

# MAY RECAP REAL FUN BEACH MARKETING



VisitPanamaCityBeach.com f t p y i

## PUBLIC RELATIONS

-**USA Today** celebrated National Strawberry Month featuring a yummy dish by the Sisters of the Sea.

-**TripAdvisor** 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.

-**Travel Weekly** highlighted the upcoming patriotic celebrations in Panama City Beach for the Gulf Coast's largest fireworks display, concerts and more.

### Visiting Media (Individual Press)

Isa Hoffinger, Freelance from Germany

Winonna Rogers, Blogger with Southern Family Lifestyle

Kristen Love, Contributing Writer for Daily Mom

Charlie Watson, Contributing Writer for Running Beans (U.K.)

Peter Wahl, Contributing Writer for Global Angler in Germany

### Visiting Media (Group Press)

Group: Visit Florida German Press Trip (5 German freelance writers)  
InsaMeetUp-(7 mommy blog writers)



700,842 likes



41.9k followers



30.1k followers

## MARKETING

- We have content running on Facebook marketing the destination to all of the flights available for summer to Charlotte, Denver, Austin, Dallas/Ft. Worth and Chicago.

-Our summer co-op with partners will continue with an email that will deploy at the end of June. Our partners appear in the following June issues:

Nashville Magazine

Atlanta Magazine

-We launched the first Facebook Canvas ad highlighting the destination at the end of May and it will run through the end of June.

-A second version of the Decor by the Shore brochure will be in-market this month for consumers.

-AJC Custom Native Article is running through June 10. This native article highlights all PCB has to offer and can be found on the AJC.com website.

-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 selves, such as snorkel masks, beach hats, etc. and can be shared on their social media.

### Current Insertions

Beach Guide

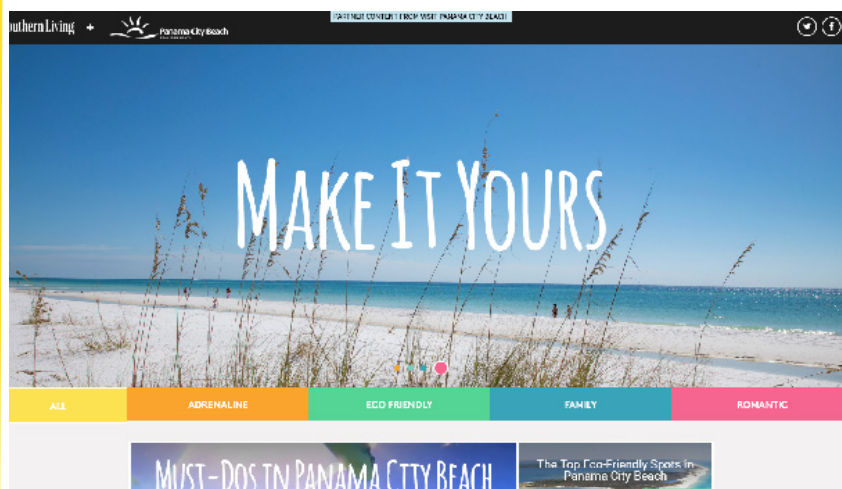
The Circuit

Sports Events

Big Time Softball

## SOUTHERN LIVING PROMOTION

Promotion around the partnership between Visit PCB and Southern Living began in January and continues with on-line support and social promotion. The dedicated landing page went live in May and Southern Living will continue to drive traffic to the page until the end of June with the link remaining live indefinitely.



Link:

<https://partneredcontent.southernliving.com/visit-panama-city-beach/make-it-yours/>



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

### Facebook

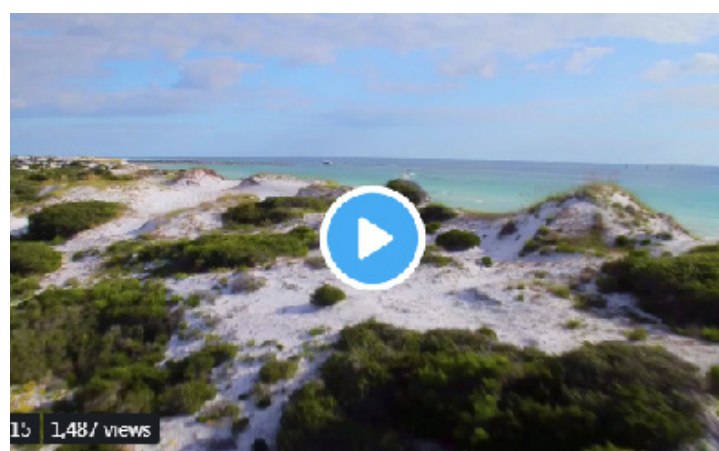
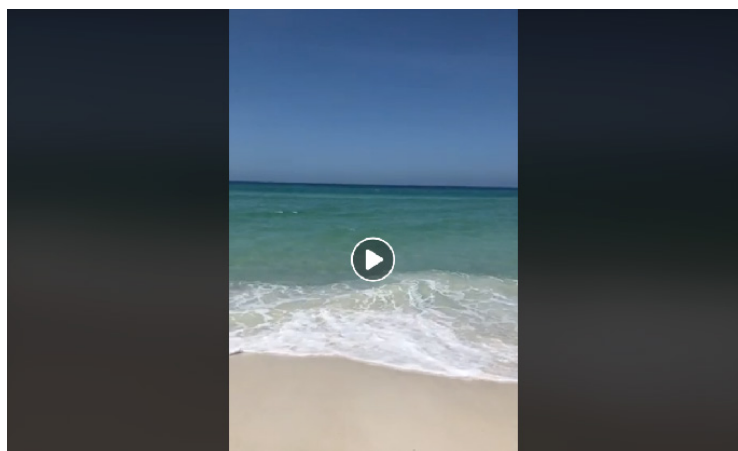
"It's a GORGEOUS day at the #RealFunBeach"

Views: 64K Likes: 5.5K Comments: 1,358 Reach: 183,886

### Twitter

"Sweet summer days await at the Real.Fun.Beach."

Likes: 79 Retweets: 18 Reach: 64,114



### Instagram

"Summer Agenda: the #RealFunBeach"

Likes: 3,117 Comments: 72



  
MOST LIKED  
INSTAGRAM POST  
TO DATE!

## CHASIN' THE SUN TV

The third season of Chasin' The Sun will end on Saturday, June 30th. The show originally premiered in 2016 on the Sportsman Channel with 13 original episodes, later moving to Destination America and NBC Sports Network for its second season. The show's third season was its first on Discovery Channel, with all three seasons shot in Panama City Beach and featuring popular species such as redfish, cobia, kingfish and more. Chasin' The Sun has been renewed for a fourth season and will premiere in early 2019 on Discovery Channel.



## EVENTS

**Real. Fun. Fourth** events are coming up quickly and the excitement is building! Start the celebrations off right with spectacular views at a variety of different locations. Check out the events coming to the beach July 1, 3-6:

- July 1** Light Up the Bay Fireworks Show
- July 3** Freedom Rocks!
- July 4** Star Spangled Spectacular
- July 4** Veterans Memorial Ceremony
- July 5** Summer Concert Series
- July 6** Light Up the Gulf Fireworks Show

