

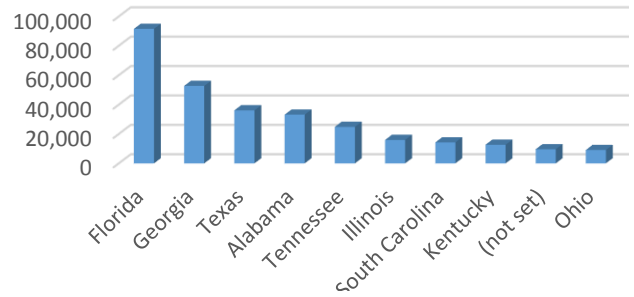
July 2015 Activity Dashboard

WEBSITE DATA

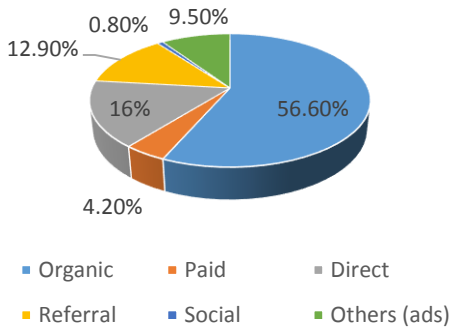
WEBSITE ACTIVITY

		2015	2014
Number of Sessions	↑	391,956	380,853
Length of Session (minutes)	↓	2:20	2:59
Page Views Per Session	↓	2.69	3.05
% of Unique Visits	↑	73.34%	65.42%

WEBSITE VISITORS Top States



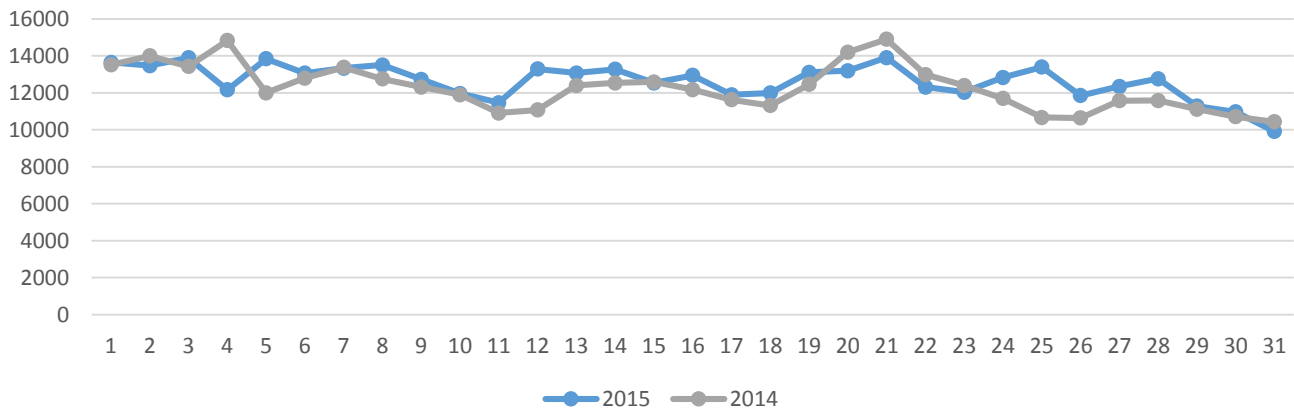
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	97,229	6. thingstodo	19,898
2. webcam	48,508	7. thingstodo/events	18,448
3. thingstodo/attractions	43,832	8. pts/hotels	18,088
4. PCBPOV	36,957	9. placestostay	17,351
5. thingstodo/nav-menu	26,116	10. thingstodo/pierpark	15,533

WEBSITE TRAFFIC – July 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 40,815,008

Earned Media 96,686,750

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

New Followers: 746 Total: 21,747

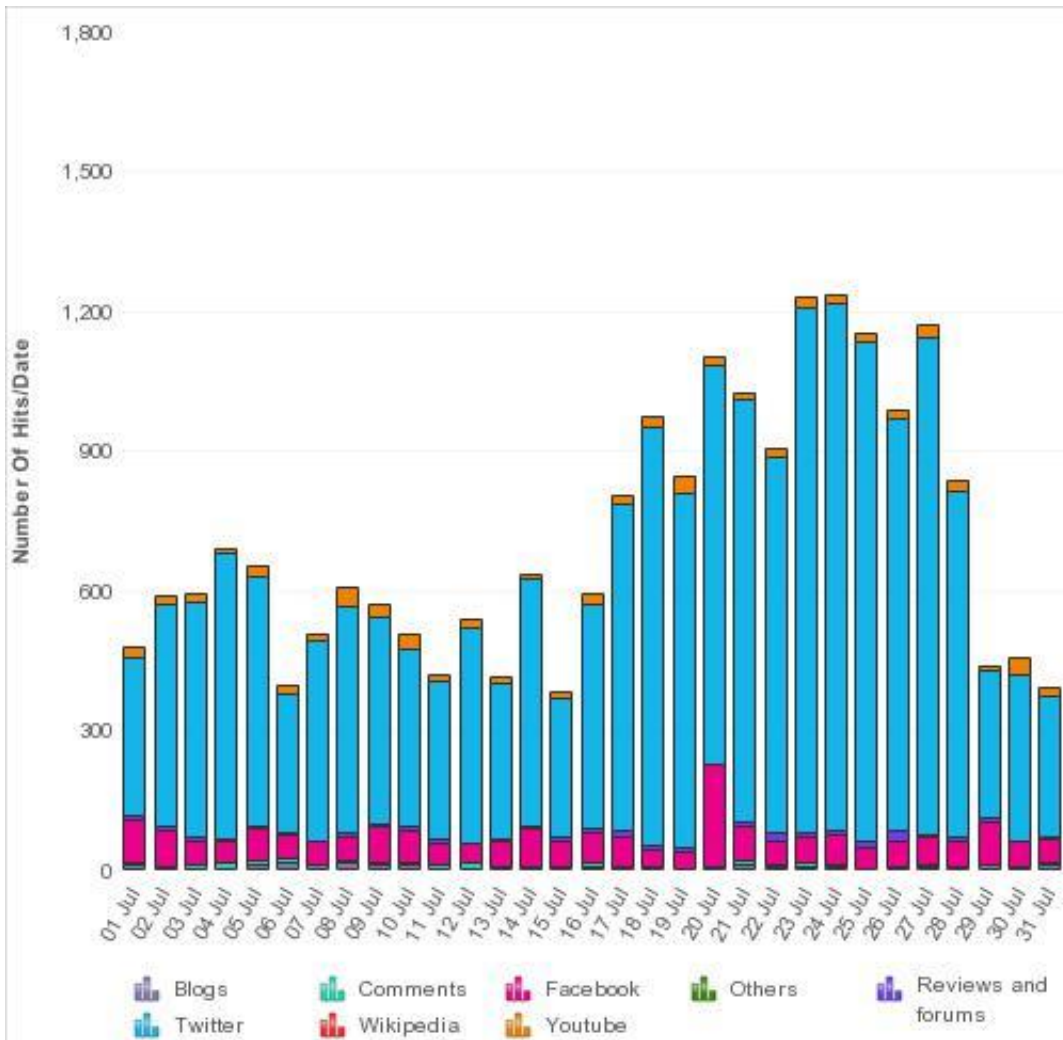
Impressions: 46.2K

INSTAGRAM

Followers: 6,868

New Followers: 716

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↓ **2015** **381,893** **2014** 390,804

Facebook recently deleted pages of the deceased, spam profiles, etc. which affected the total organic likes for pages with a large following like ours.

Total **IMPRESSIONS**: 1,019,027

July 2015 **PEOPLE REACHED**

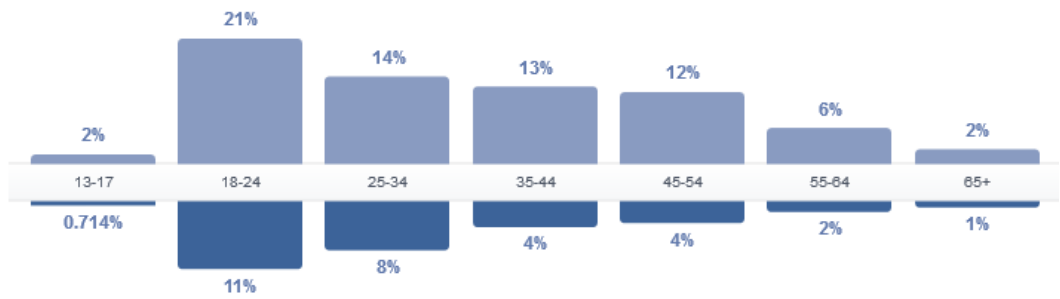
The people who like your Page

Women

■ **69%** Your Fans

Men

■ **30%** Your Fans

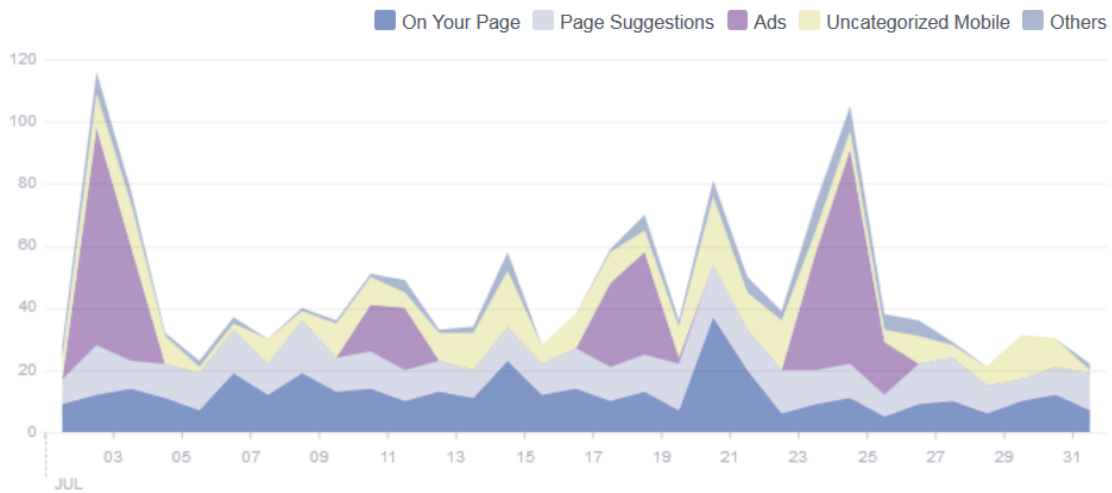


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	358,532	Atlanta, GA	10,385	English (US)	356,188
Panama	1,290	Panama City, FL	6,812	English (UK)	8,620
Italy	1,070	Tallahassee, FL	5,480	Spanish	6,636
Colombia	1,062	Columbus, GA	5,337	French (France)	2,053
Mexico	1,023	Panama City Beach, FL	4,927	Spanish (Spain)	1,679
Canada	943	Birmingham, AL	3,983	Italian	1,063
Venezuela	849	Dothan, AL	3,784	German	636
France	795	Nashville, TN	2,981	Turkish	575
India	745	Louisville, KY	2,794	Portuguese (Brazil)	535
Germany	726	Newnan, GA	2,383	Arabic	351

FACEBOOK cont'd

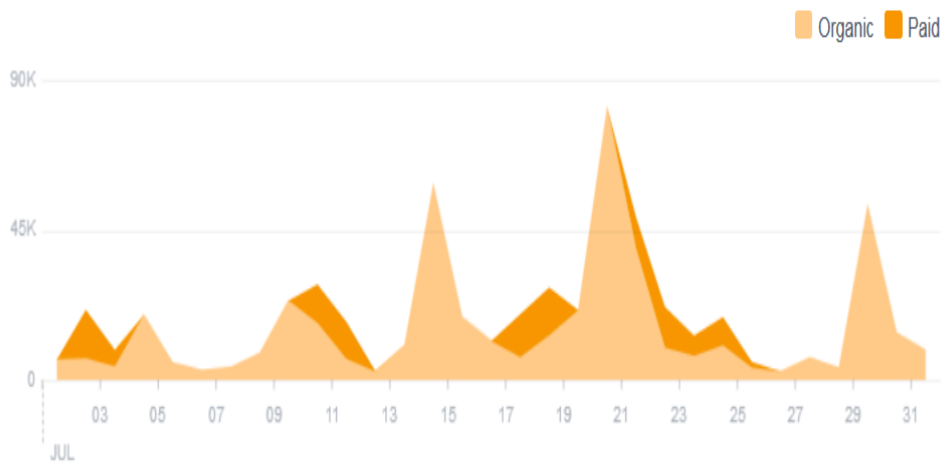
Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



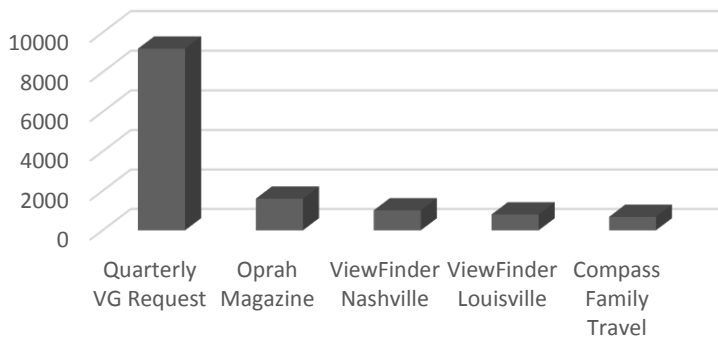
BENCHMARK
Compare your average performance over time.

Organic

Paid

VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2015	2014
9,902	10,716

**AIRPORT ACTIVITY
Deplanements**

May 2015	May 2014
47,834	43,669

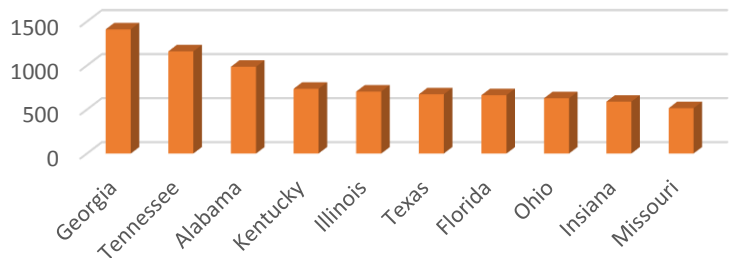
YTD 2015	YTD 2014
172,537	159,500

*NOTE: Data for Northwest Florida Beaches Int'l Airport

**VISITORS –
Airport Desk**

2015
2,230

INQUIRIES – Top States



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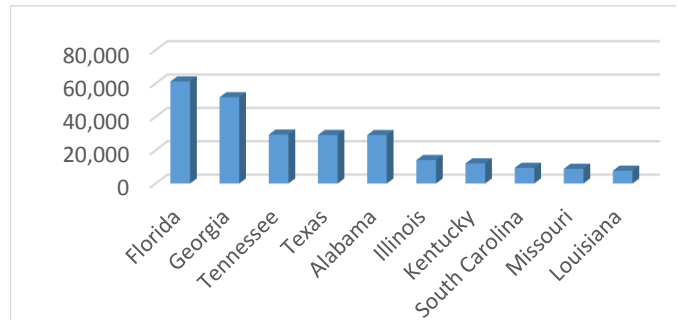
May 2015 Activity Dashboard

WEBSITE DATA

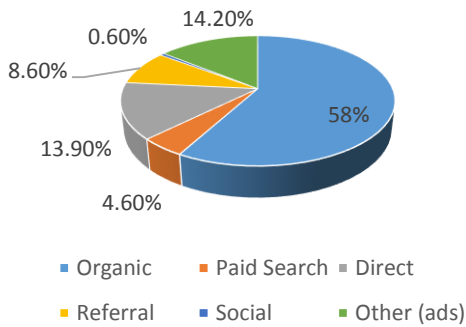
WEBSITE ACTIVITY

		2015	2014
Number of Sessions	↑	327,833	293,255
Length of Session (minutes)	↓	2:32	3:34
Page Views Per Session	↑	2.92	2.23
% of Unique Visits	↑	73.9%	67.84%

WEBSITE VISITORS Top States



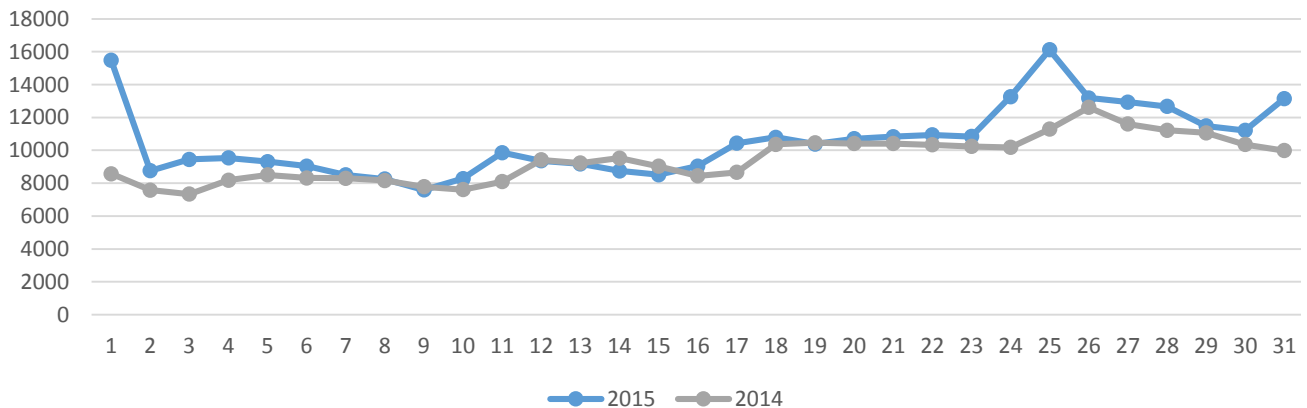
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	97,467	6. thingstodo	19,033
2. PCBPOV	42,253	7. thingstodo/events	18,542
3. webcam	40,685	8. pts/hotels	18,488
4. thingstodo/attractions	35,646	9. placetostay	17,565
5. thingstodo/nav-menu	26,521	10. restaurants	14,443

WEBSITE TRAFFIC – May 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media*

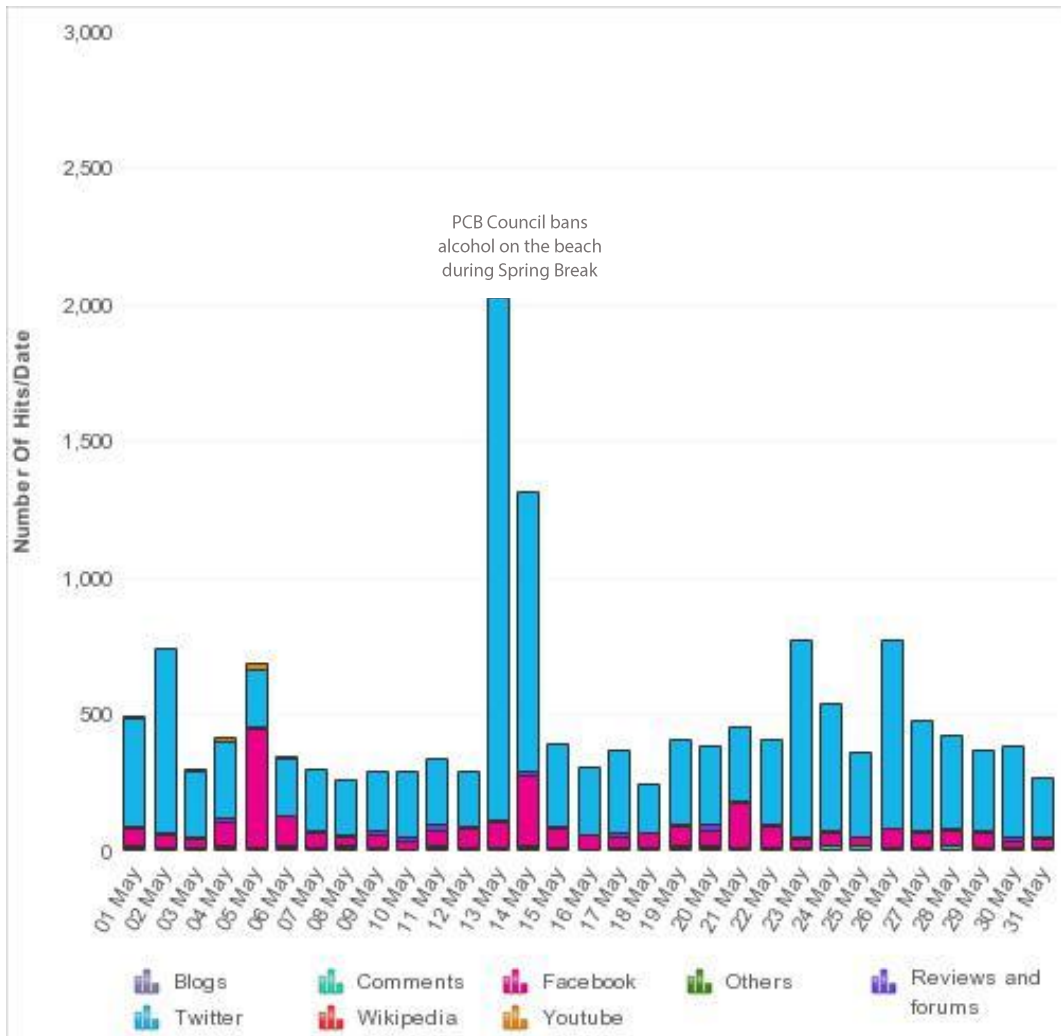
Earned Media

*Paid advertising and public relations promotion
** Free promotion and media coverage

TWITTER New Followers: 169 Total: 20,488
Impressions: 56,800

INSTAGRAM Followers: 5,265
New Followers: 480

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↓ **2015** **380,936** **2014** 395,067 **LIKES** Added This Month ↓ **2015** **353** **2014** 1,231

Facebook recently deleted pages of the deceased, spam profiles, etc. which affected the total organic likes for pages with a large following like ours.

Total **IMPRESSIONS**: 722,009

May 2015 **PEOPLE REACHED**

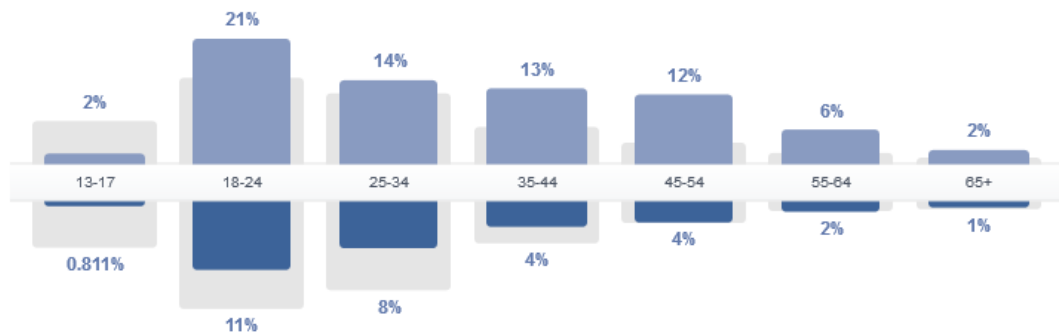
The people who like your Page

Women

■ **69%** Your Fans ■ **46%** All Facebook

Men

■ **31%** Your Fans ■ **54%** All Facebook

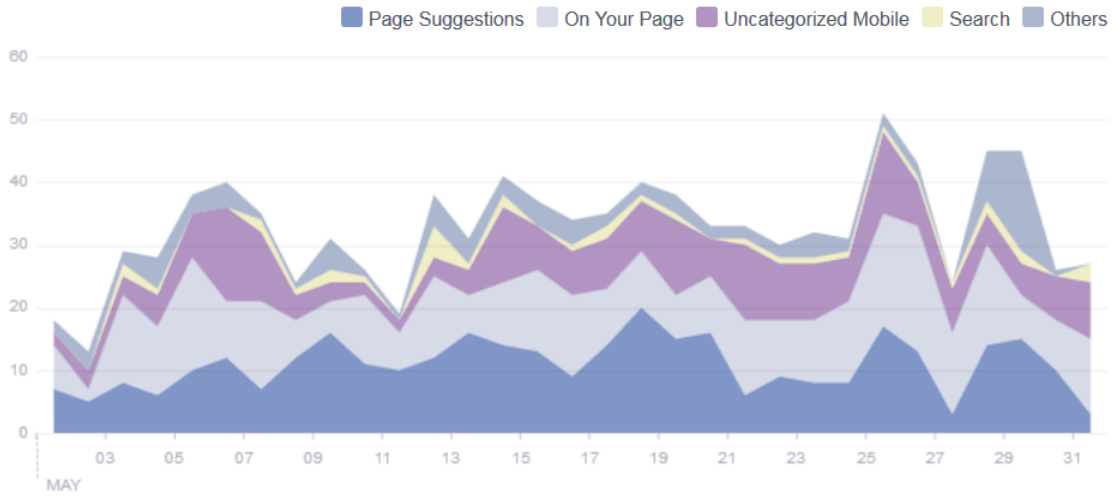


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	357,734	Atlanta, GA	10,667	English (US)	355,376
Panama	1,294	Panama City, FL	6,782	English (UK)	8,647
Colombia	1,071	Tallahassee, FL	5,546	Spanish	6,597
Italy	1,065	Columbus, GA	5,327	French (France)	2,069
Mexico	1,005	Panama City Beach, FL	4,919	Spanish (Spain)	1,680
Canada	943	Birmingham, AL	3,876	Italian	1,070
Venezuela	859	Dothan, AL	3,765	German	631
France	800	Nashville, TN	2,886	Turkish	580
India	747	Louisville, KY	2,692	Portuguese (Brazil)	525
Germany	731	Newnan, GA	2,370	Arabic	353

FACEBOOK cont'd

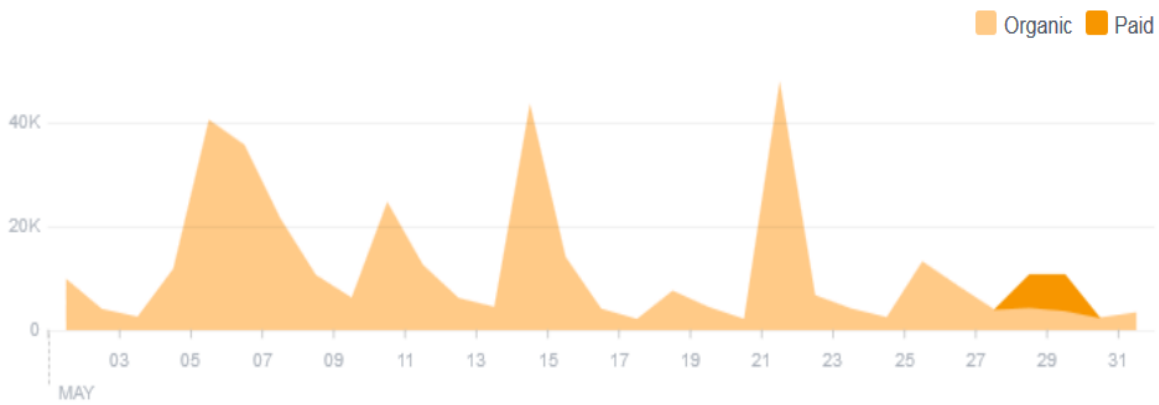
Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



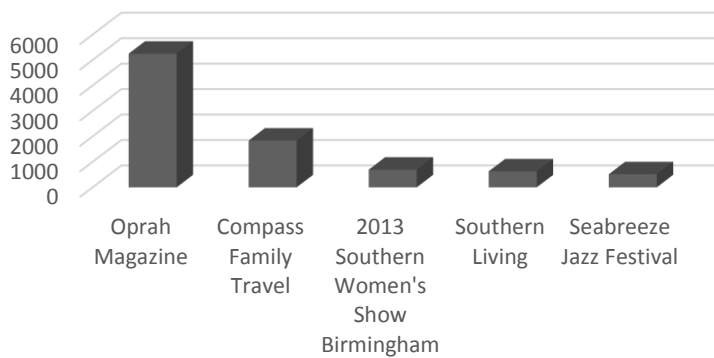
Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ac



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

	<u>2015</u>	<u>2014</u>
	12,702	4,885
(Total Quarterly Subscriptions) : 6,688		

AIRPORT ACTIVITY Deplanements

	<u>March 2015</u>	<u>March 2014</u>
	41,876	38,616

	<u>YTD 2015</u>	<u>YTD 2014</u>
	77,940	83,753

*NOTE: Data for Northwest Florida Beaches Int'l Airport

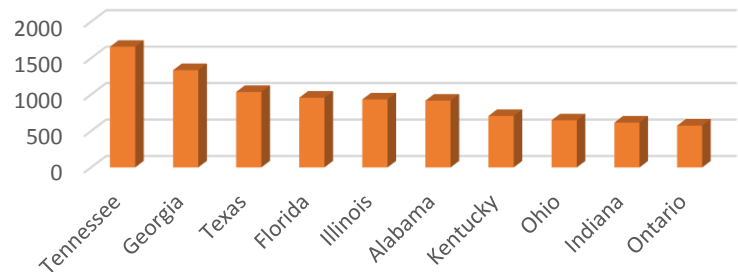
VISITORS – Airport Desk

2015
2,257

VISITORS – Visitor Center

	<u>2015</u>	<u>2014</u>
	1,645	No count due to visitor center renovation

INQUIRIES – Top States



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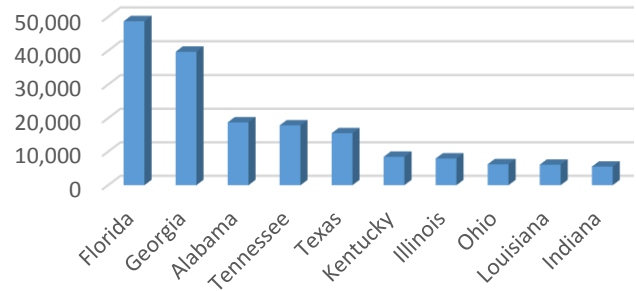
April 2015 Activity Dashboard

WEBSITE DATA

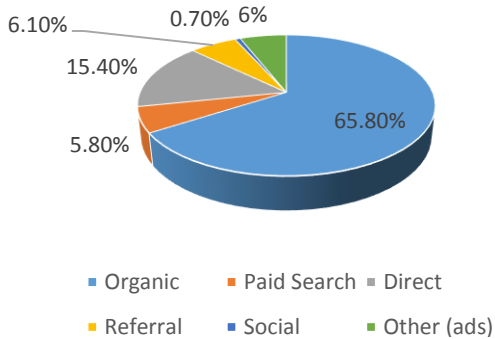
WEBSITE ACTIVITY

		2015	2014
Number of Sessions	↑	243,465	241,423
Length of Session (minutes)	↓	2:44	3:27
Page Views Per Visit	↓	3.00	3.21
% of Unique Visits	↑	70.92%	68.23%

WEBSITE VISITORS Top States



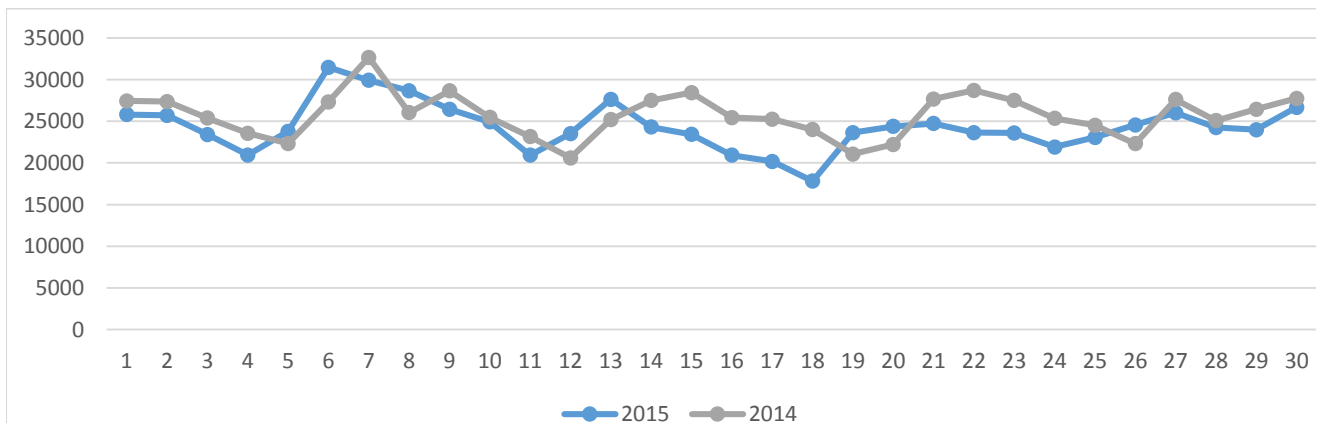
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	75,654	6. thingstodo/events	14,985
2. webcam	37,721	7. placestostay	13,997
3. thingstodo/attractions	28,226	8. thingstodo	13,841
4. thingstodo/nav-menu	16,756	9. pts/rentals/condos	11,742
5. placestostay/hotels	15,127	10. restaurants	10,995

WEBSITE TRAFFIC – April 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 28,561,355

Earned Media 52,835,152

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

New Followers: 719 Total: 19,870

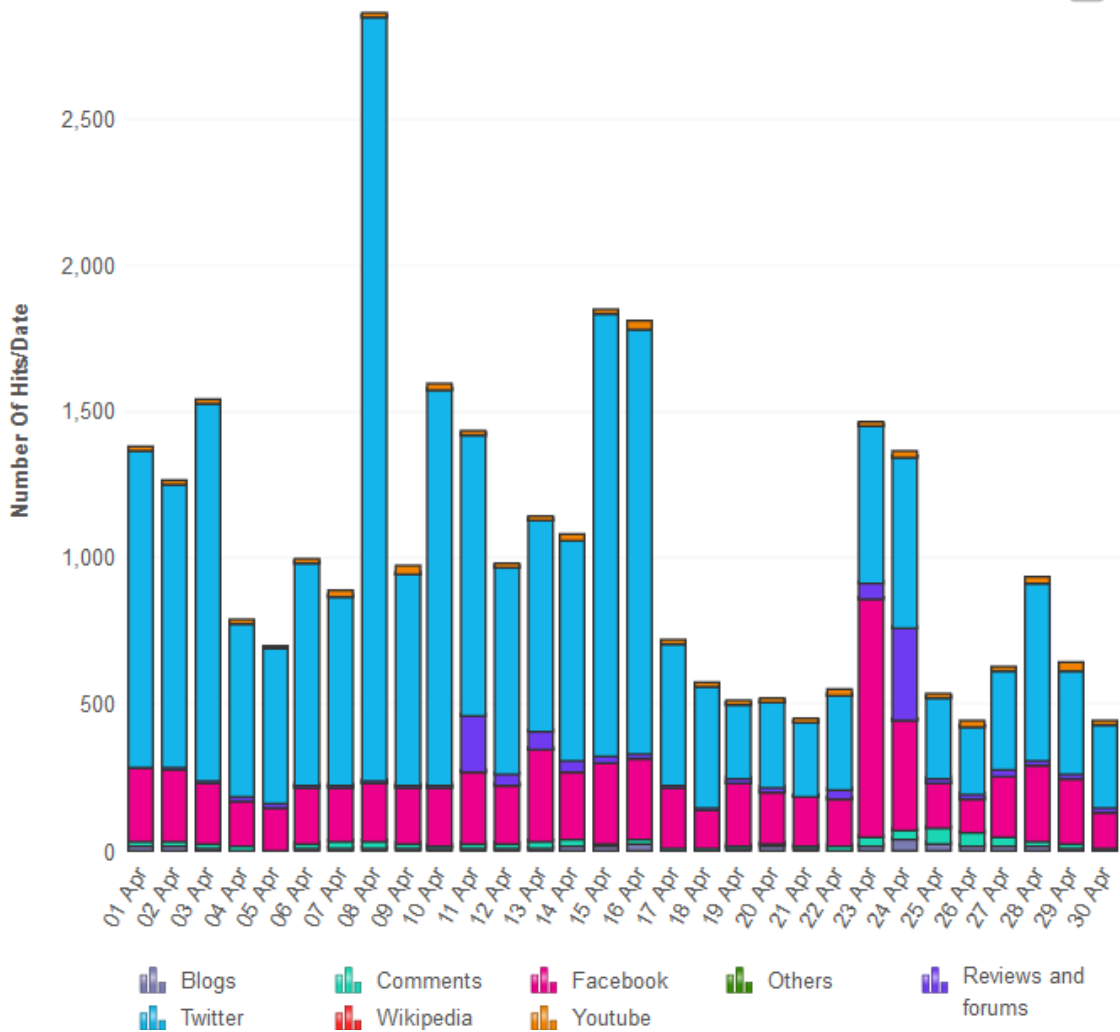
Impressions: 99,700

INSTAGRAM

Followers: 5,265

New Followers: 222

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↓ **2015** **380,532** 2014 393,876 **LIKES** Added This Month ↓ **2015** **894** 2014 1,075

Facebook recently deleted pages of the deceased, spam profiles, etc. which affected the total organic likes for pages with a large following like ours.

Total **IMPRESSIONS**: 846,111

April 2015 **PEOPLE REACHED**

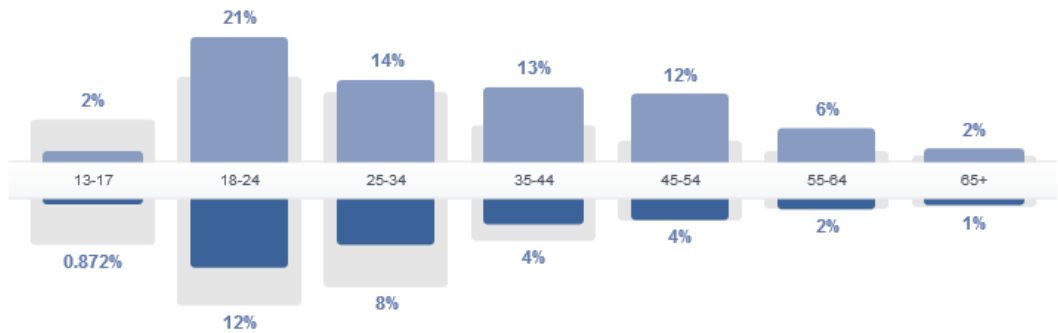
The people who like your Page

Women

■ **69%** Your Fans ■ **46%** All Facebook

Men

■ **31%** Your Fans ■ **54%** All Facebook

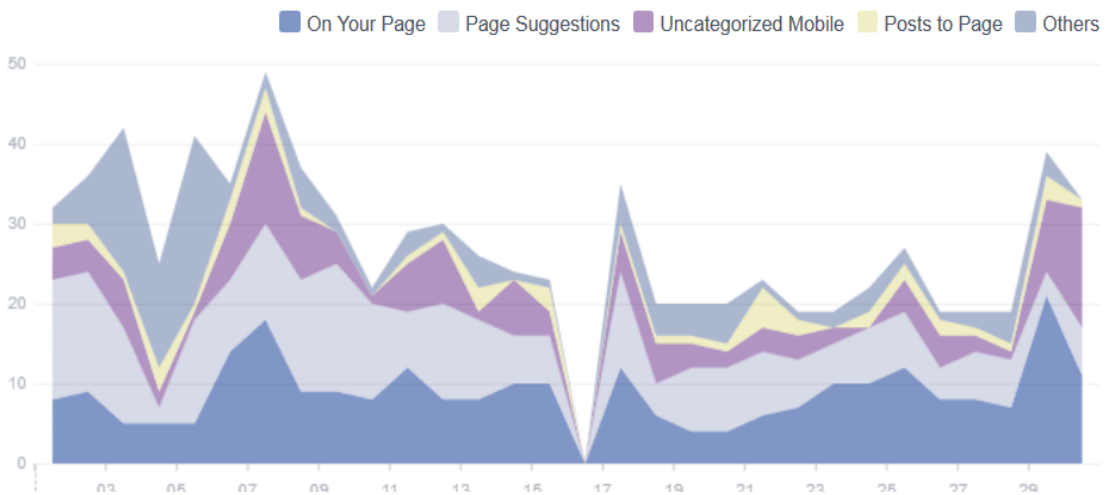


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	357,223	Atlanta, GA	10,586	English (US)	354,853
Panama	1,287	Panama City, FL	6,762	English (UK)	8,638
Italy	1,073	Tallahassee, FL	5,517	Spanish	6,569
Colombia	1,071	Columbus, GA	5,324	French (France)	2,079
Mexico	1,002	Panama City Beach, FL	4,884	Spanish (Spain)	1,675
Canada	947	Birmingham, AL	3,879	Italian	1,075
Venezuela	860	Dothan, AL	3,770	German	639
France	797	Nashville, TN	2,865	Turkish	579
India	741	Louisville, KY	2,677	Portuguese (Brazil)	529
Germany	729	Newnan, GA	2,361	Arabic	354

FACEBOOK cont'd

Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.

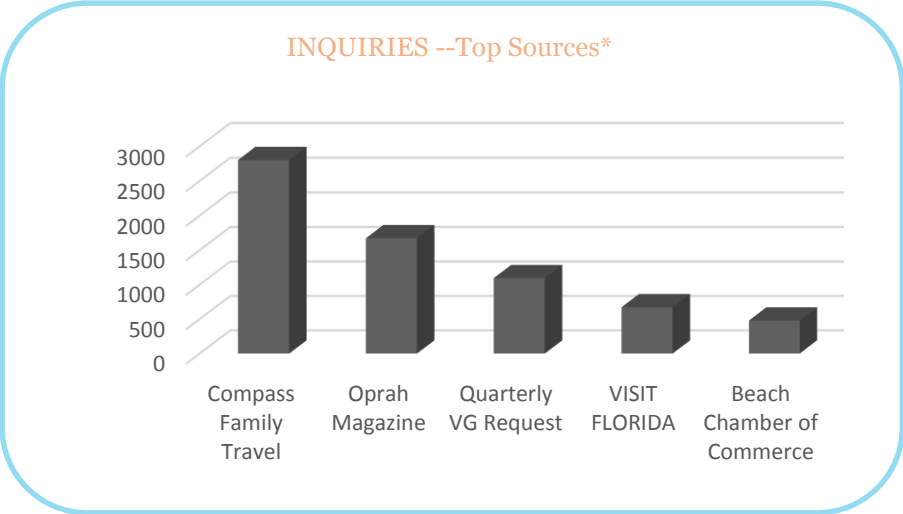


Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



VISITOR SERVICES DATA



VISITOR GUIDES

Year	Count
<u>2015</u>	6,768
<u>2014</u>	13,347

AIRPORT ACTIVITY Deplanements

Month	2015	2014
Feb	21,688	20,579
YTD	41,877	39,324

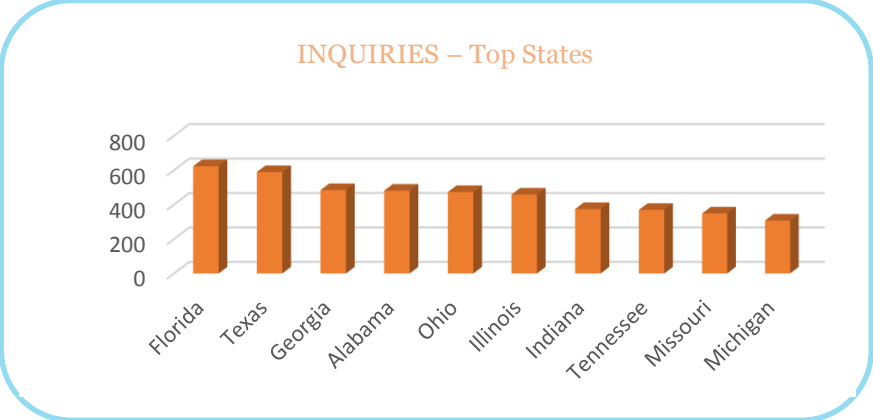
*NOTE: Data for Northwest Florida Beaches Int'l Airport

VISITORS – Airport Desk

Year	Count
<u>2015</u>	2,000

VISITORS – Visitor Center

Year	Count
<u>2015</u>	4,236
<u>2014</u>	No count due to visitor center renovation



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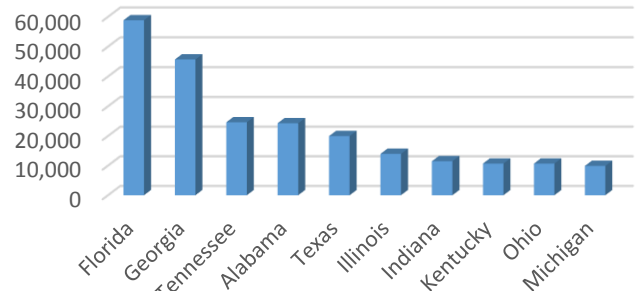
March 2015 Activity Dashboard

WEBSITE DATA

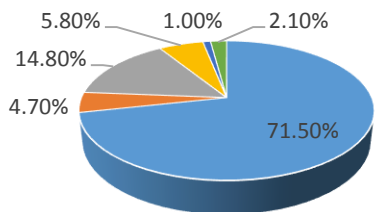
WEBSITE ACTIVITY

		2015	2014
Number of Sessions	↑	334,770	277,677
Length of Session (minutes)	↓	2:34	3:25
Page Views Per Visit	↓	2.93	3.23
% of Unique Visits	↑	73.83%	68.75%

WEBSITE VISITORS Top States



WEBSITE TRAFFIC SOURCES

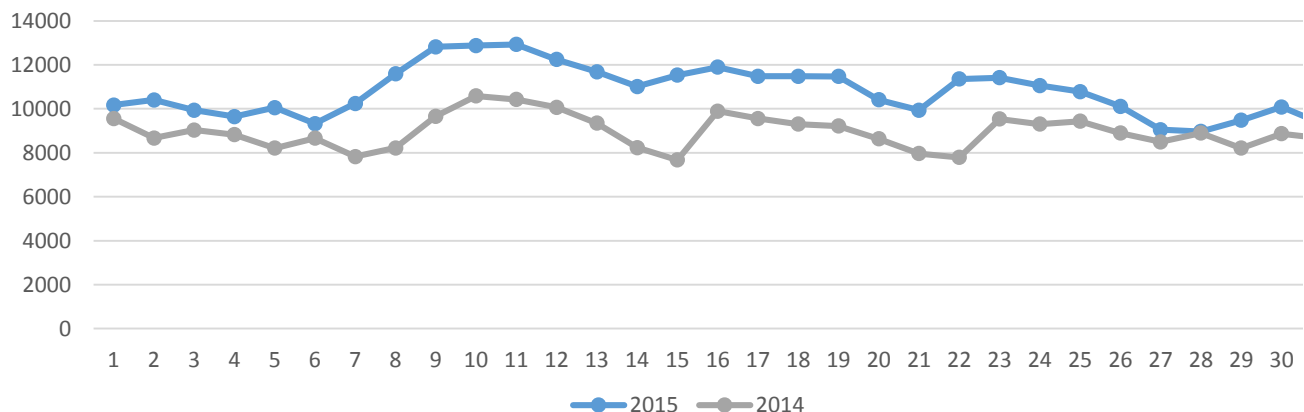


■ Organic
 ■ Paid Search
 ■ Direct
■ Referral
 ■ Social
 ■ Other

TOP WEB PAGES

1. homepage	101,903	6. placetostay/hotels	22,039
2. webcam	65,143	7. thingstodo/events	19,395
3. thingstodo/attractions	37,633	8. placetostay	17,547
4. thingstodo/springbreak	27,085	9. thingstodo/nightlife	17,540
5. thingstodo/nav-menu	24,510	10. thingstodo	17,258

WEBSITE TRAFFIC – March 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 9,989,005

Earned Media 401,053,498

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

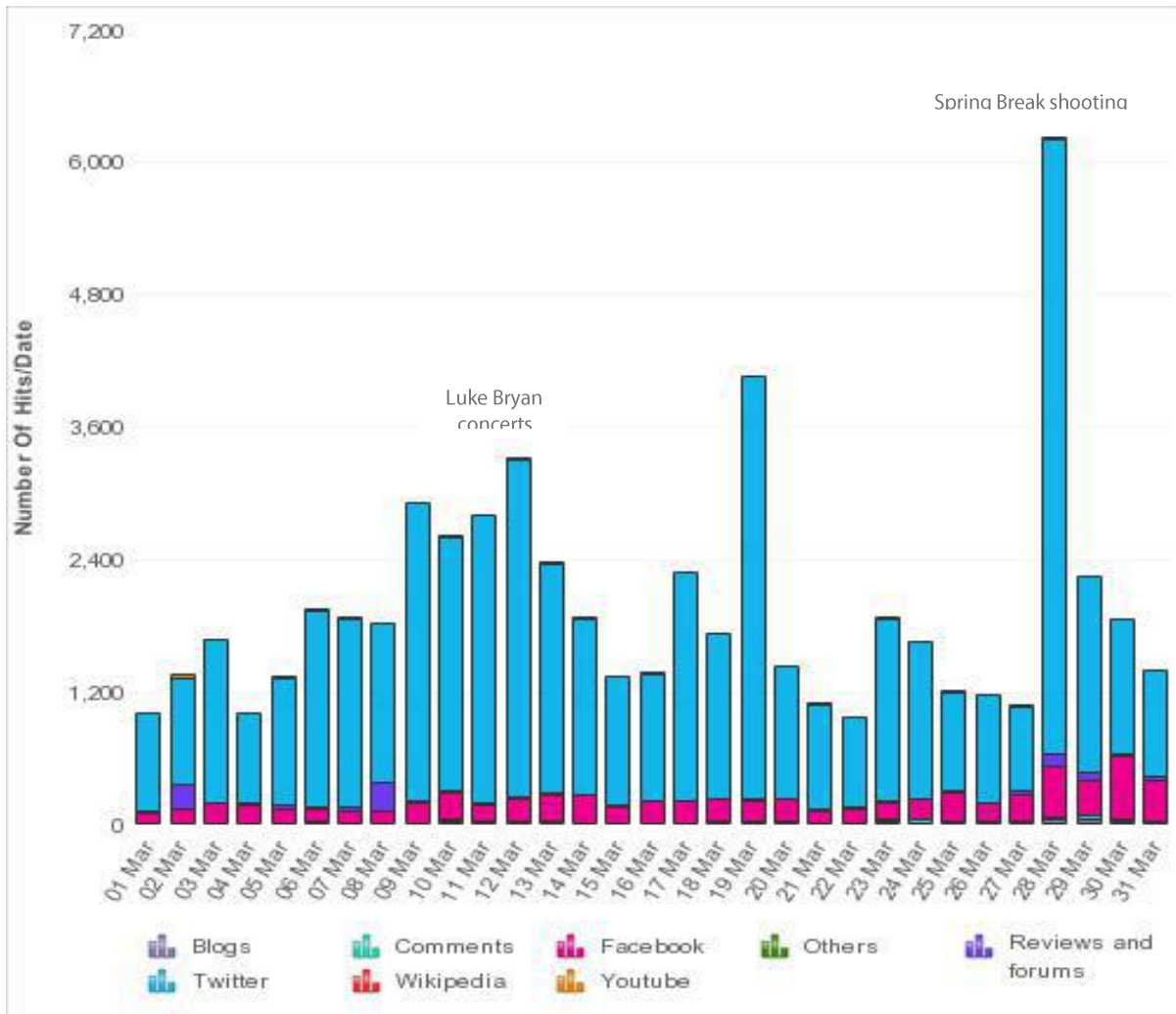
New Followers: 1,131 Total: 19,283

Impressions: 174,000

INSTAGRAM

Followers: 5,036

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↓ **2015** 380,418 2014 392,815 **LIKES Added This Month** ↓ **2015** 490 2014 1,238

Facebook recently deleted pages of the deceased, spam profiles, etc. which affected the total organic likes for pages with a large following

Total **IMPRESSIONS**: 2,278,364

March 2015 **PEOPLE REACHED**

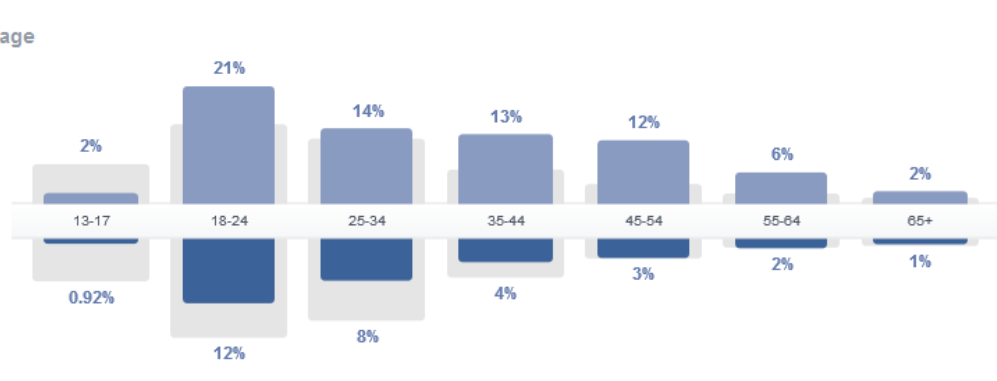
The people who like your Page

Women

■ **69%** Your Fans ■ **46%** All Facebook

Men

■ **31%** Your Fans ■ **54%** All Facebook

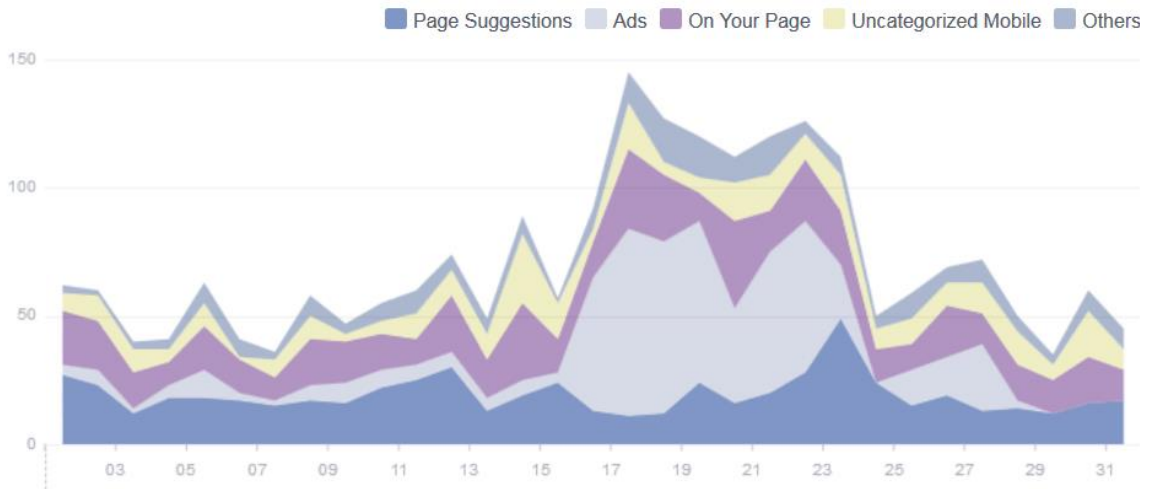


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	357,111	Atlanta, GA	10,617	English (US)	354,757
Panama	1,290	Panama City, FL	6,736	English (UK)	8,621
Colombia	1,073	Tallahassee, FL	5,542	Spanish	6,560
Italy	1,072	Columbus, GA	5,327	French (France)	2,073
Mexico	989	Panama City Beach, FL	4,883	Spanish (Spain)	1,675
Canada	941	Birmingham, AL	3,849	Italian	1,070
Venezuela	864	Dothan, AL	3,763	German	640
France	798	Nashville, TN	2,866	Turkish	583
Germany	740	Louisville, KY	2,670	Portuguese (Brazil)	523
India	735	Newnan, GA	2,361	Arabic	349

FACEBOOK cont'd

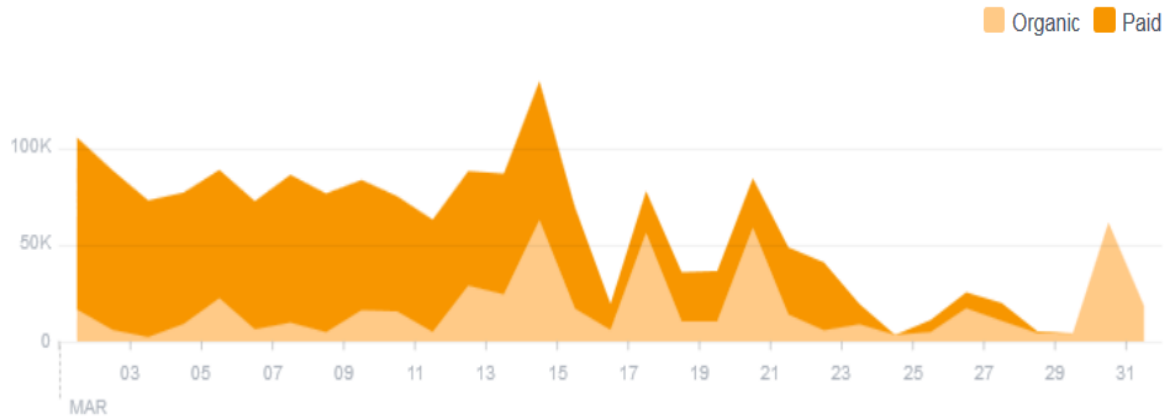
Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



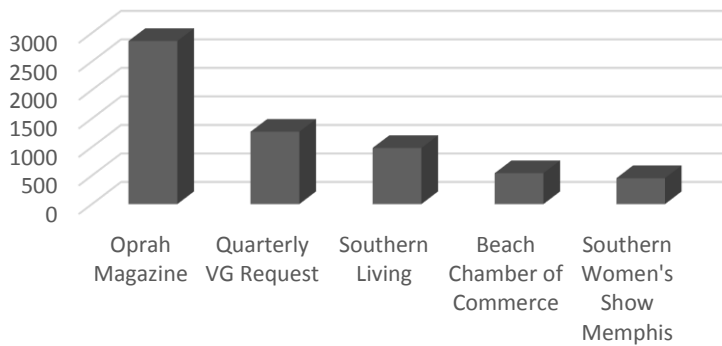
Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2015	2014
5,561	3,724

AIRPORT ACTIVITY
Deplanements

Jan 2014	Jan 2013
↑	
YTD 2014	YTD 2013
↑	

*NOTE: Data for Northwest Florida Beaches Int'l Airport

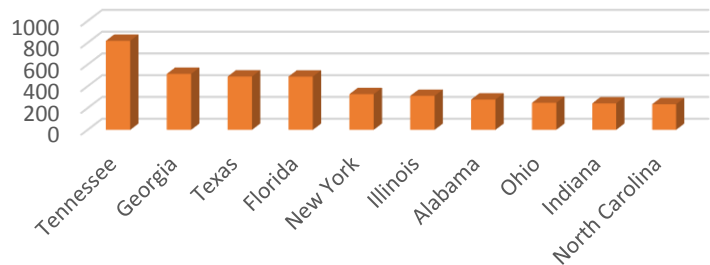
VISITORS –
Airport Desk

2015
1,748

VISITORS –
Visitor Center

2015	2014
No count due to visitor center renovation	No count due to visitor center renovation

INQUIRIES – Top States



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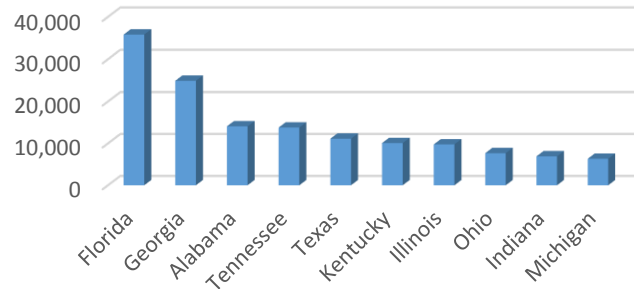
January 2015 Activity Dashboard

WEBSITE DATA

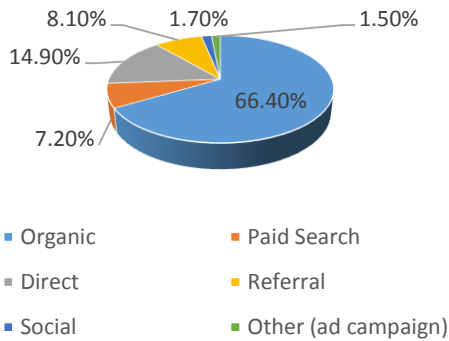
WEBSITE ACTIVITY

	↑	<u>2015</u>	<u>2014</u>
Number of Sessions	↑	221,164	194,947
Length of Session (minutes)	↓	3:09	3:37
Page Views Per Visit	↑	3.42	3.41
% of Unique Visits	↓	73.67%	74.36%

WEBSITE VISITORS Top States



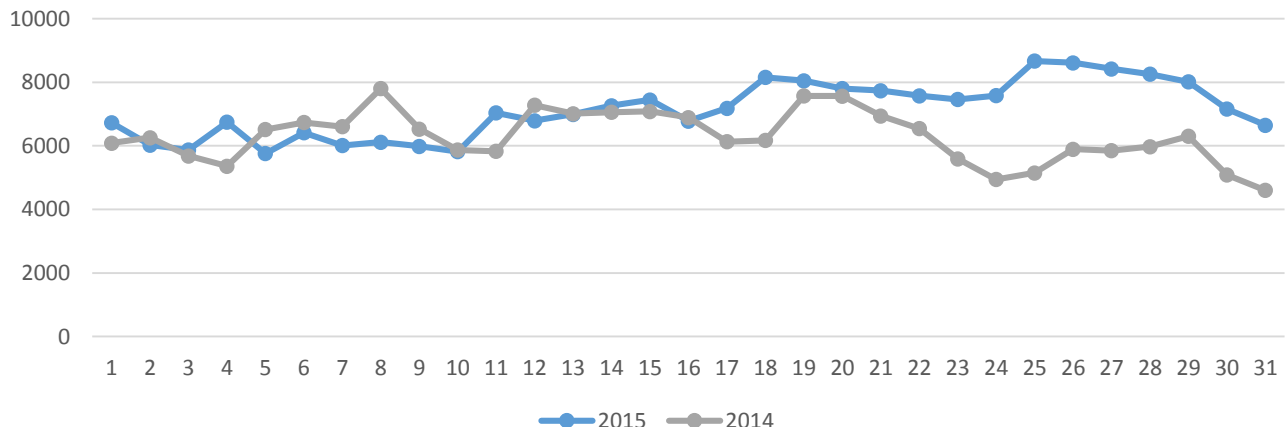
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	77,191	6. webcam	18,339
2. thingstodo/attractions	26,836	7. placestostay	17,647
3. thingstodo/spring-break	21,736	8. thingstodo	17,385
4. thingstodo/events	19,652	9. placestostay/rentals/c	14,929
5. placestostay/hotels	18,492	10. thingstodo/nav-menu	12,966

WEBSITE TRAFFIC – January 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 3,235,082

Earned Media 84,607,310

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

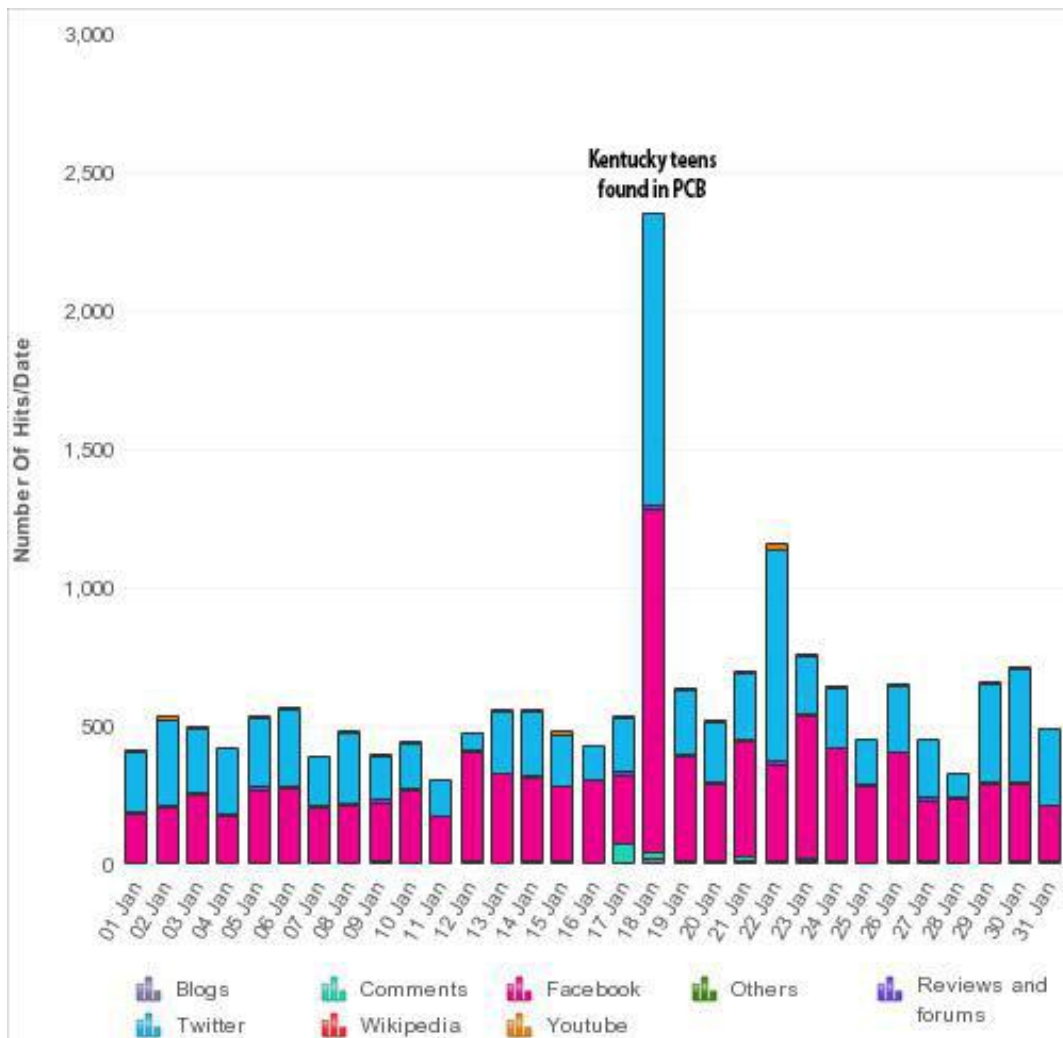
Followers: 17,000

Impressions: 58,500

INSTAGRAM

Followers: 4,445

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↑ **2015** 403,468 **2014** 390,974 **LIKES Added This Month** ↓ **2015** 528 **2014** 846

Total **IMPRESSIONS**: 789,369

January 2015 **PEOPLE REACHED**

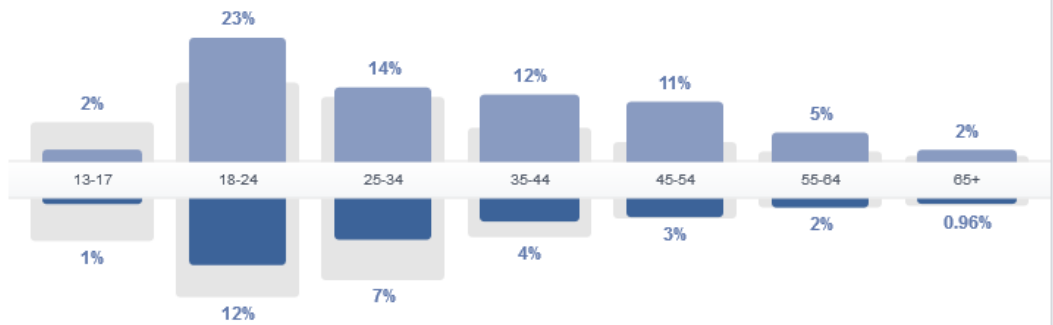
The people who like your Page

Women

69% Your Fans **46%** All Facebook

Men

31% Your Fans **54%** All Facebook

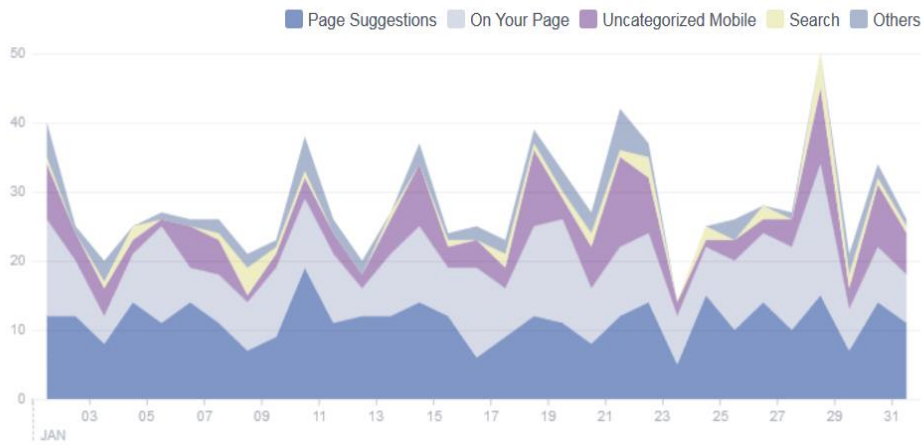


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	378,546	Atlanta, GA	11,058	English (US)	376,271
Panama	1,400	Panama City, FL	7,191	English (UK)	9,169
Colombia	1,168	Tallahassee, FL	5,991	Spanish	7,060
Italy	1,162	Columbus, GA	5,713	French (France)	2,350
Mexico	1,093	Panama City Beach, FL	5,076	Spanish (Spain)	1,819
Canada	991	Dothan, AL	4,007	Italian	1,165
France	923	Birmingham, AL	3,996	Turkish	708
Venezuela	922	Nashville, TN	2,971	German	688
Germany	793	Louisville, KY	2,824	Portuguese (Brazil)	532
India	781	Newnan, GA	2,566	Arabic	375

FACEBOOK cont'd

Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.

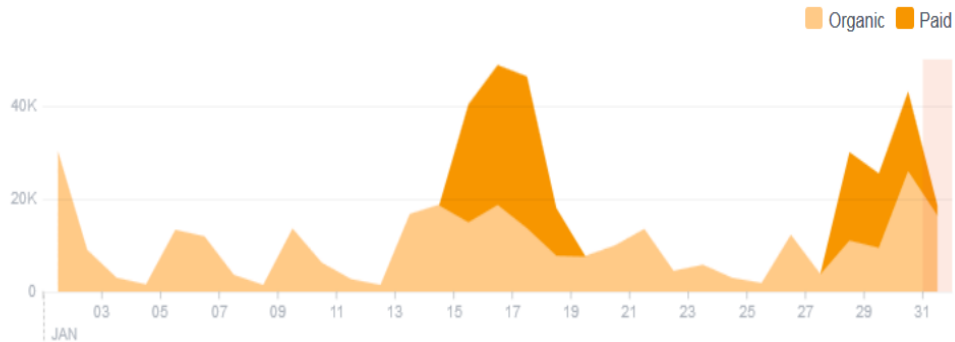


BENCHMARK
Compare your average performance over time.

- Page Suggestions
- On Your Page
- Uncategorized Mobile
- Search
- Others

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.

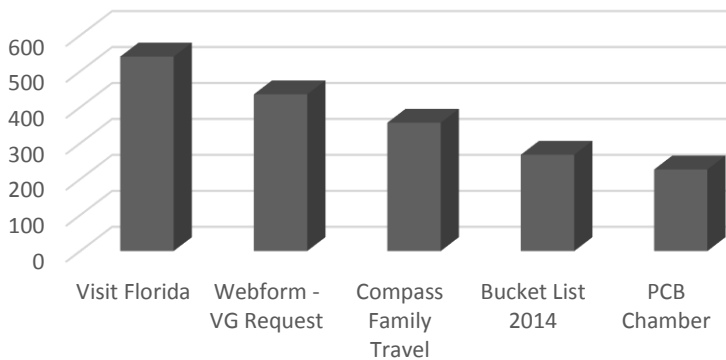


BENCHMARK
Compare your average performance over time.

- Organic
- Paid

VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2015	2014
13,431	4,012

AIRPORT ACTIVITY Deplanements

Nov 2014	Nov 2013
27,012	25,435

YTD 2014	YTD 2013
385,029	382,944

*NOTE: Data for Northwest Florida Beaches Int'l Airport

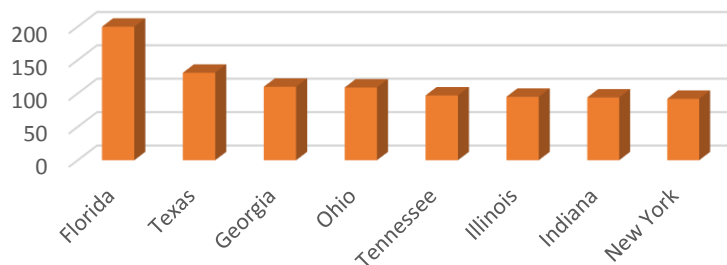
VISITORS – Airport Desk

2015
1,133

VISITORS – Visitor Center

2015	2014
No count due to visitor center renovation	6,682

INQUIRIES – Top States



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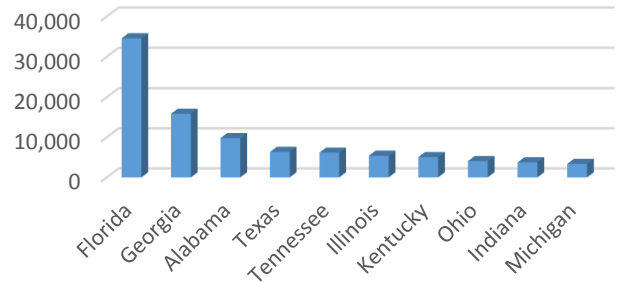
December 2014 Activity Dashboard

WEBSITE DATA

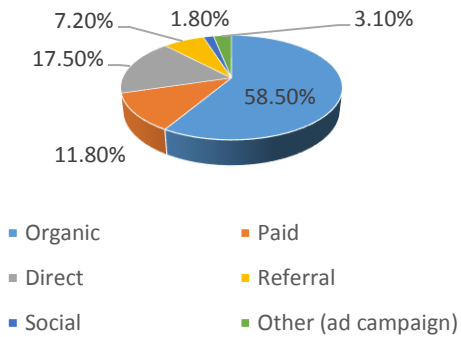
WEBSITE ACTIVITY

		<u>2014</u>	<u>2013</u>
Number of Sessions	↑	146,356	126,747
Length of Session (minutes)	↓	2:27	2:51
Page Views Per Visit	↓	2.85	2.93
% of Unique Visits	↑	73.89%	73.28%

WEBSITE VISITORS Top States



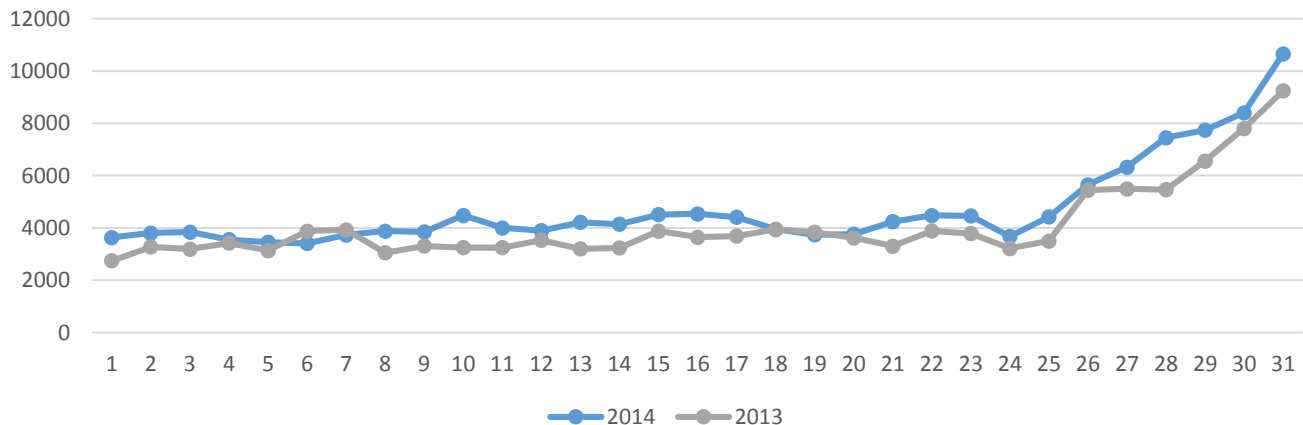
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	43,321	6. thingstodo/spring-break	12,196
2. events/beach-ball-drop	17,974	7. thingstodo	9,654
3. thingstodo/attractions	15,401	8. thingstodo/nav-menu	8,868
4. thingstodo/events	14,579	9. thingstodo/beach-ball-drop	8,856
5. webcam	13,546	10. placestostay	7,474

WEBSITE TRAFFIC – December 2013 vs. 2014



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 21,236,295

Earned Media 26,670,625

*Paid advertising and public relations promotion

** Free promotion and media coverage

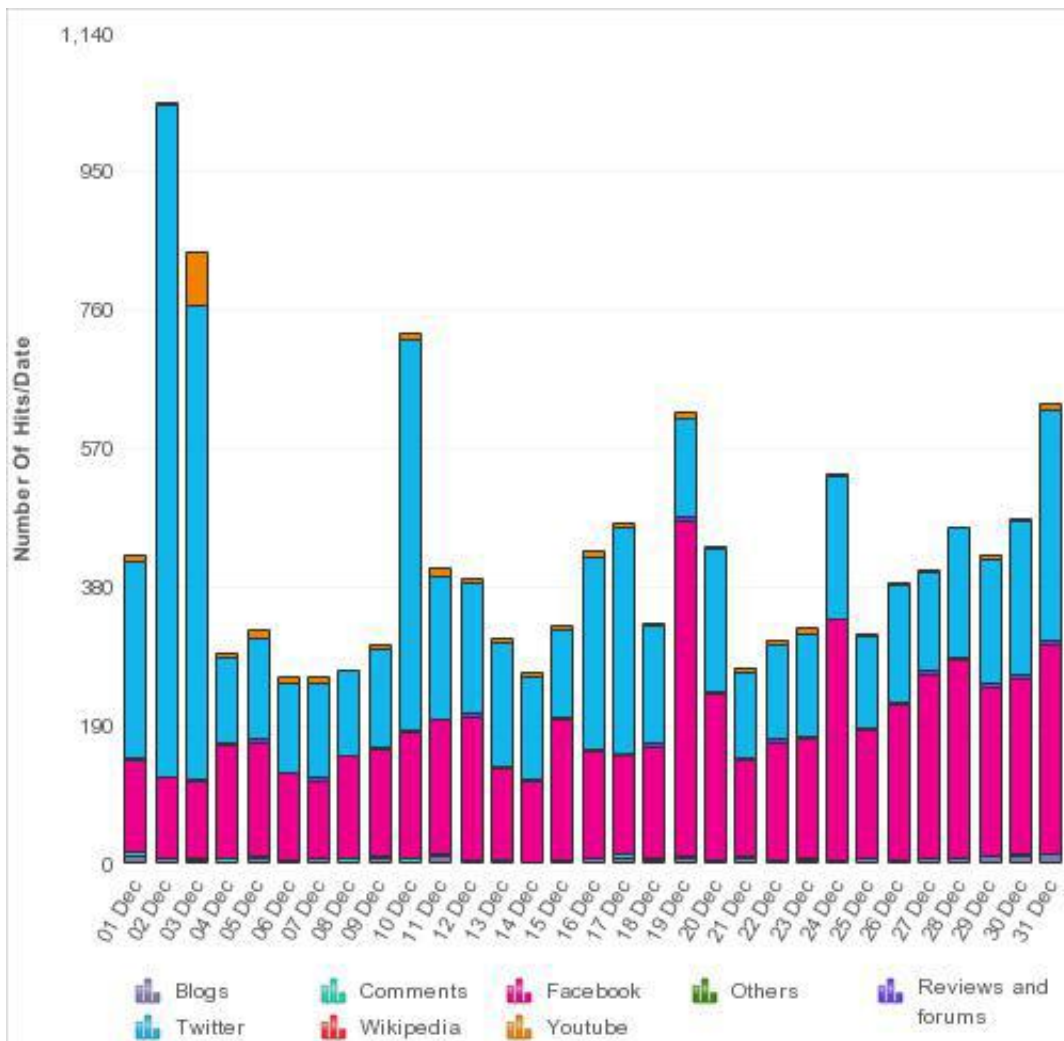
TWITTER

Followers: 16,668 

INSTAGRAM

Followers: 4,396 

SOCIAL CONVERSATIONS

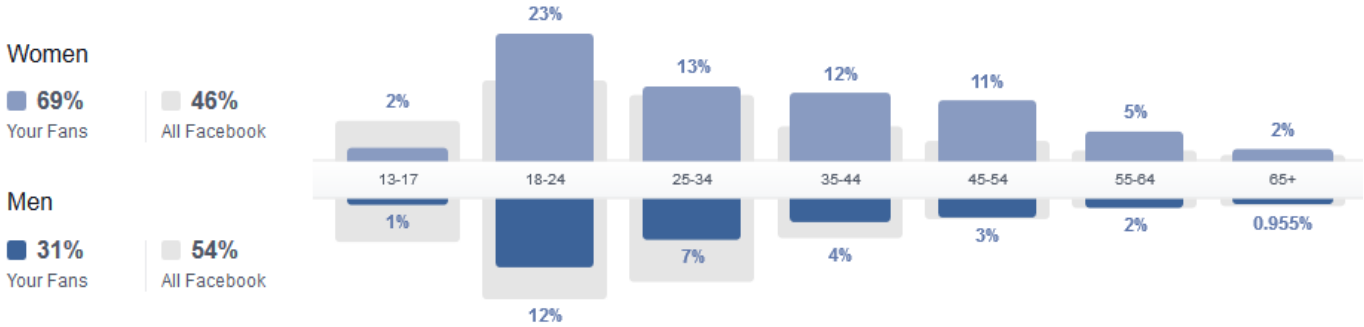


FACEBOOK

Total Number of **LIKES** ↑ **2014** 402,954 **2013** 390,298 **LIKES Added This Month** ↓ **2014** 639 **2013** 1,128

Total **IMPRESSIONS**: 1,166,196

December 2014 **PEOPLE REACHED**

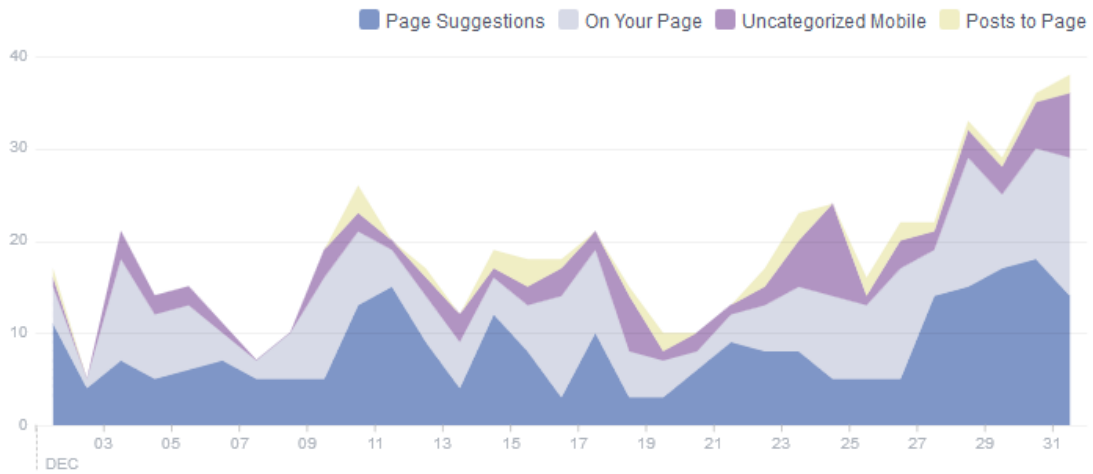


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	377,799	Atlanta, GA	11,051	English (US)	375,490
Panama	1,396	Panama City, FL	7,171	English (UK)	9,143
Colombia	1,170	Tallahassee, FL	5,992	Spanish	7,058
Italy	1,167	Columbus, GA	5,729	French (France)	2,351
Mexico	1,094	Panama City Beach, FL	5,043	Spanish (Spain)	1,827
Canada	982	Dothan, AL	3,990	Italian	1,164
Venezuela	919	Birmingham, AL	3,986	Turkish	709
France	918	Nashville, TN	2,966	German	689
Germany	778	Louisville, KY	2,813	Portuguese (Brazil)	528
India	767	Newnan, GA	2,586	Arabic	373

FACEBOOK cont'd

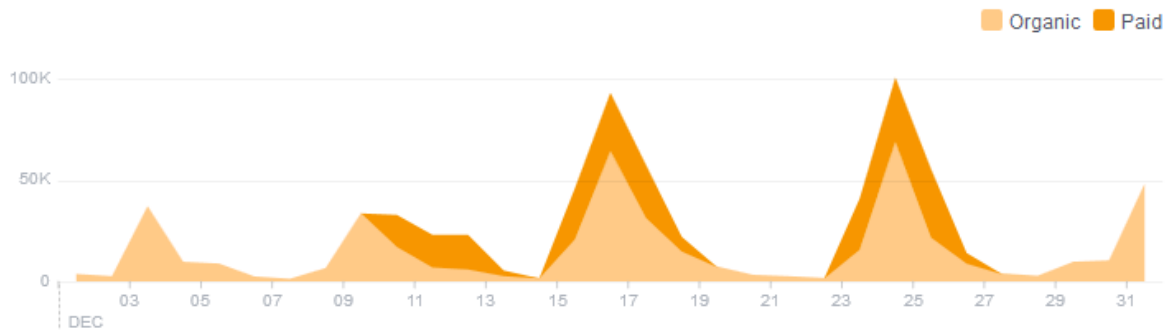
Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



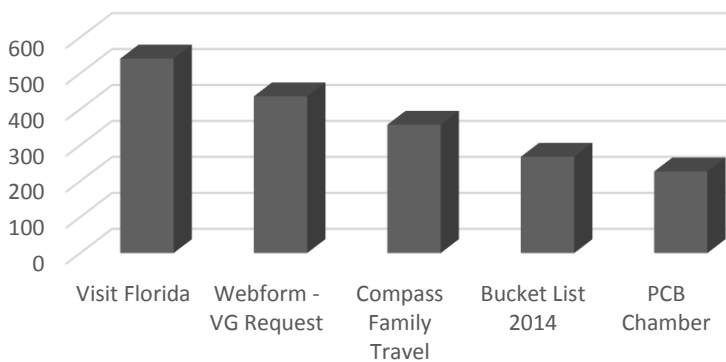
Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2014	2013
↓ 1,065	2,169

AIRPORT ACTIVITY Deplanements

Oct 2014	Oct 2013
↑ 36,067	34,251

YTD 2014	YTD 2013
↑ 358,017	357,509

*NOTE: Data for Northwest Florida Beaches Int'l Airport

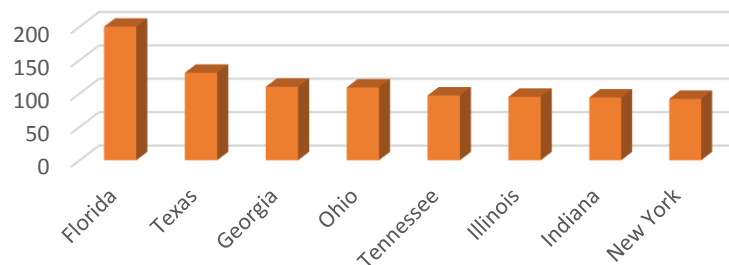
VISITORS – Airport Desk

2014
1,137

VISITORS – Visitor Center

2014	2013
No count due to visitor center renovation	2,927

INQUIRIES – Top States



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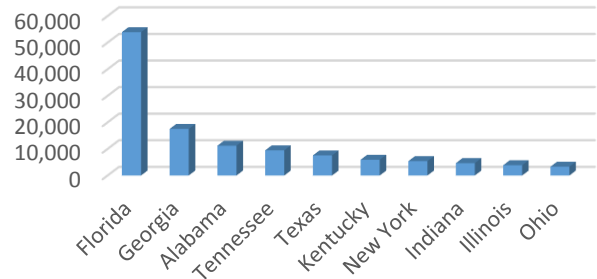
October 2014 Activity Dashboard

WEBSITE DATA

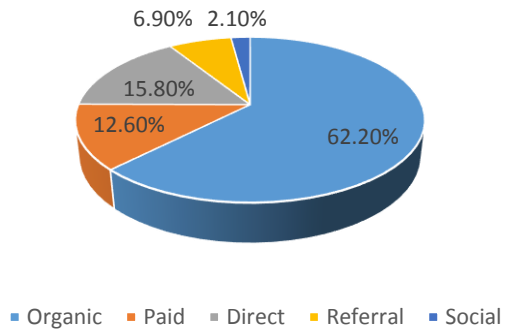
WEBSITE ACTIVITY

		<u>2014</u>	<u>2013</u>
Number of Sessions	↑	168,723	133,379
Length of Session (minutes)	↓	2:25	2:49
Page Views Per Visit	↓	2.73	2.82
% of Unique Visits	↑	67.19%	67.05%

WEBSITE VISITORS Top States



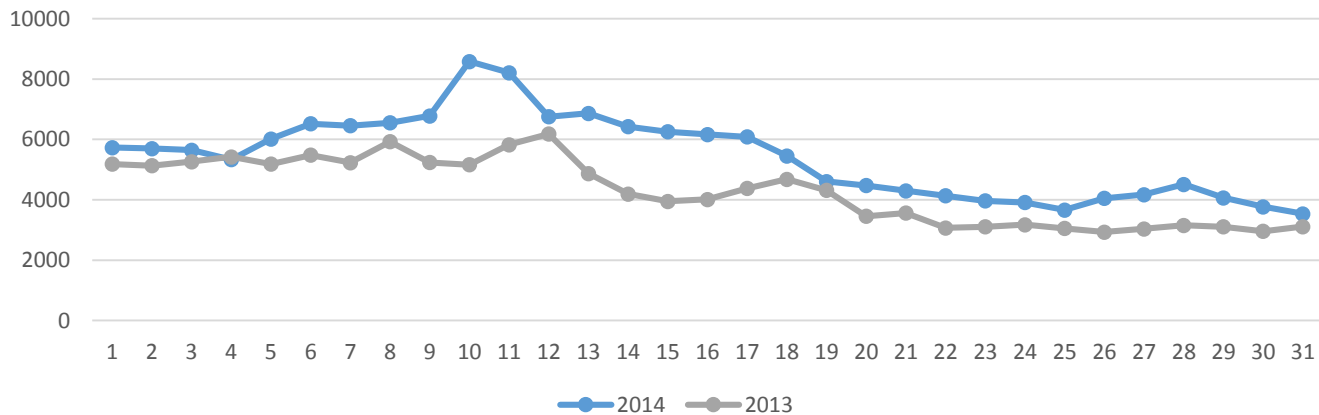
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	45,020	6. calendar/pirates-fest	10,335
2. webcam	21,648	7. thingstodo/menu	9,054
3. thingstodo/attractions	17,209	8. restaurants	8,731
4. thingstodo/events	16,668	9. thingstodo/seafood-fest	8,697
5. thingstodo	10,820	10. placestostay	7,043

WEBSITE TRAFFIC – October 2013 vs. 2014



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 18, 692, 443

Earned Media 4,392,141

*Paid advertising and public relations promotion

** Free promotion and media coverage

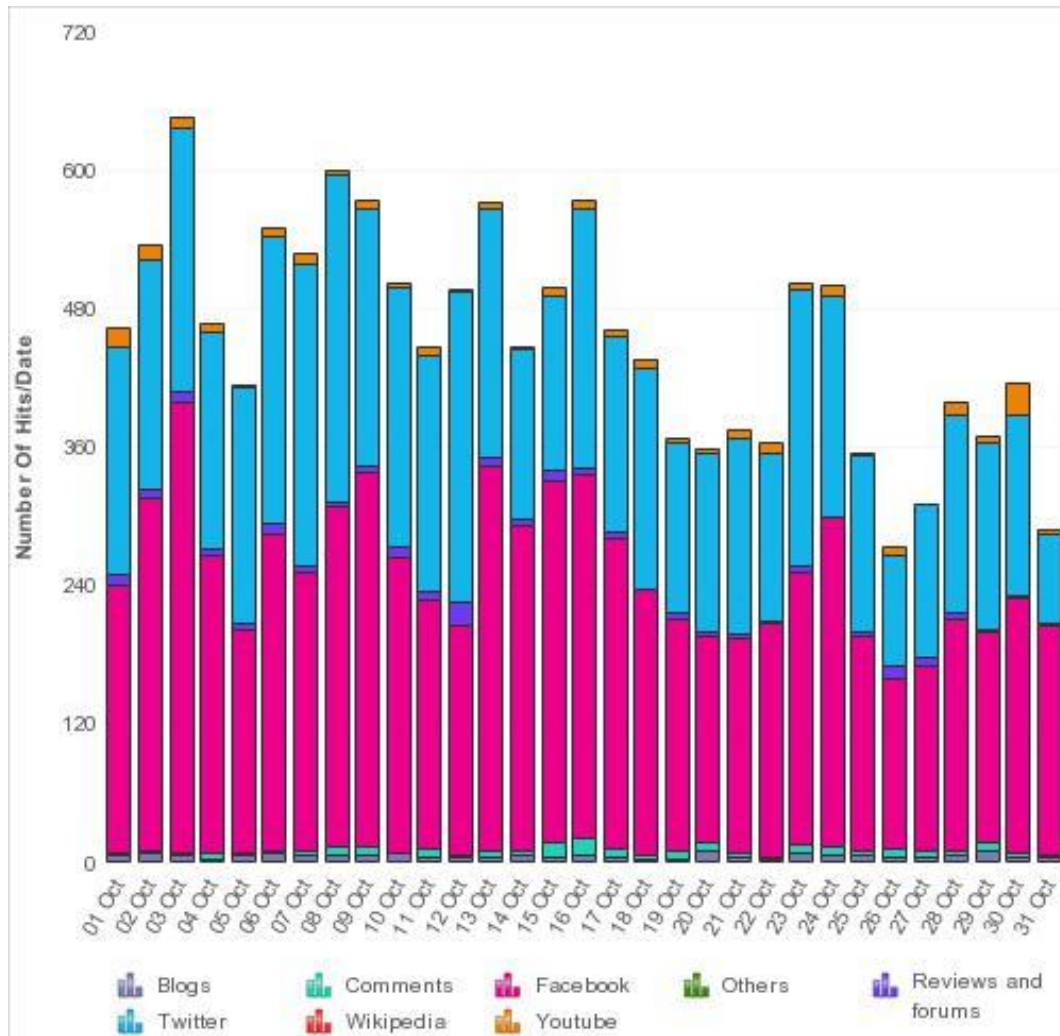
TWITTER

Followers: 16,209 

INSTAGRAM

Followers: 4,456 

SOCIAL CONVERSATIONS

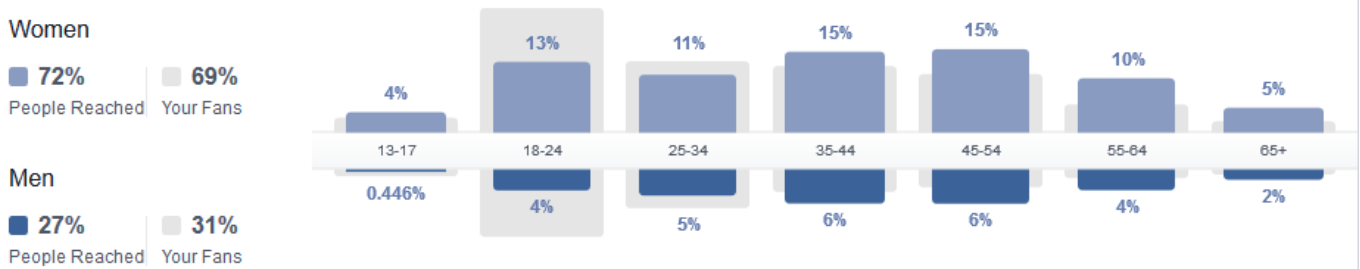


FACEBOOK

Total Number of **LIKES** ↑ **2014** 402,448 2013 389,082 **LIKES Added This Month** ↓ **2014** 752 2013 1,602

Total **IMPRESSIONS**: 2,233,780

October 2014 **PEOPLE REACHED**

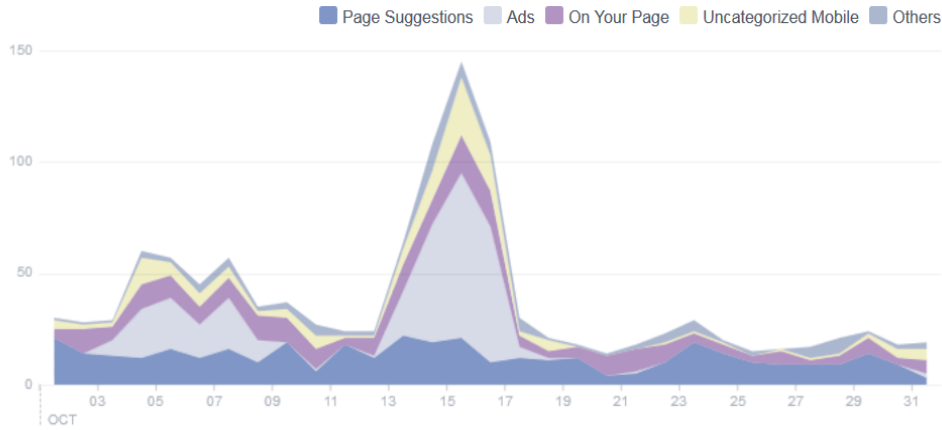


Country	People Reached	City	People Reached	Language	People Reached
United States of America	296,592	Panama City, FL	7,125	English (US)	302,902
Canada	4,204	Atlanta, GA	5,860	English (UK)	8,665
Germany	3,107	Panama City Beach, FL	4,778	Spanish	5,026
United Kingdom	2,274	Columbus, GA	2,784	German	3,356
Philippines	1,723	Birmingham, AL	2,751	French (France)	2,724
France	1,691	Dothan, AL	2,749	Spanish (Spain)	1,568
Mexico	1,332	Tallahassee, FL	2,672	Portuguese (Brazil)	1,131
India	1,146	Nashville, TN	2,662	Italian	862
Brazil	1,144	Louisville, KY	2,210	Dutch	718
Australia	945	Knoxville, TN	1,711	Polish	577

FACEBOOK cont'd

Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.



BENCHMARK
Compare your average performance over time

Page Suggestions

Ads

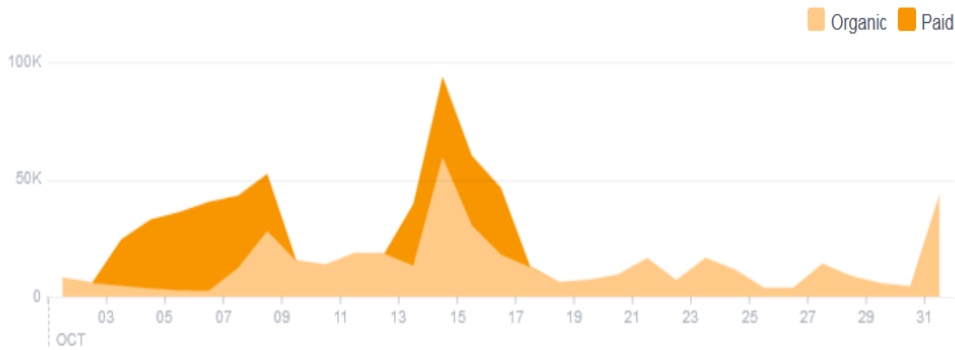
On Your Page

Uncategorized Mobile

Others

Total Reach

The number of people who were served any activity from your Page including posts, posts by other people, Page like ads, mentions and checkins.



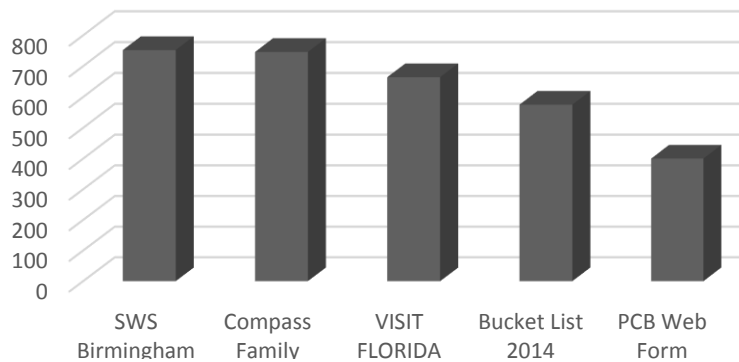
BENCHMARK
Compare your average performance over time.

Organic

Paid

VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2014	2013
9,323	3,102

↑

AIRPORT ACTIVITY Deplanements

Sept 2014	Sept 2013
32,286	32,356

↓

YTD 2014	YTD 2013
321,950	323,258

↓

*NOTE: Data for Northwest Florida Beaches Int'l Airport

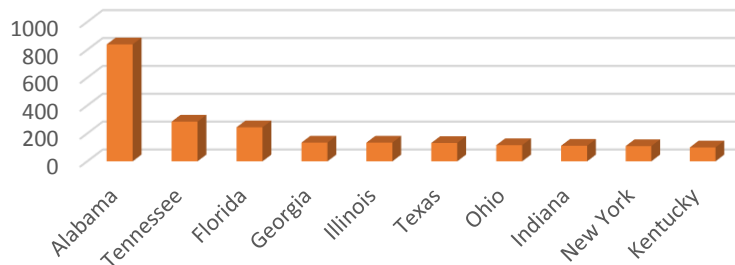
VISITORS – Airport Desk

2014
1,994

VISITORS – Visitor Center

2014	2013
No count due to visitor center renovation	3,102

INQUIRIES – Top States



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