coop, March)
- ABA Destinations Magazine (March/April issue)
- The Circuit: (March/April issue)
- Snowbirds Gulf Coast (March issue)
- Flamingo Magazine (Spring issue)
- VIE Magazine (March issue)
- Crossings Magazine, Canada (Spring issue)
- Resort Guide of the Gulf Coast (Summer issue)
- Connect Sports (March issue)

PANAMA CITY BEACH

Unwind at UNwineD

Ready for round two? Panama City Beach is bringing back its award-winning UNwineD event for a second year. The destination is pulling out all the stops to top last year's unique combination of music, food, and fun by partnering with *Southern Living* and inviting an exciting lineup of elite chefs, mixologists, and tastemakers, plus musical guest St. Paul & the Broken Bones. The event starts at Aaron Bessant Park on Friday, March 23, and stretches into Saturday, March 24, making it the perfect excuse for a long weekend at the beach.

First up on Friday is Biscuits & Jam, an exclusive event presented by *Southern Living*. Be sure to book your tickets early for this elegant garden party, as only 200 guests will get to enjoy menu items curated by Southern chef Matt Moore, while listening to the smooth sounds of Cale Tyson. Pro tip: Purchase tickets to



Friday's events and you'll get access to Saturday's events too.

On Saturday, enjoy the Grand Afternoon Tasting with craft beer, spirits, and wine from around the world, plus delectable creations by local leading chefs. As the sun begins to set over the Gulf, enjoy performances by Los Colognes and headliner St. Paul & the Broken Bones. Tickets for the Grand Tasting (including the concert) will only be available to the first 1,300 event-goers. There's a concert-only option as well.

To learn more about UNwineD and to purchase your tickets, please visit visitpanamacitybeach.com/unwined.

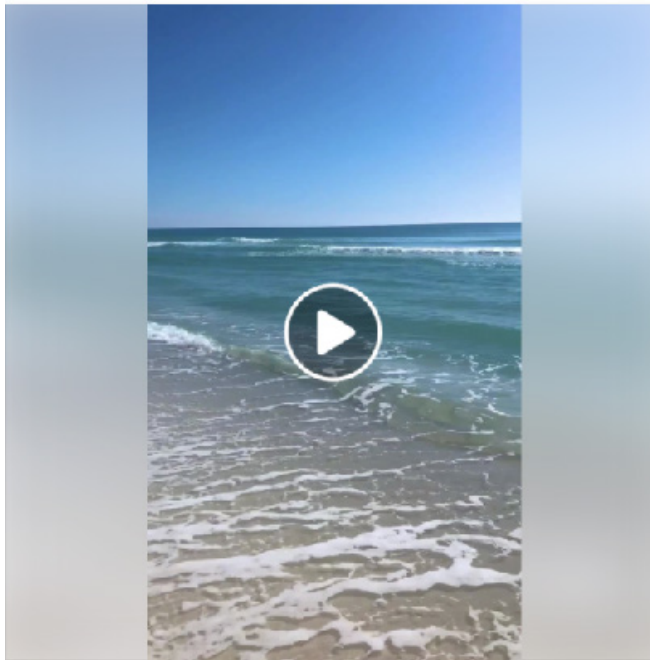


REAL. FUN. SOCIAL STATS. TOP SOCIAL POST OF THE MONTH

Facebook

"Less Monday, More Real.Fun.Beach"

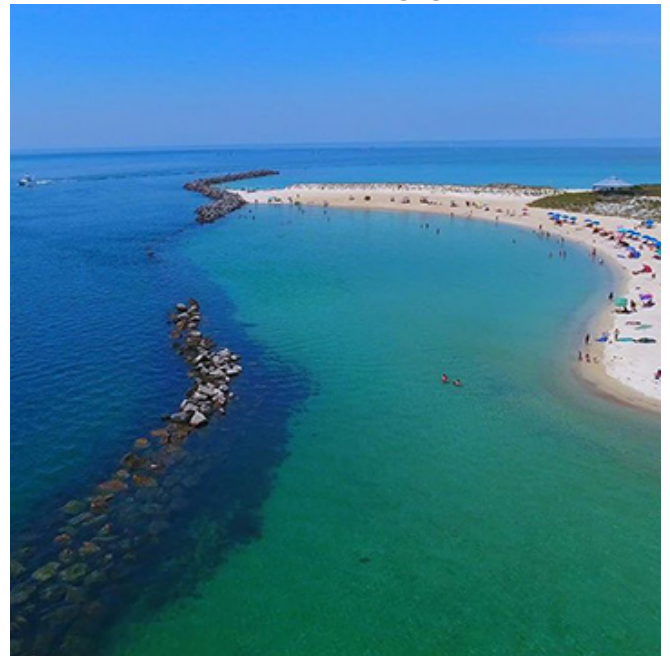
Views: 191K Likes: 8.1K Comments: 646 Reach: 549,423



Instagram

"A pelicans-eye view of the jetties at St. Andrews State Park (a must see in PCB) #RealFunBeach"

Likes: 1,976 Comments: 64 Engagements: 2,040



Twitter

"#MondayMotivation courtesy of the #RealFunBeach"

Likes: 142 Retweets: 37 Reach: 75,081

CHASIN' THE SUN TV

The third season of the award-winning television series, "Chasin' The Sun," premiered Saturday, January 6 on the Discovery Channel. Joining native Captain Justin Leake 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 7AM on the Discovery Channel.



EVENTS

The annual two-day UNwineD event is coming up on March 23-24 at Aaron Bessant Park. The event will feature craft beer, wine, creative cocktails, culinary creations by some of the South's leading chefs and live musical performances from two national recording artists: Los Colognes and St. Paul & The Broken Bones. Be sure to visit the link below to check out the partner toolkit for assets to promote the event.

<https://www.barberstock.com/collection/visitpanamacitybeach/unwined-2018-partner-toolkit>

