

JUNE RECAP REAL FUN BEACH MARKETING

VisitPanamaCityBeach.com f t p y i



PUBLIC RELATIONS

-**USA Today** named PCB as one of the "Best US Destinations to Buy a Beach House or Condo."

-**US News World and Report** listed Panama City Beach as one of the "50 Most Beautiful White Sand Beaches in the World."

-**Travelocity** featured tips for the "Ultimate Panama City Beach Family Getaway for any time of the year."

Visiting Media (Individual Press)

Jason Houser, host of the television series Adventure Sports Outdoors and Woods and Water. Houser spent his days fishing inshore with Capt. Mark Howard and offshore with Capt. Justin Leake

Press Releases

April Tax Collections, Whats New Summer 2018
Chasin' The Sun Sweepstakes, PCB Sports Complex
Groundbreaking, Chasin' The Sun Season 4 Renewal,
Michaelean Stewart awarded 30 Under 30



717,140 likes



42k followers



30.6k followers

MARKETING

- Continuation throughout Q2 of campaign with a digital partner that has relationships with major travel brands such as Marriot, Hertz and Delta and can serve our display banners to those currently planning their travel and might be considering competitive destinations.

-Our summer co-op with partners will continue in July with an email that will deploy through the AJC towards the end of the month. Partners also have display banners featured on our TripAdvisor page, while also being featured on other pages through competitive targeting.

-We are working on a new fall-themed video to target empty nesters and winter residents-we will push the completed video through paid social.

-The development of a logo for the Sports Complex is in the works and we will have this completed by mid-July

-A Brand Style Guide for the destination was just completed this past month.

-Static display banners will be updated to be more targeted to each of our personas and winter residents.

-At the end of July, fall broadcast will begin in our four key markets (Atlanta, Orlando, Nashville and Birmingham)

Current Insertions

Sports Business Journal (July)

SportsEvents Magazine (July)

Good Grit (July)

Softball/Baseball Magazine (July)

Florida Saltwater Regulations (July-December)

The Circuit (July/August)

The Griffon 108 (Summer)

FALL 2018 CAMPAIGN

Promotions for the fall season will begin in July with an Eblast highlighting the destination deploying through New York Times Great Getaway, as well as an email deploying to HomeAway's database of 5.5 million users. Also coming up at the end of July, OOH (Out of Home) billboards will be put back into rotation in the destination's four key markets (Atlanta, Orlando, Nashville & Birmingham).

The New York Times | GREAT GETAWAYS



Make this spring special with a trip to Panama City Beach. Enjoy snorkeling, kayaking, Jet Skis and more family fun than you'll ever get to in one trip, all stretching along 27 miles of sugar-white beaches. So make your next vacation the one your family remembers. Make it Panama City Beach.



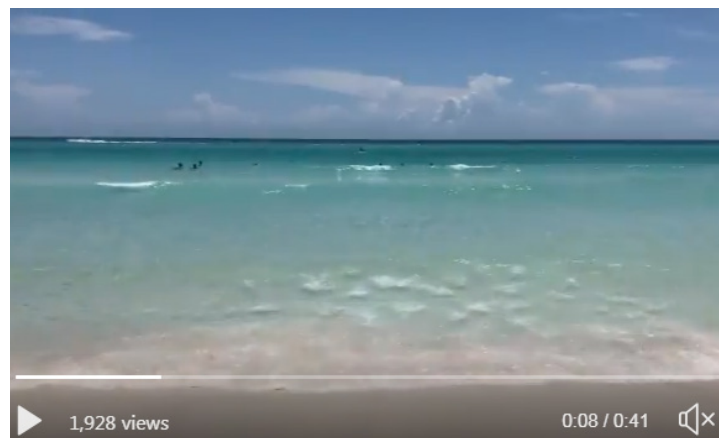
REAL. FUN. SOCIAL STATS. TOP SOCIAL POST OF THE MONTH

Facebook

"Join us for a LIVE video at the #RealFunBeach today!"
Views: 38K Likes: 2.4K Comments: 755 Reach: 105,200

Twitter

"It's a beautiful day at the #Real.Fun.Beach."
Likes: 185 Retweets: 43 Reach: 62,600



Instagram

"Camp Helen State Park is the hidden gem everyone needs to put on their #RealFunBeach to-do list!"
Likes: 1,948 Comments: 38



CHASIN' THE SUN TV

The Chasin' The Sun TV Sweepstakes ran throughout the month of June and had an amazing response with over 10,000 entries from all 50 states and the District of Columbia, with the top ten entry states being Florida, Georgia, Texas, California, Alabama, Tennessee, Illinois, New York Pennsylvania and Ohio. The winner of the fishing trip for two was chosen at the end of month and will make their trip to PCB in the Fall of 2018. Chasin' The Sun has been renewed for a fourth season and will premiere in January 2019 on Discovery Channel.



EVENTS

The highly anticipated Pepsi Gulf Coast Jam will be coming to the beach for its 7th year on Labor Day weekend 2018. The hottest country music stars will head to the white sand with a lineup that is better than ever! Headlining acts include: Eric Church, Florida Georgia Line and Thomast Rhett, with following performances from exciting acts in country and southern rock.

