

# JANUARY RECAP REAL FUN BEACH MARKETING



VisitPanamaCityBeach.com f t p y i

## WEBSITE ACTIVITY

2016 2017

Number of Sessions:  
Length of Sessions:  
Page Views Per Session:  
% of Unique Visits:

## TOP 5 STATES VISITING

1. Florida
2. Georgia
3. Alabama
4. Tennessee
5. Texas

## TOP 5 WEB PAGES

- |                 |        |
|-----------------|--------|
| 1. homepage     | 39,417 |
| 2. webcam       | 23,129 |
| 3. events       | 19,523 |
| 4. things to do | 18,078 |
| 5. attractions  | 14,434 |

## PUBLIC RELATIONS

-Tracey Teo featured PCB in the "Florida Beach Getaways" article that ran in *Atlanta Journal Constitution* on Sunday, January 21st. The introduction to the destination read, "This Panhandle town with a 22-mile stretch of white powdery sand is known for its lively beach scene, but nature lovers know where to find solitude and tranquility: St. Andrews State Park."

-USA Today spoke about American Airlines now offering flights at ECP to both Charlotte and Dallas/Fort Worth

-Visit Florida featured PCB's Top 18 events of 2018 in a blog post

-PCB was featured in Reader's Digest as one of the 11 Epic Vacation Destinations for Adrenaline Junkies



We began the year with a strong push towards our international markets. With our partnership with Visit Florida, we were able to bring three media to Panama City Beach in the month of January.

### Graham McKenzie

January 5th – January 7th  
(Visit Florida Sponsored trip)

-Managing Director of TravelMole, online news and information resources for travelers from the UK, US, Australia and Asia

### YOHO! GIRLS

January 17th- January 22nd  
(Visit Florida Sponsored trip)

-Senior Editor Su Dan and Influencer and Fashion Magazine Editor, Wu Feng from Shanghai, China

## MARKETING

-2018 Spring Cooperative programs were sent out to partners on January 26th! New to this seasons programs are:

**The Griffon 108 Military Magazine  
Spring/Summer Family Targeted Display**

-Visit PCB presence continues in TripAdvisor and HomeAway marketing. PCB is the #1 destination in the U.S. on HomeAway!

-Promotion around the partnership between Visit PCB and *Southern Living* for the UNwineD event began in January with online support, eBlast and social promotions.

-The Spring Shoulder Season campaign is now underway and a comprehensive media plan is set to launch at the beginning of February to promote PCB in 4 key markets including: Atlanta, Birmingham, Nashville and a new opportunity in Orlando.

-PCB will appear in yearly publications such as *Visit Florida*, *Visit USA*, *Visit Florida International* & *The Inspiration Guide*.

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](http://visitpanamacitybeach.com/unwined).

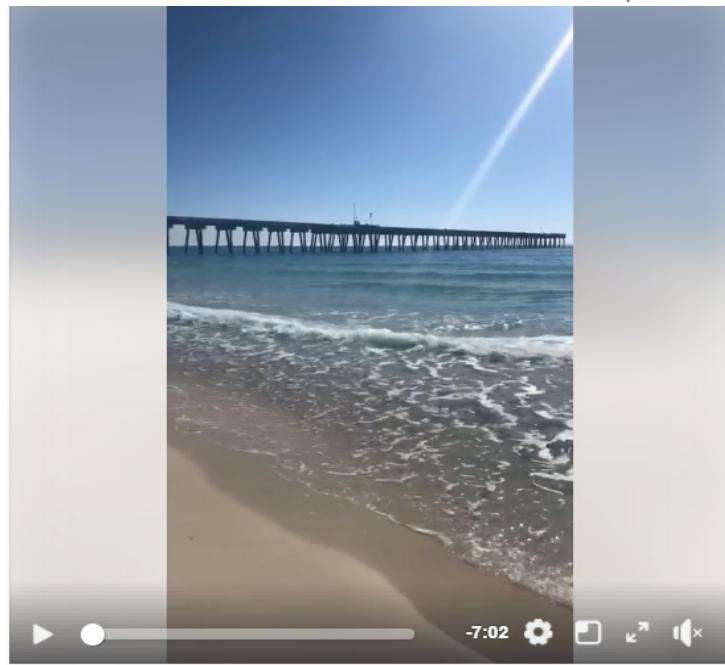


## REAL. FUN. SOCIAL STATS. TOP SOCIAL POST OF THE MONTH

### Facebook

"Live at the dog beach on this beautiful and sunny Sunday!"

Views: 49K Comments: 514 Reach: 144,790



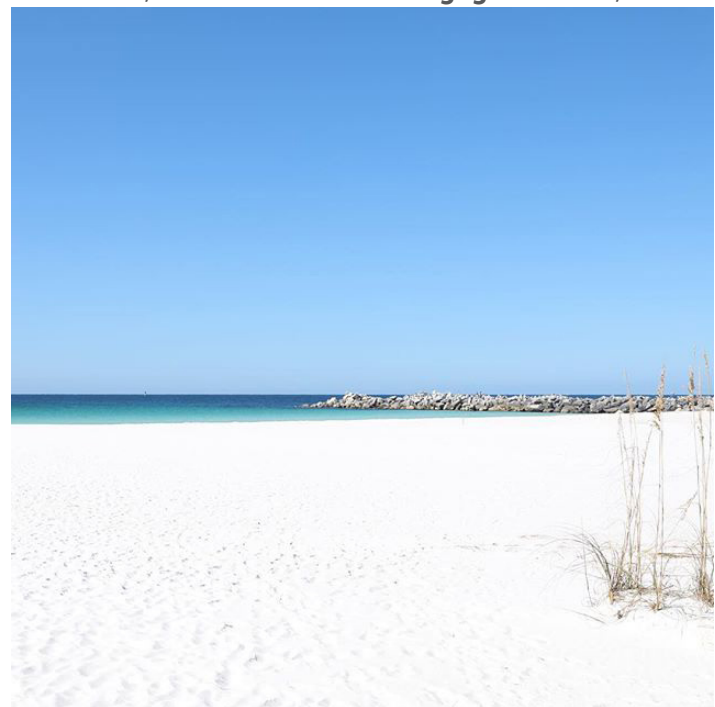
People have watched this video for a total of 15.6K minutes

Boost Post

### Instagram

"Happiness is white sand between your toes."

Likes: 1,520 Comments: 44 Engagements: 1,564



### Twitter

"White sand is better than white snow, right? #ThursdayThoughts #RealFunBeach"

Likes: 190 Retweets: 47 Reach: 114,954

## 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

PCB Mardi Gras & Music Festival is coming up on **February 9-10**. Be sure to visit the link below to check out the partner toolkit for assets to promote the event.

[www.barberstock.com/collection/visitpanamacitybeach/pcb-mardi-gras-music-festival-2018-toolkit](http://www.barberstock.com/collection/visitpanamacitybeach/pcb-mardi-gras-music-festival-2018-toolkit)

