

# MARCH RECAP REAL FUN BEACH MARKETING

VisitPanamaCityBeach.com f t p y i



## PUBLIC RELATIONS

-**USA Today** recognized PCB as the #1 place on their list of "20 Best Places to Buy a Vacation Rental."

-**The Tennessean** called PCB "one of the best reasons to choose a beach vacation" for the convenience of being able to drive to the destination.

-**Family Traveler's** writer, Hannah Friedman, visited during UNwineD and highlighted "Best Family Hotels in PCB".

### Written Releases

Seabreeze Jazz Festival  
February Numbers

Sports Park Groundbreaking Announcement

### Visiting Media

**Domestic:** Writers from Travel Weekly, Travel Golf, The Golf Guide, KidTripster, Travelocity and Mommy Travels blog

**Group Press Trip:** UNwineD; Writers from Good Grit Magazine, Birmingham Magazine, American Way Magazine, and Family Traveler blog

**International:** Visit Florida Press trip, KOL SHUIGUO blog from China

## 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 with a strong digital presence in display, digital video and native advertising.

-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 ran through the end of March.

-The Décor by the Shore brochure is scheduled to be in market during the month of April.

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



647,325 likes



41k followers



27.3k followers



The UNwineD event for 2018 was an exciting success, featuring craft beer, wine and spirits from across the world and culinary creations from Northwest Florida's leading chefs. Visit Panama City Beach's partnership with *Southern Living* Magazine helped elevate the exposure of the destination and the event, providing coverage with over 3,152,571 subscribers. Festivities began on Friday, March 23rd with the exclusive *Biscuits & Jam* Kickoff Party, providing an intimate event filled with signature cocktails and live music from up and coming Americana artist, Cale Tyson. The **SOLD OUT** Grand Afternoon Tasting on Saturday, March 24th brought talented vendors from across the area, as they entertained over 2,000 guests with their delectable creations and beverages. Closing out the evening was a feature concert performance by **St. Paul & The Broken Bones** with a little over 1,200 attendees.





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

**Facebook**

"Daylight Savings Time= 1 more hour of sunshine"

**Views: 202.4K Likes: 10K Comments: 3,593 Reach: 473,854**

**Instagram**

"Thanks, PCB lovers for nominating the #RealFunBeach as one of @usatoday's Top 10 Best Beaches in Florida #LoveFL"

**Likes: 1,990 Comments: 34 Engagements: 2,024**



**Twitter**

"We don't think it's a coincidence that #InternationalDayOfHappiness is the same day as the #firstdayofspring. Happy spring from the #RealFunBeach!"

**Likes: 105 Retweets: 38 Reach: 151,385**

**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**

Named a "Top 10 Jazz Festival in the USA" by JazzIZ Magazine and recently nominated as "Best Jazz Festival" at the Oasis Smooth Jazz Awards, the **Seabreeze Jazz Festival** combines top national smooth jazz artist with a full weekend of fun, sun and good times from **April 19-22** at Aaron Bessant Park.

The sugar white sands of PCB will set the stage for the inaugural adult-alternative rock music festival **SandJam Fest presented by Pepsi**, on **April 26-28**. Performers include: Incubus, Sublime with Rome, Fitz and the Tantrums, Kaleo, All Time Low and Citizen Cope, along with 20 more acts!

