

August 2014 Activity Dashboard

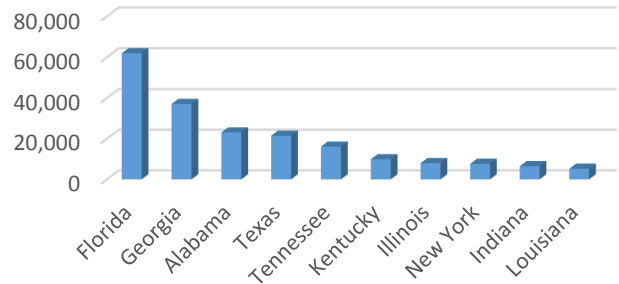
WEBSITE DATA

WEBSITE ACTIVITY

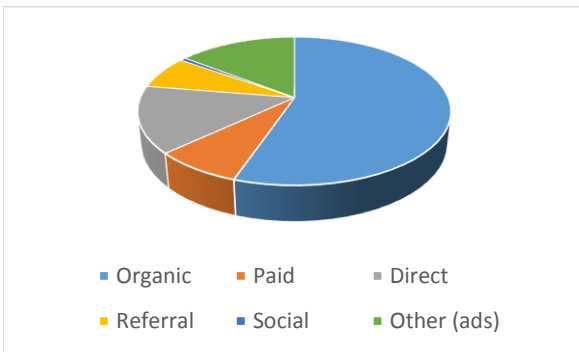
Due to not filtering out beach flag traffic yet

	2014	2013
Number of Sessions	268,902	298,866
Length of Session (minutes)	2:31	2:52
Page Views Per Visit	2.8	2.42
% of Unique Visits	70.54%	60.58%

WEBSITE VISITORS Top States



WEBSITE TRAFFIC SOURCES

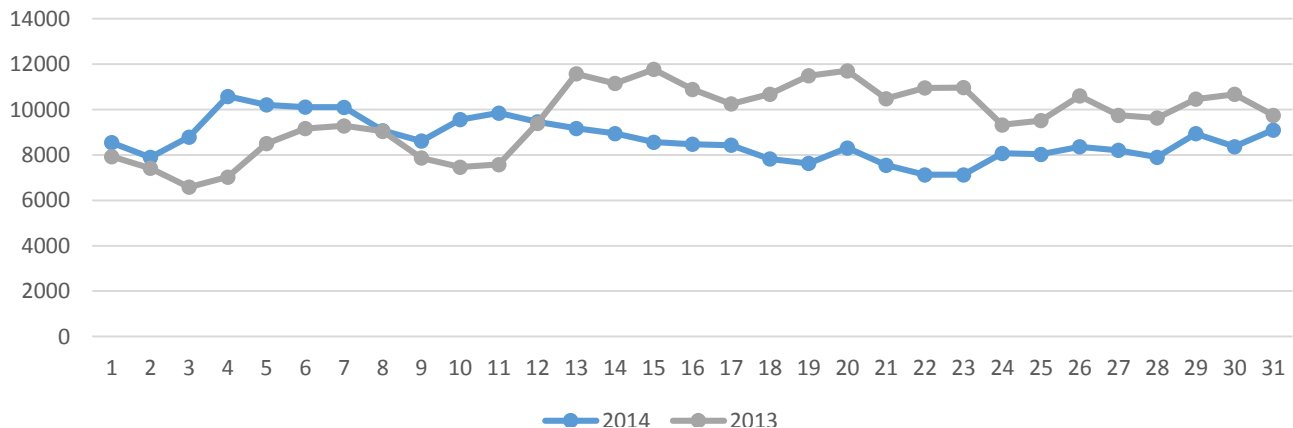


TOP WEB PAGES

1. homepage	67,719	6. thingstodo	18,148
2. webcam	38,753	7. endless-fun	16,796
3. thingstodo/attractions	30,552	8. thingstodo/menu	13,682
4. bucket-list	29,023	9. restaurants	13,167
5. thingstodo/events	20,525	10. thingstodo/pier-park	11,678

WEBSITE TRAFFIC – August 2013 vs. 2014

Due to not filtering out beach flag traffic yet



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 36,201,282

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

TWITTER

Followers: 15,747

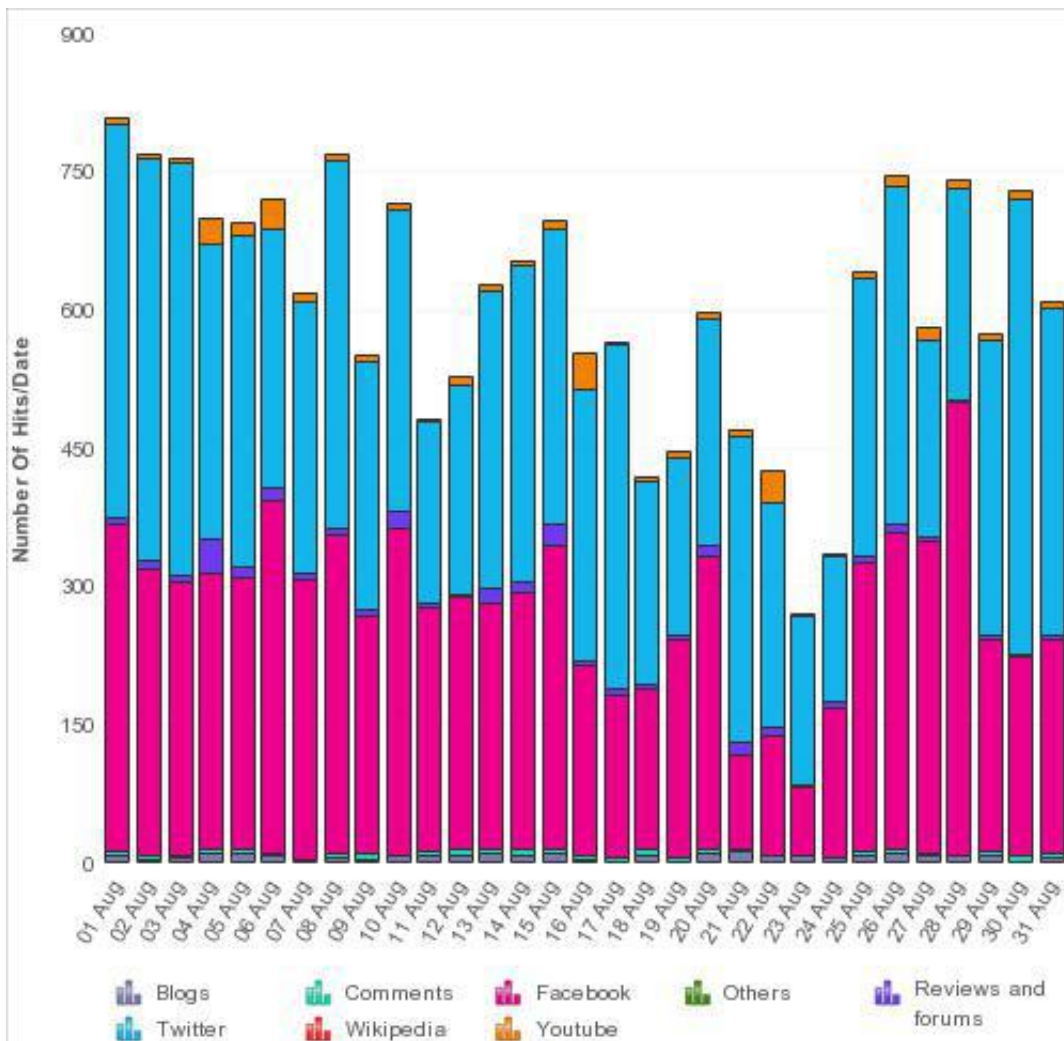
↑ 288 from last month

INSTAGRAM

Followers: 4,252

↑ 122 from last month
32,710 post likes

SOCIAL CONVERSATIONS

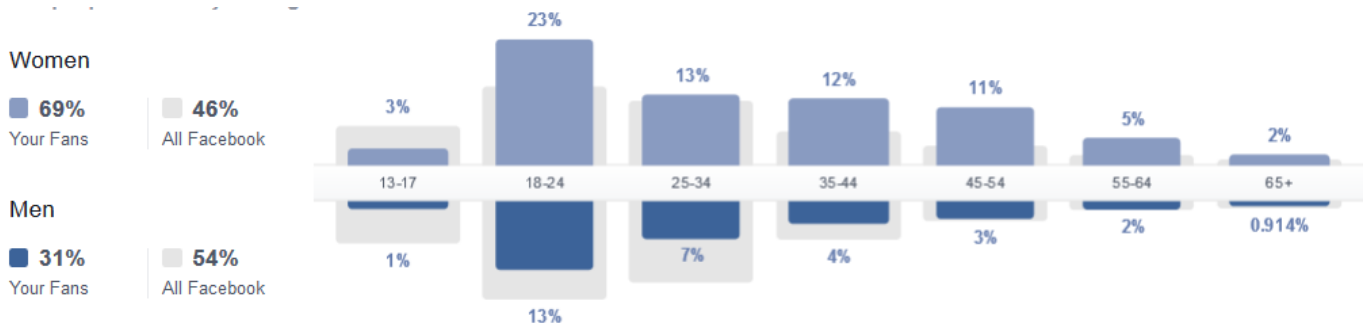


FACEBOOK

Total Number of **LIKES** ↑ **2014** **400,423** **2013** 387,486 **LIKES** Added This Month ↓ **2014** **697** **2013** 955

Total **IMPRESSIONS**:

August 2014 **REACH**

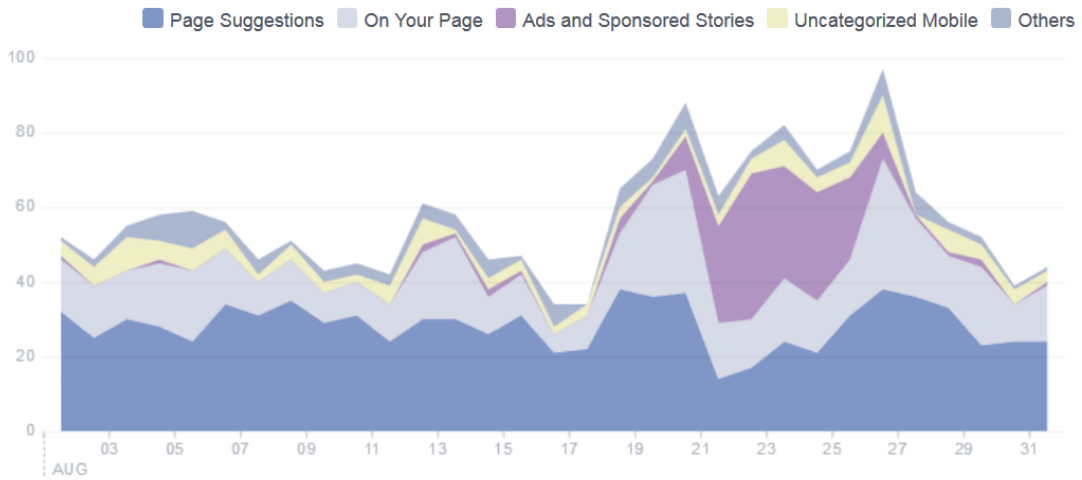


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	375,514	Atlanta, GA	10,975	English (US)	373,194
Panama	1,384	Panama City, FL	7,109	English (UK)	9,074
Colombia	1,167	Tallahassee, FL	5,968	Spanish	7,005
Italy	1,166	Columbus, GA	5,716	French (France)	2,346
Mexico	1,087	Panama City Beach, FL	4,985	Spanish (Spain)	1,830
Canada	967	Dothan, AL	4,001	Italian	1,164
Venezuela	915	Birmingham, AL	3,935	Turkish	709
France	902	Nashville, TN	2,950	German	682
Germany	782	Louisville, KY	2,806	Portuguese (Brazil)	508
India	765	Newnan, GA	2,565	Arabic	376

FACEBOOK cont'd

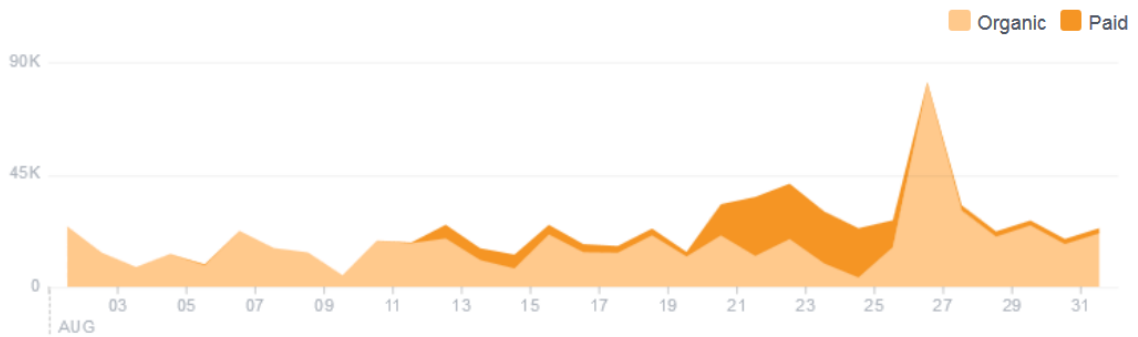
Where Your Page Likes Came From

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



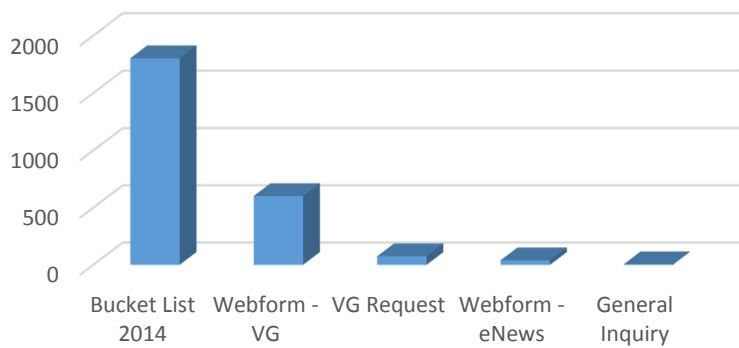
Total Reach

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



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

	<u>2014</u>	<u>2013</u>
	↑ 8,104	7,839

**AIRPORT ACTIVITY
Deplanements**

	<u>July 2014</u>	<u>July 2013</u>
	↑ 46,007	42,969

	<u>YTD 2014</u>	<u>YTD 2013</u>
	↓ 250,528	253,808

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

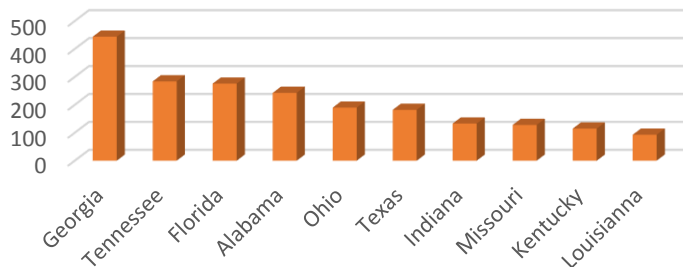
**VISITORS –
Airport Desk**

<u>2014</u>
1,955

**VISITORS –
Visitor Center**

<u>2014</u>	<u>2013</u>
No count due to info. center renovation	3,535

INQUIRIES – Top States



It is the mission of the Panama City Beach Convention & Visitors Bureau and the Bay County Tourist Development Council to promote a positive image for Panama City Beach, increase tourism and coordinate the marketing efforts of the total tourism community. This report is provided on a monthly basis compiled by CVB staff as a measurement of performance based on industry standards. For more information contact the CVB at (850) 233-5070.

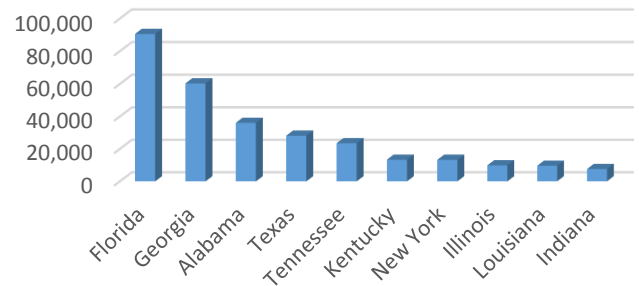
July 2014 Activity Dashboard

WEBSITE DATA

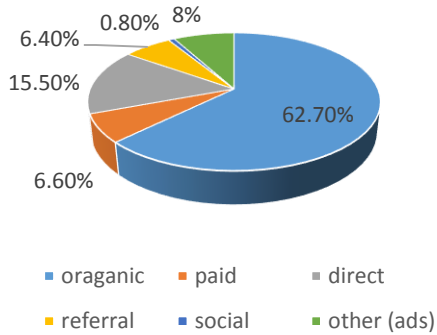
WEBSITE ACTIVITY

		<u>2014</u>	<u>2013</u>
Number of Sessions	↑	374,175	239,789
Length of Session (minutes)	↓	3:01	3:25
Page Views Per Visit	↓	3.07	3.43
% of Unique Visits	↑	67.82%	66.89%

WEBSITE VISITORS Top States



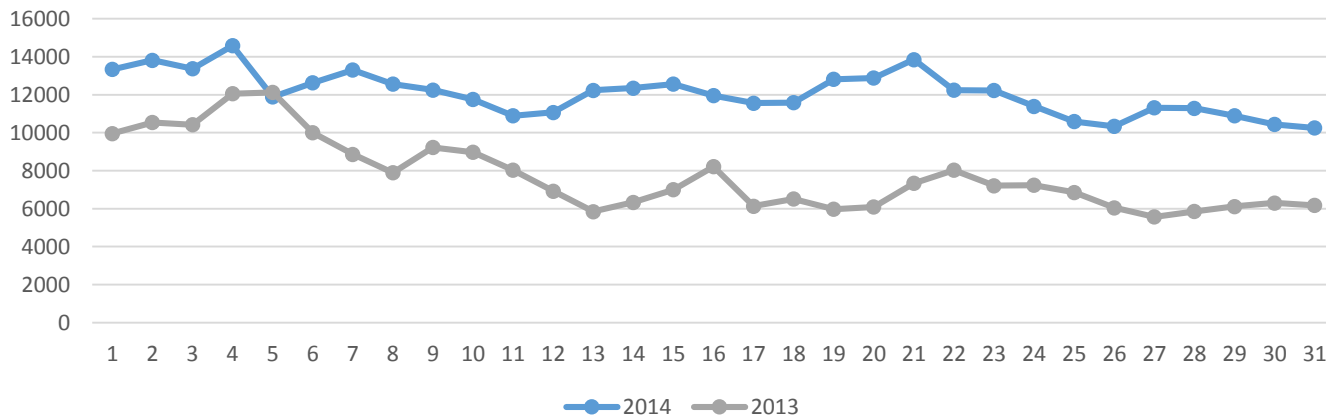
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	91,707	6. thingstodo/events	29,337
2. webcam	56,764	7. placetostay/hotels	22,817
3. thingstodo/attractions	54,886	8. thingstodo/menu	21,754
4. bucket-list	31,656	9. thingstodo/pier-park	21,025
5. thingstodo	30,203	10. restaurants	19,456

WEBSITE TRAFFIC – July 2013 vs. 2014



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 24,247,515

Earned Media** 73,817,123

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

Followers: 15,466

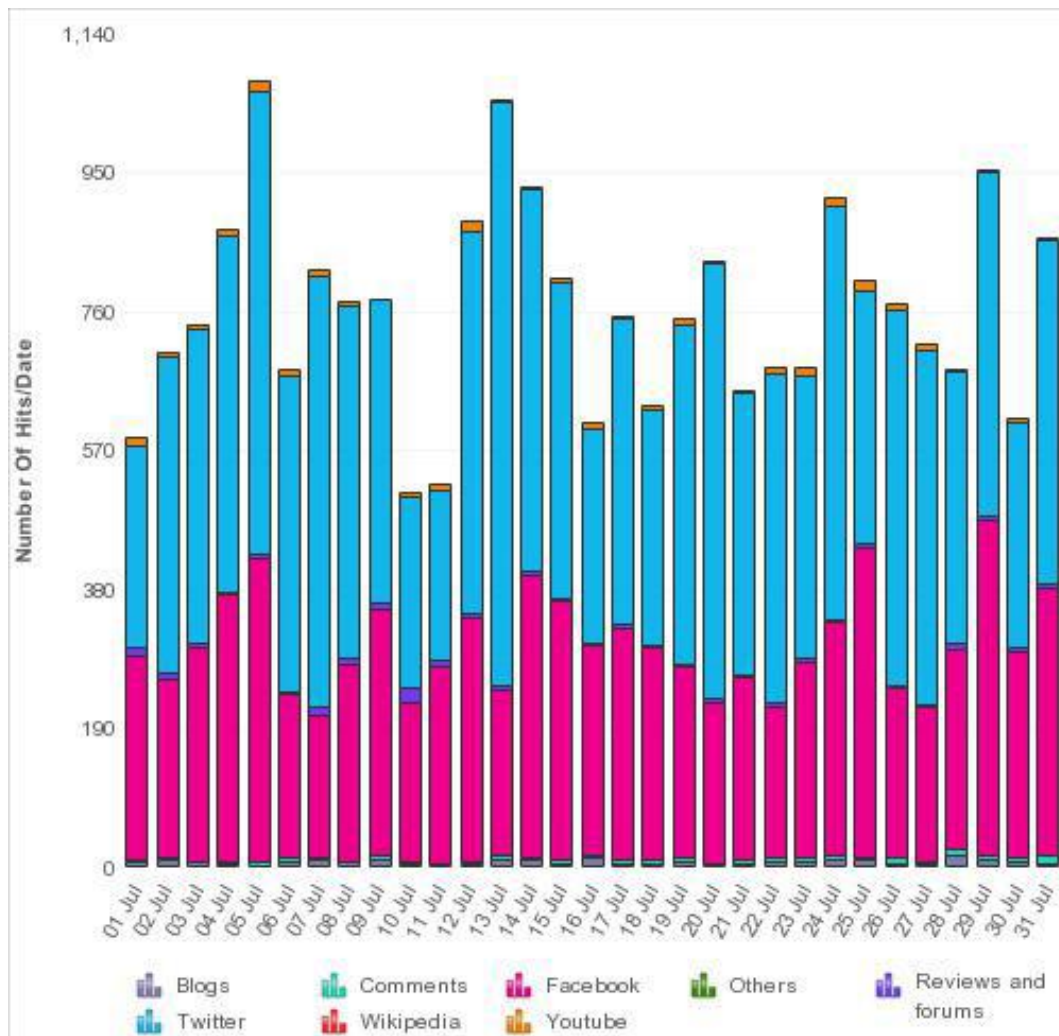
↑ 408 from last month

INSTAGRAM

Followers: 4,130

↑ 276 from last month
30,880 post likes

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↑ **2014** 399,282 **2013** 385,421 **LIKES Added This Month** ↓ **2014** 1,905 **2013** 3,767

Total **IMPRESSIONS**:

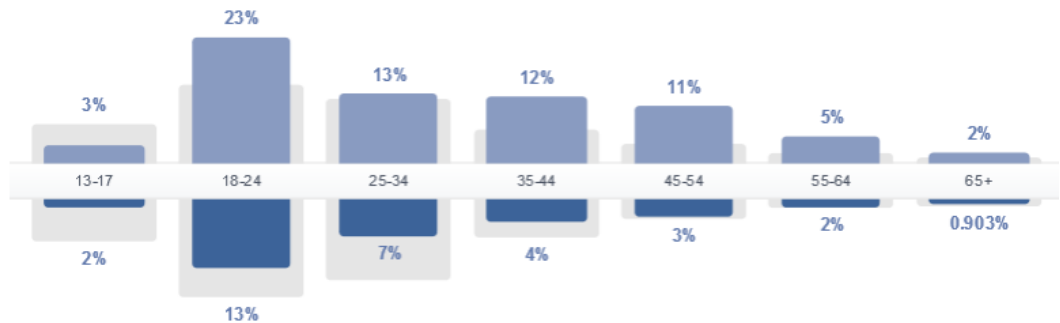
July 2014 **REACH**

Women

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

Men

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

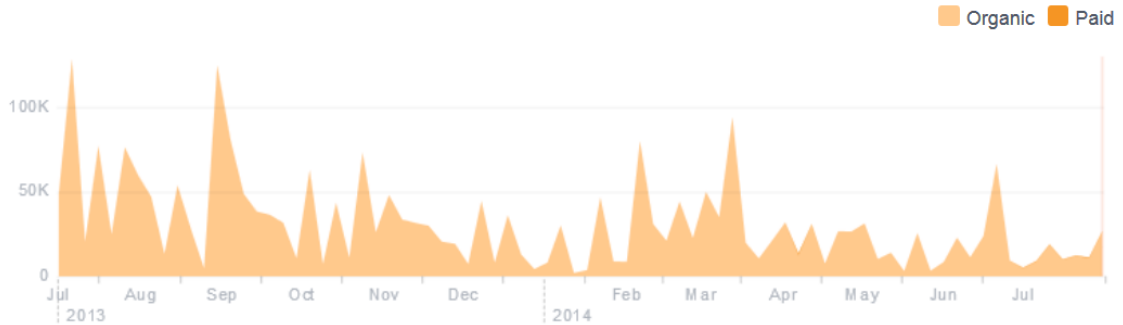


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	374,095	Atlanta, GA	10,887	English (US)	371,841
Panama	1,386	Panama City, FL	7,106	English (UK)	9,082
Italy	1,178	Tallahassee, FL	5,983	Spanish	6,965
Colombia	1,165	Columbus, GA	5,746	French (France)	2,347
Mexico	1,083	Panama City Beach, FL	4,951	Spanish (Spain)	1,828
Canada	954	Dothan, AL	3,995	Italian	1,164
Venezuela	924	Birmingham, AL	3,957	Turkish	714
France	911	Nashville, TN	2,944	German	683
Germany	797	Louisville, KY	2,799	Portuguese (Brazil)	500
India	771	Newnan, GA	2,568	Arabic	368

FACEBOOK cont'd

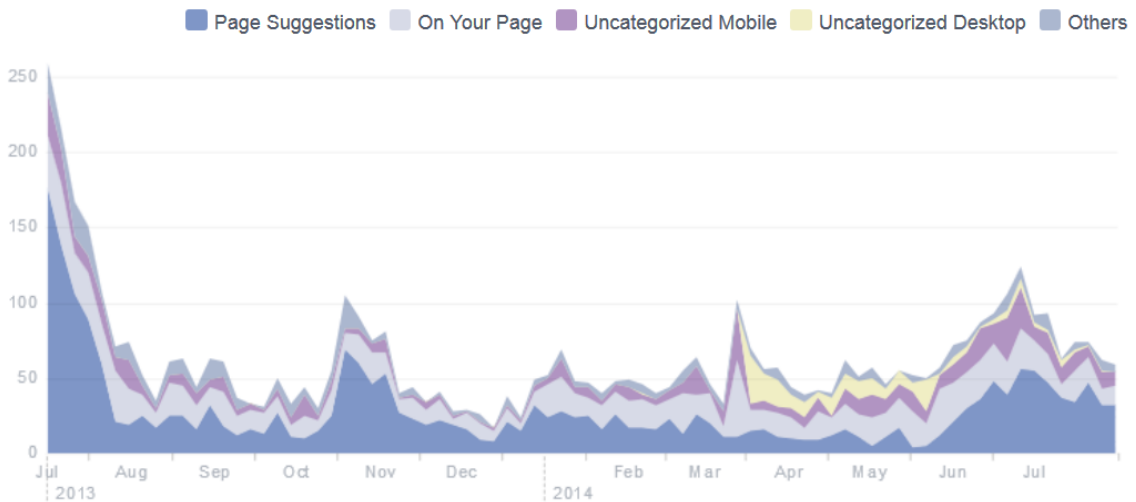
Total Reach

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



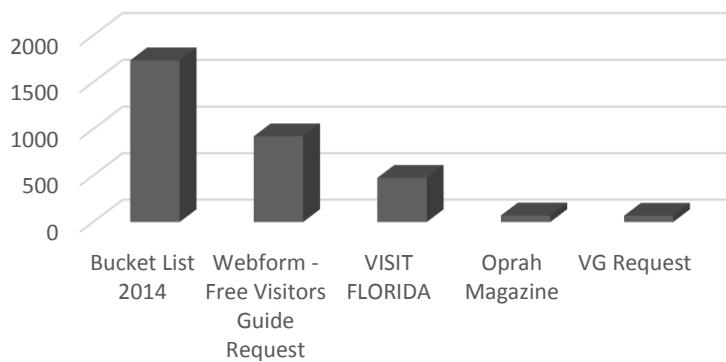
Where Your Page Likes Came From

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



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2014	2013
↑ 9,636	3,572

AIRPORT ACTIVITY Deplanements

June 2014	June 2013
↓ 45,021	45,120
YTD 2014	YTD 2013
↓ 204,521	211,112

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

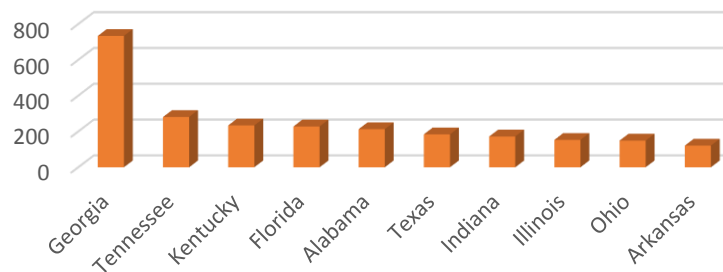
VISITORS – Airport Desk

2014
2,072

VISITORS – Visitor Center

2014	2013
No count due to info. center renovation	3,660

INQUIRIES – Top States



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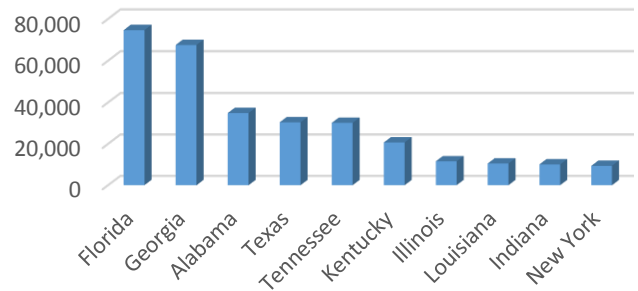
June 2014 Activity Dashboard

WEBSITE DATA

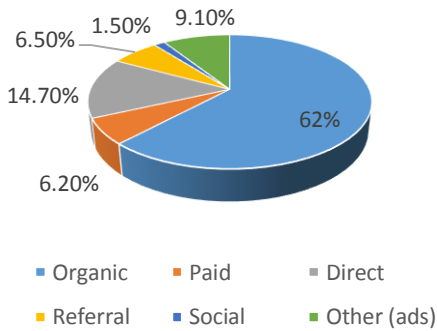
WEBSITE ACTIVITY

	↑	<u>2014</u>	<u>2013</u>
Number of Sessions	↑	383,370	265,926
Length of Session (minutes)	↓	3:16	3:25
Page Views Per Visit	↓	3.21	4.27
% of Unique Visits	↑	69.64%	68.07%

WEBSITE VISITORS Top States



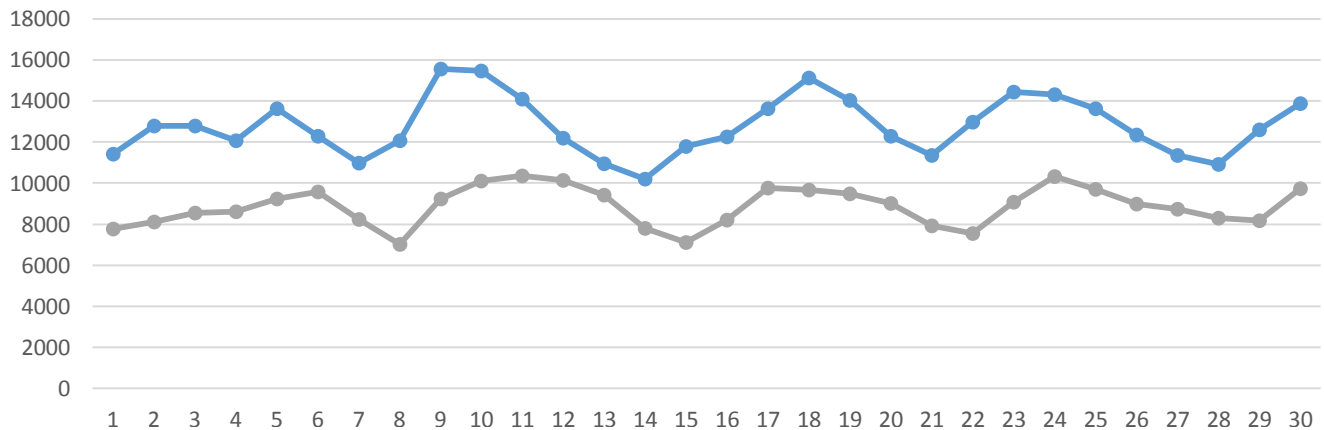
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	96,949	6. placetostay/hotels	26,987
2. thingstodo/attractions	57,081	7. bucket-list	25,320
3. webcam	55,593	8. placetostay	23,458
4. thingstodo	33,601	9. restaurants	21,607
5. thingstodo/events	30,229	10. thingstodo/pier-park	21,305

WEBSITE TRAFFIC – June 2013 vs. 2014



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 35,130,867

Earned Media** 34,262,710

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

TWITTER

Followers: 15,058

↑ 452 from last month

INSTAGRAM

Followers: 3,854

↑ 395 from last month
27,232 post likes

FACEBOOK

	2014	2013		2014	2013
Total Number of LIKES	397,341	382,026	LIKES Added This Month	2,350	4,726

June 2014 REACH

Total IMPRESSIONS: 1,434,249

Post Reach

The number of people your post was served to.



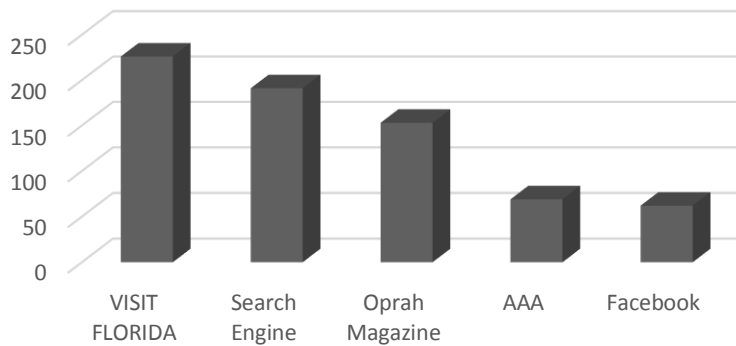
Total Reach

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



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

Year	Count
2014	7,195
2013	2,738

↑

AIRPORT ACTIVITY
Deplanements

May 2014	May 2013
↓ 43,669	43,907
YTD 2014	YTD 2013
↓ 159,500	165,992

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

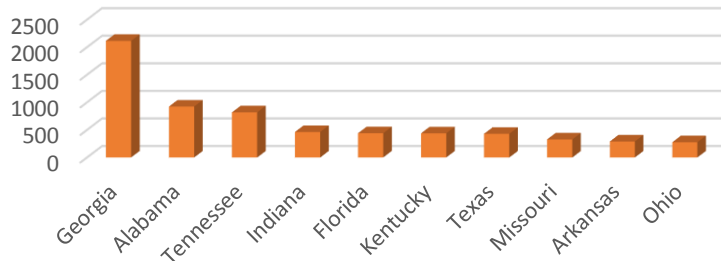
VISITORS –
Airport Desk

2014
1,766

VISITORS –
Visitor Center

2014	2013
No count due to info. center renovation	4,153

INQUIRIES – Top States



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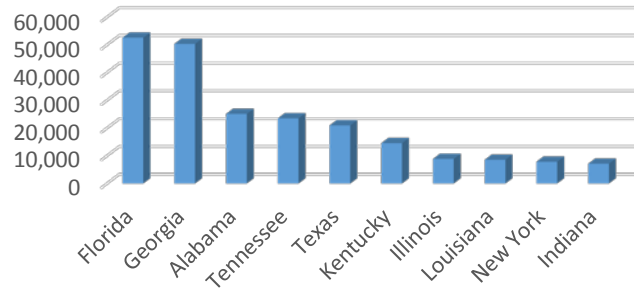
May 2014 Activity Dashboard

WEBSITE DATA

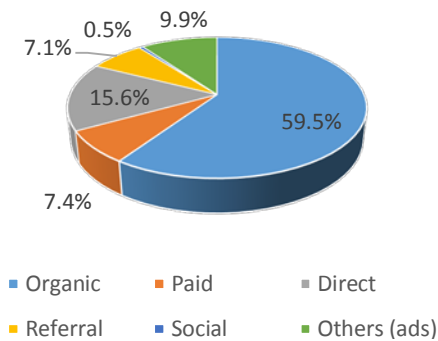
WEBSITE ACTIVITY

	2014	2013
Number of Session	290,844	226,106
Length of Session (minutes)	3:34	3:18
Page Views Per Visit	3.25	4.14
% of Unique Visits	70.1%	71.45%

WEBSITE VISITORS Top States



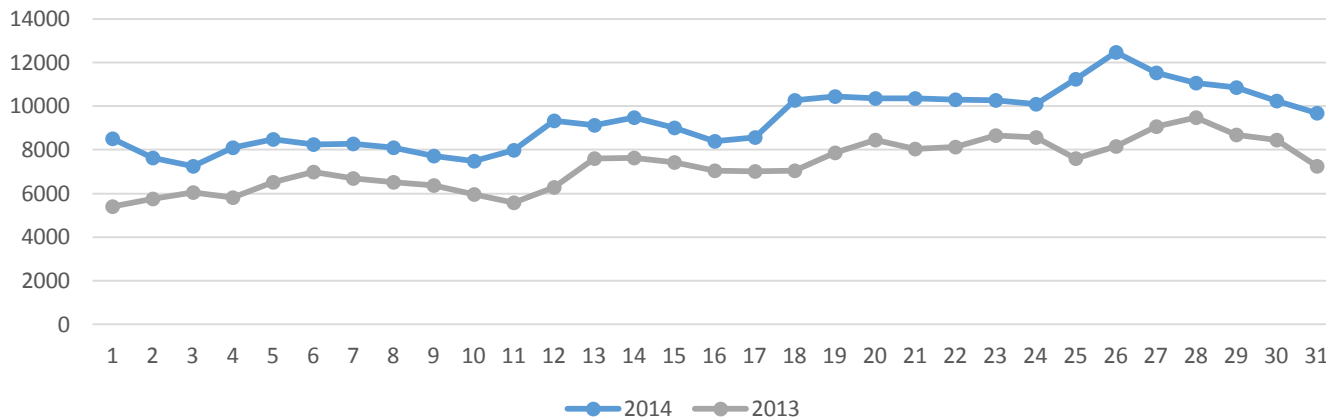
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	81,834	6. bucket-list	20,751
2. webcam	45,939	7. placetostay/hotels	20,031
3. thingstodo/attractions	43,401	8. restaurants	18,696
4. thingstodo	27,246	9. placetostay	17,712
5. thingstodo/events	26,546	10. thingstodo/menu	17,011

WEBSITE TRAFFIC – May 2013 vs. 2014



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 60,621,536

Earned Media** 255,452,922

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

Followers: 14,606

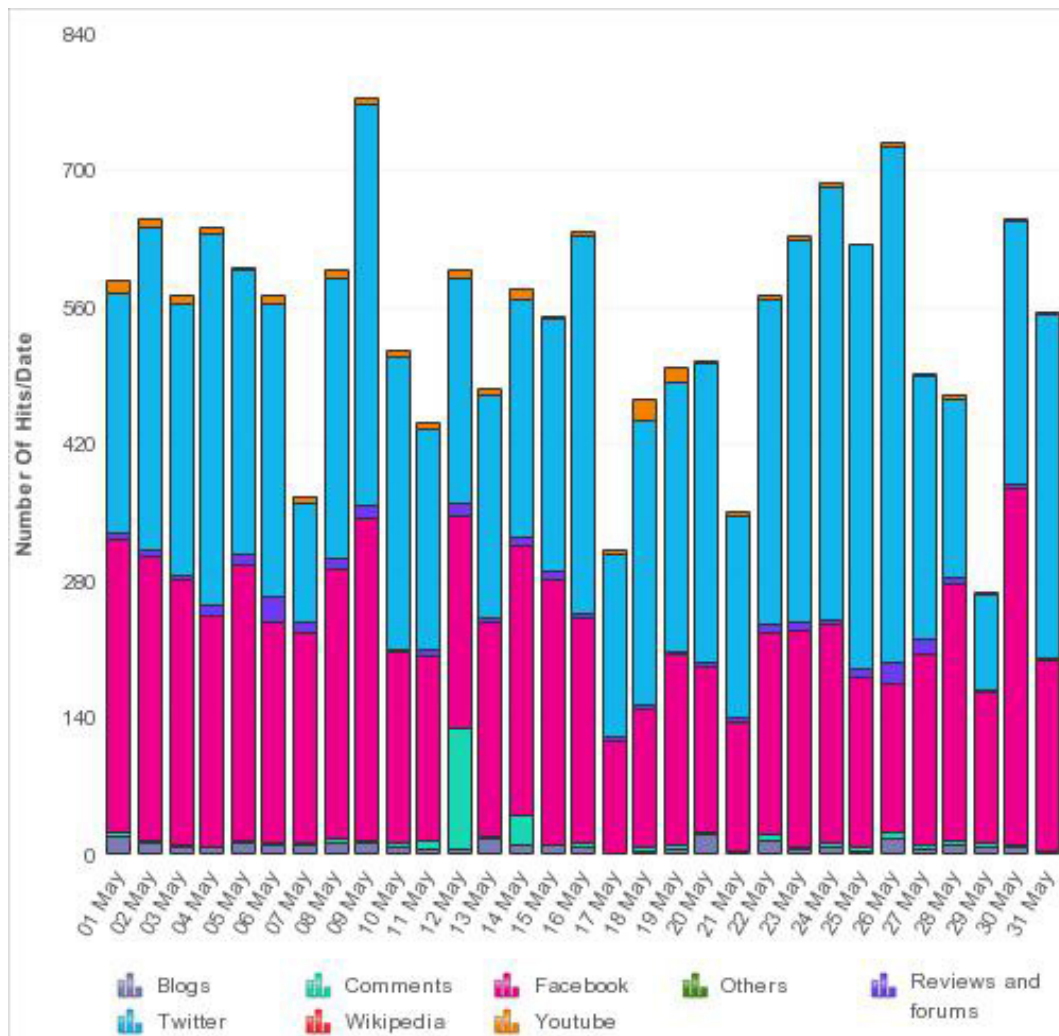
↑ 382 from last month

INSTAGRAM

Followers: 3,459

↑ 145 from last month
25,350 post likes

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↑ **2014** 395,065 2013 377,244 **LIKES** Added This Month ↓ **2014** 1,214 2013 2,389

Total **IMPRESSIONS**: 845,809

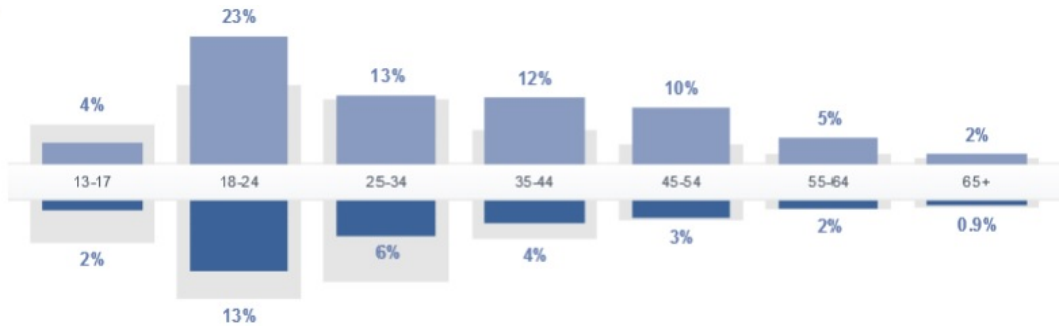
May 2014 **REACH**

Women

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

Men

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

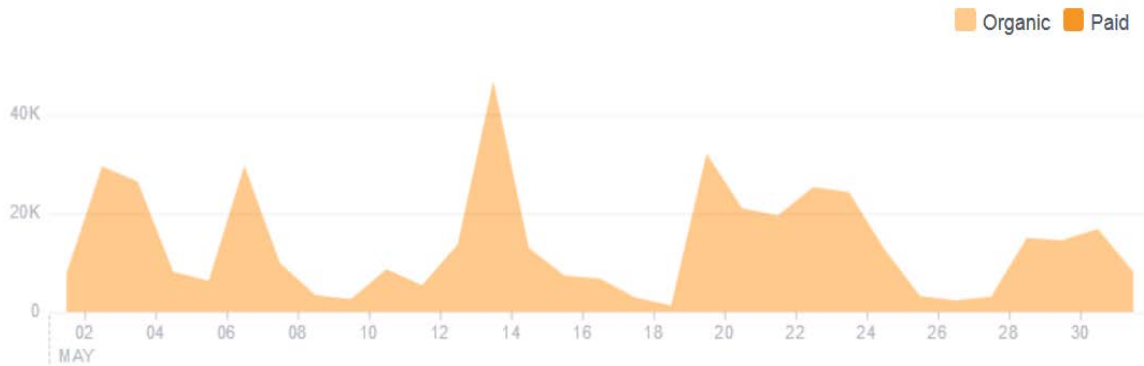


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	368,865	Atlanta, GA	10,811	English (US)	366,703
Panama	1,359	Panama City, FL	7,027	English (UK)	8,980
Italy	1,167	Tallahassee, FL	6,004	Spanish	6,893
Colombia	1,161	Columbus, GA	5,716	French (France)	2,350
Mexico	1,079	Panama City Beach, FL	4,861	Spanish (Spain)	1,816
Canada	938	Dothan, AL	3,926	Italian	1,146
Venezuela	933	Birmingham, AL	3,862	Turkish	709
France	903	Nashville, TN	2,893	German	673
Germany	764	Louisville, KY	2,726	Portuguese (Brazil)	479
India	760	Newnan, GA	2,539	Arabic	363

FACEBOOK cont'd

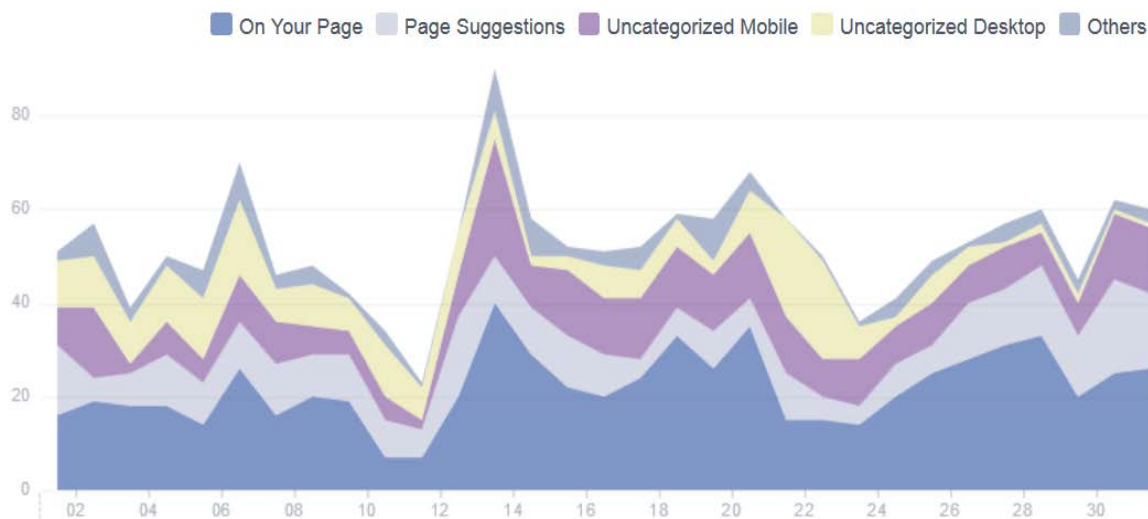
Total Reach

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



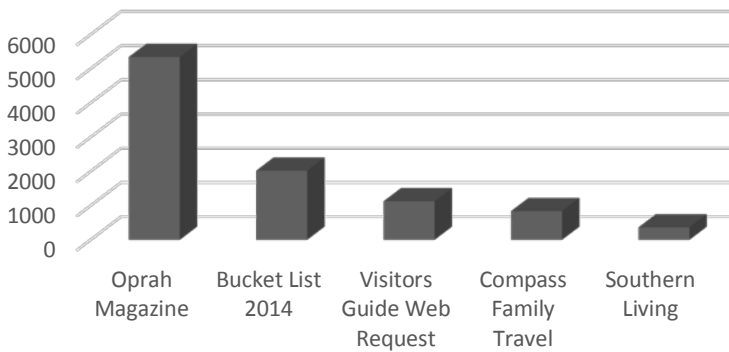
Where Your Page Likes Came From

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



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

	<u>2014</u>	<u>2013</u>
	↓ 4,417	6,274

AIRPORT ACTIVITY
Deplanements

	<u>Apr 2014</u>	<u>Apr 2013</u>
	↑ 37,891	34,924

	<u>YTD 2014</u>	<u>YTD 2013</u>
	↓ 115,831	122,085

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

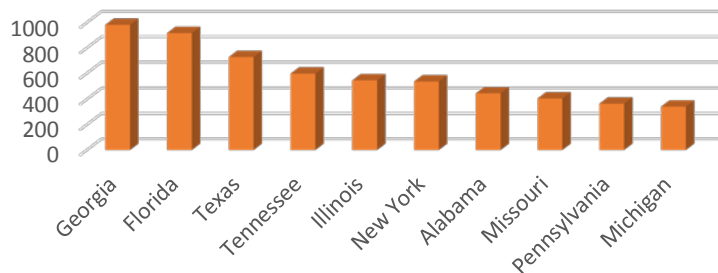
VISITORS –
Airport Desk

2014
1,998

VISITORS –
Visitor Center

	<u>2014</u>	<u>2013</u>
	No count due to info. center renovation	2,288

INQUIRIES – Top States



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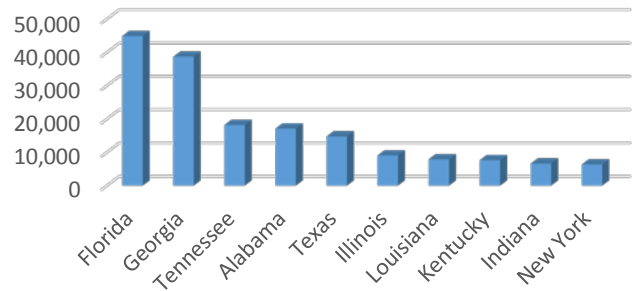
April 2014 Activity Dashboard

WEBSITE DATA

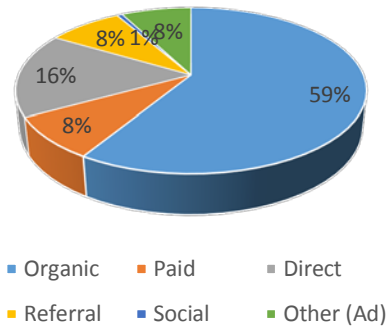
WEBSITE ACTIVITY

	2014	2013
Number of Visits	↑ 239,792	175,729
Length of Session (minutes)	↑ 3:29	3:16
Page Views Per Visit	↓ 3.21	4.19
Unique Visitors	↑ 183,705	138,027

WEBSITE VISITORS Top States



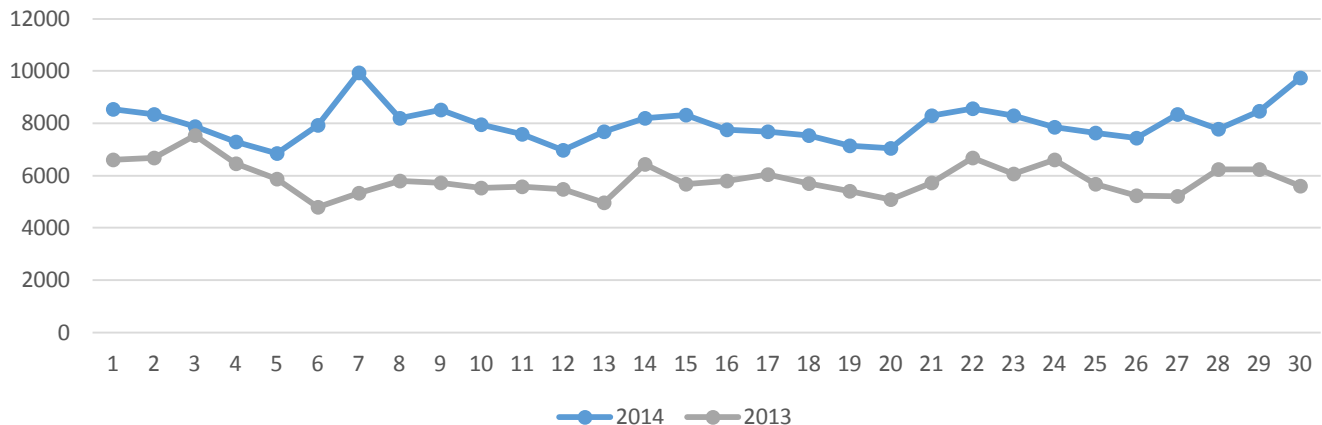
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	74,952	6. bucket-list	18,181
2. webcam	37,851	7. placetostay/hotels	15,585
3. thingstodo/attractions	34,973	8. placetostay	14,417
4. thingstodo	22,410	9. thingstodo/menu	14,224
5. thingstodo/events	21,772	10. restaurants	13,933

WEBSITE TRAFFIC – April 2013 vs. 2014



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 9,380,415

Earned Media** 305,639,403

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

Followers: 14,224

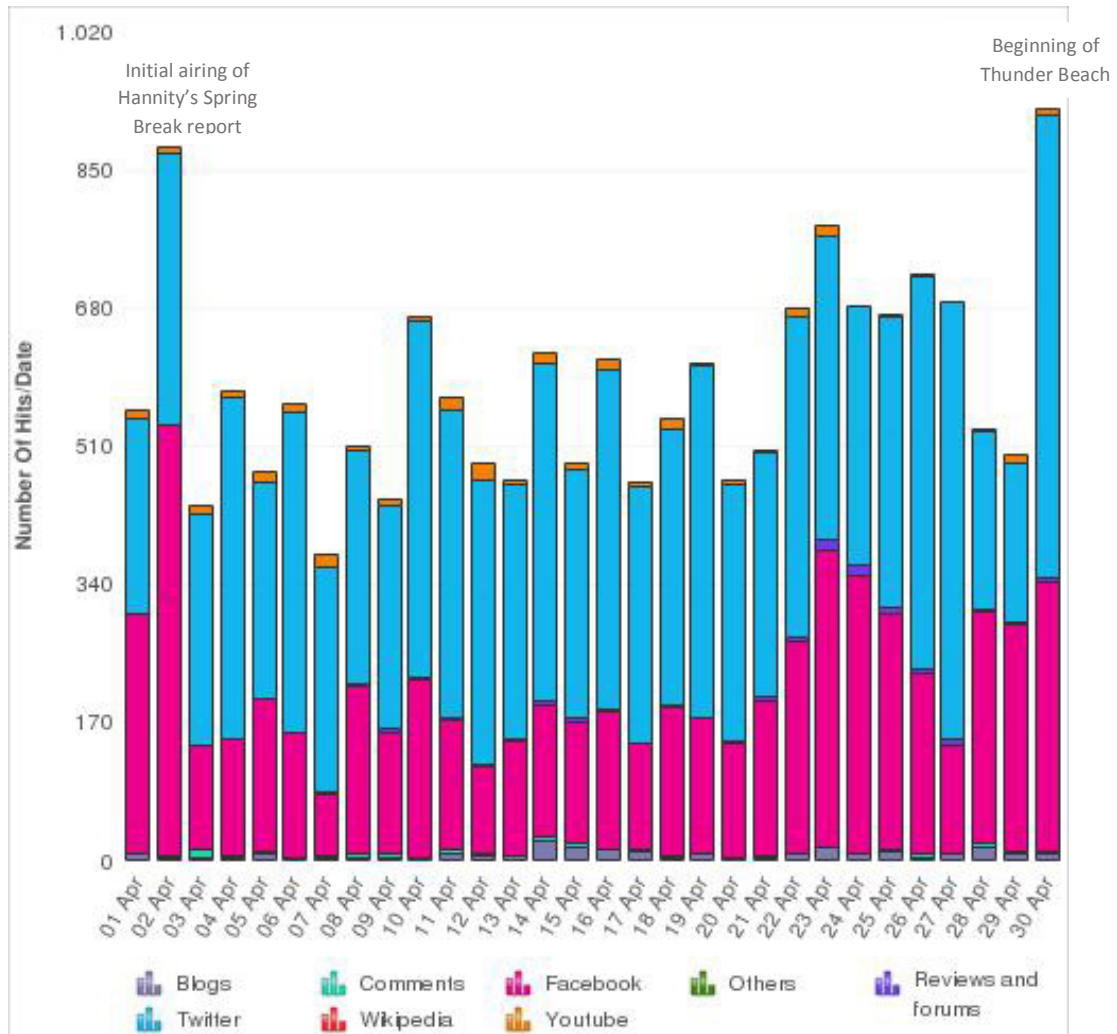
↑ 503 from last month

INSTAGRAM

Followers: 3,314

↑ 305 from last month
21,808 post likes

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↑ **2014** **393,876** 2013 375,067 **LIKES** Added This Month ↓ **2014** **1,075** 2013 2,464

Total **IMPRESSIONS**: 1,028,964

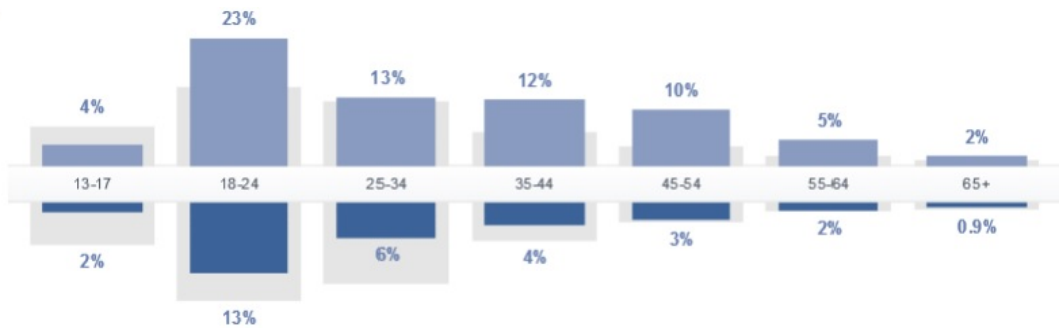
April 2014 **REACH**

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	368,865	Atlanta, GA	10,811	English (US)	366,703
Panama	1,359	Panama City, FL	7,027	English (UK)	8,980
Italy	1,167	Tallahassee, FL	6,004	Spanish	6,893
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Canada	938	Dothan, AL	3,926	Italian	1,146
Venezuela	933	Birmingham, AL	3,862	Turkish	709
France	903	Nashville, TN	2,893	German	673
Germany	764	Louisville, KY	2,726	Portuguese (Brazil)	479
India	760	Newnan, GA	2,539	Arabic	363

FACEBOOK cont'd

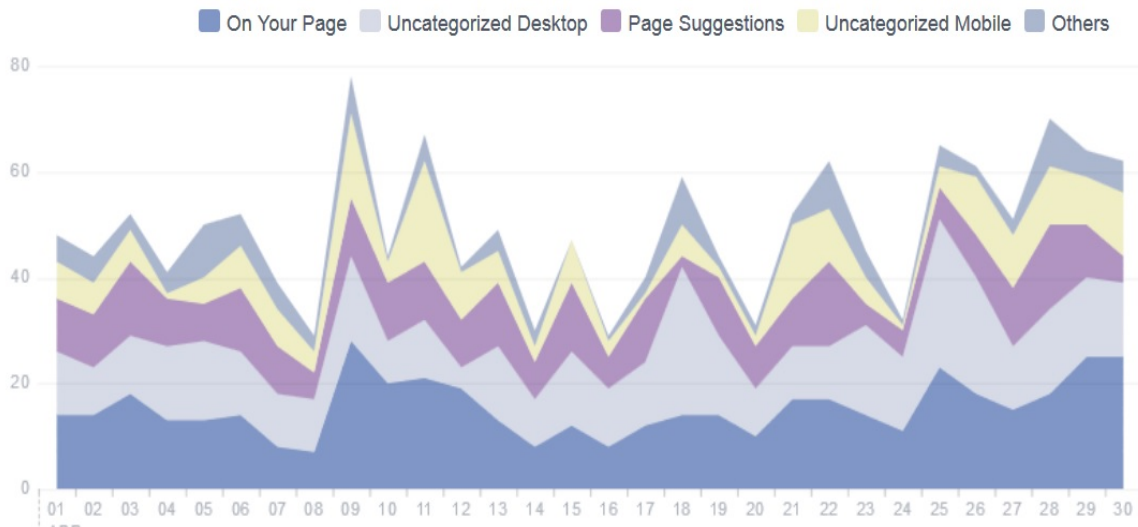
Total Reach

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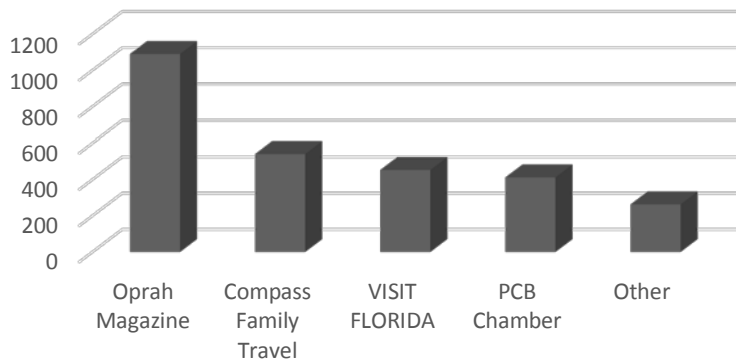
Where Your Page Likes Came From

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



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2014	2013
↑ 13,347	6,969

AIRPORT ACTIVITY
Deplanements

Mar 2014	Mar 2013
↓ 38,616	41,785
YTD 2014	YTD 2013
↓ 77,940	87,161

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

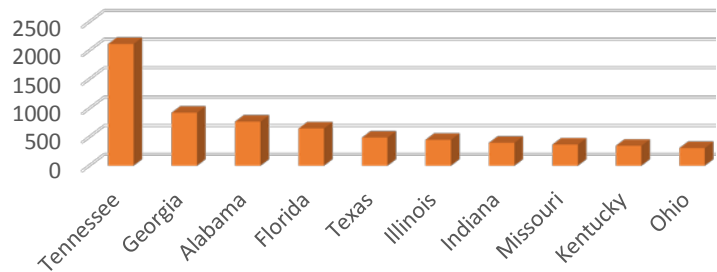
VISITORS –
Airport Desk

2014
1,987

VISITORS –
Visitor Center

2014	2013
No count due to info. center renovation	2,337

INQUIRIES – Top States



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Northwest Florida Bed Taxes
2% level for analysis purposes

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Nov-12	\$169,932	\$18,445	\$103,843	\$197,819	\$133,149	\$623,188
Dec-12	\$138,078	\$23,941	\$115,399	\$207,359	\$144,694	\$629,471
Jan-13	\$137,303	\$19,997	\$119,598	\$156,222	\$151,119	\$584,239
Feb-13	\$189,208	\$22,816	\$158,315	\$202,359	\$216,714	\$789,412
Mar-13	\$345,495	\$53,370	\$447,446	\$874,408	\$869,571	\$2,590,290
Apr-13	\$303,703	\$44,100	\$362,386	\$532,649	\$470,749	\$1,713,587
May-13	\$401,285	\$67,777	\$505,843	\$758,691	\$608,925	\$2,342,521
Jun-13	\$630,819	\$103,022	\$1,118,890	\$1,746,489	\$1,220,020	\$4,819,240
Jul-13	\$681,174	\$163,219	\$1,159,059	\$1,559,427	\$1,293,605	\$4,856,484
Aug-13	\$424,339	\$73,738	\$635,505	\$909,394	\$626,711	\$2,669,687
Sep-13	\$256,806	\$44,723	\$439,366	\$746,737	\$461,839	\$1,949,471
Oct-13	\$223,523	\$36,865	\$272,132	\$380,161	\$324,000	\$1,236,681
Nov-13	\$157,738	\$22,716	\$109,215	\$187,295	\$172,348	\$649,312
Dec-13	\$149,670	\$22,267	\$116,669	\$218,644	\$125,148	\$632,398
Jan-14	\$155,920	\$24,079	\$132,814	\$162,928	\$160,065	\$635,806

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Percent Change Jan-13 to Jan-14	13.56%	20.41%	11.05%	4.29%	5.92%	8.83%

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
2012-13 Rolling Quarter	\$445,313	\$62,383	\$338,840	\$561,400	\$428,962	\$1,836,898
2013-14 Rolling Quarter	\$463,328	\$69,062	\$358,698	\$568,867	\$457,561	\$1,917,516

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Percent Change Rolling Quarter	4.05%	10.71%	5.86%	1.33%	6.67%	4.39%

Note: Rolling Quarter is the sum of the current month and the last two months
Data Source:
Bed Tax Collectors



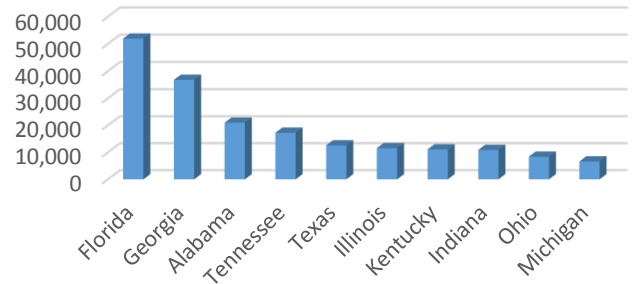
March 2014 Activity Dashboard

WEBSITE DATA

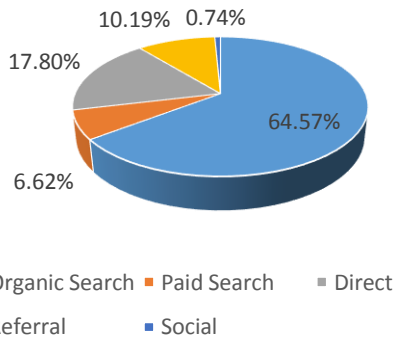
WEBSITE ACTIVITY

	↑	<u>2014</u>	<u>2013</u>
Number of Visits	↑	276,333	232,272
Length of Session (minutes)	↑	3:26	2:58
Page Views Per Visit	↓	3.24	3.9
Unique Visitors	↑	211,772	185,460

WEBSITE VISITORS Top States



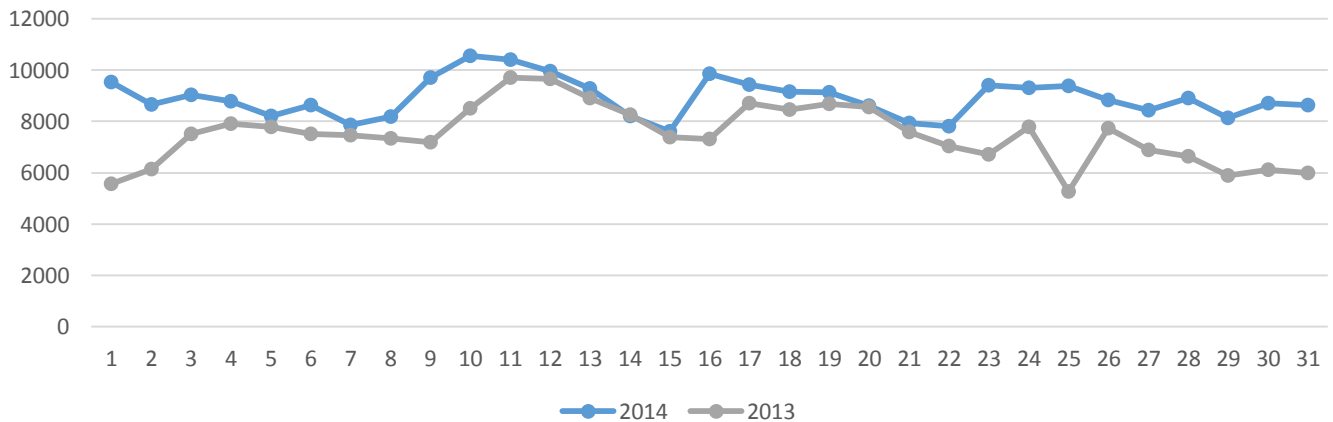
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	98,035	6. thingstodo/events	24,476
2. webcam	50,941	7. placetostay/hotels	19,111
3. thingstodo/attractions	38,316	8. thingstodo/menu	18,241
4. thingstodo	27,348	9. placetostay	16,893
5. thingstodo/springbreak	25,736	10. thingstodo/nightlife	16,108

WEBSITE TRAFFIC – March 2013 vs. 2014



WEBSITE DATA

MEDIA IMPRESSIONS

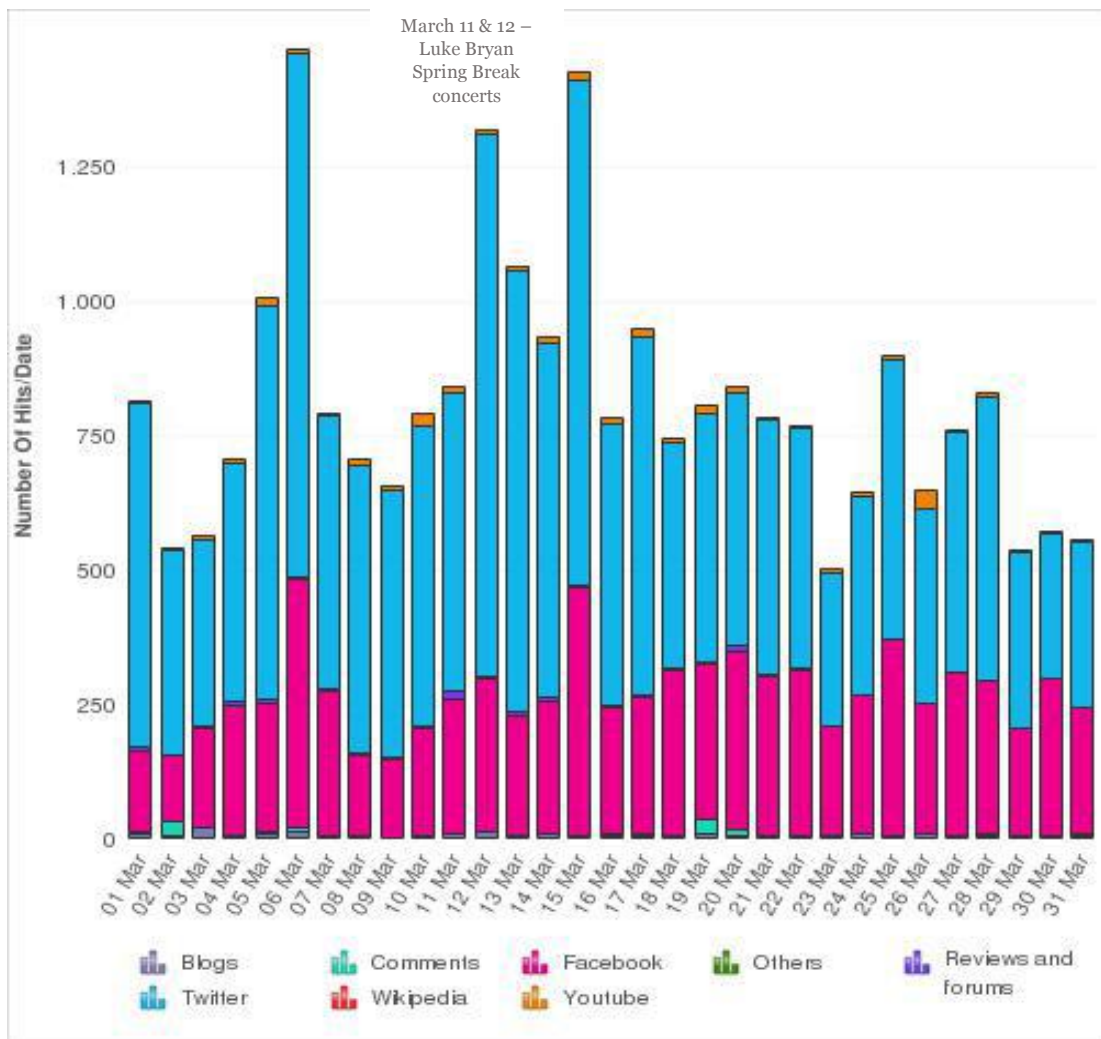
Paid Media*	9,380,415
Earned Media**	530,710,252

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

TWITTER Followers: 13,721 ↑ 572 from last month

INSTAGRAM Followers: 3,009 ↑ 263 from last month
21,032 post likes

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↑ **2014** **392,819** **2013** 372,989 **LIKES Added This Month** ↓ **2014** **1,129** **2013** 1,192

Total **IMPRESSIONS**: 1,493,316

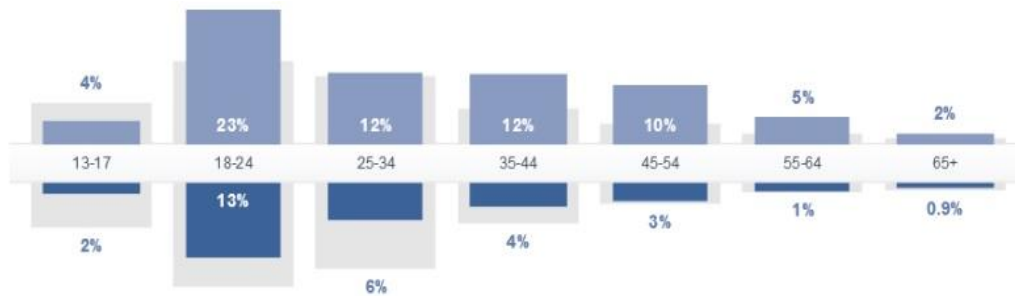
March 2014 **REACH**

Women

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

Men

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

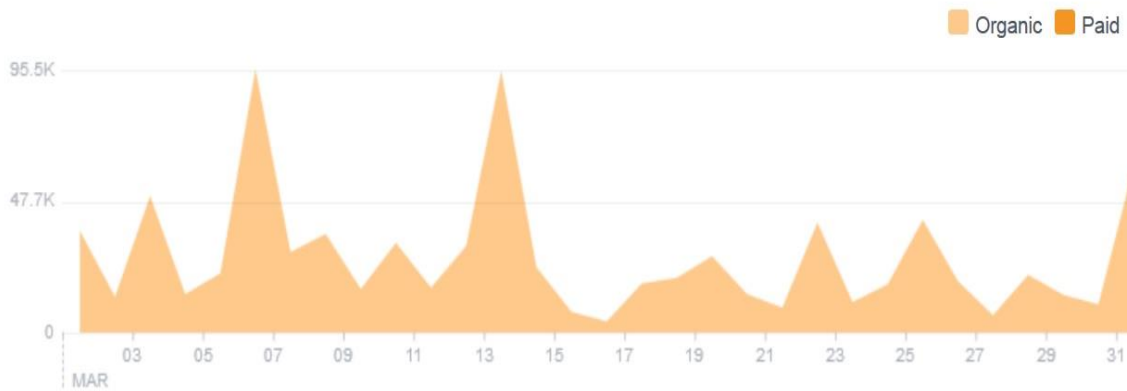


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	367,867	Atlanta, GA	10,829	English (US)	365,729
Panama	1,346	Panama City, FL	6,972	English (UK)	8,947
Colombia	1,158	Tallahassee, FL	5,964	Spanish	6,875
Italy	1,155	Columbus, GA	5,674	French (France)	2,348
Mexico	1,067	Panama City Beach, FL	4,816	Spanish (Spain)	1,801
Canada	930	Dothan, AL	3,876	Italian	1,154
Venezuela	930	Birmingham, AL	3,835	Turkish	713
France	897	Nashville, TN	2,881	German	672
Germany	759	Louisville, KY	2,729	Portuguese (Brazil)	469
India	758	Newnan, GA	2,522	Arabic	363

FACEBOOK cont'd

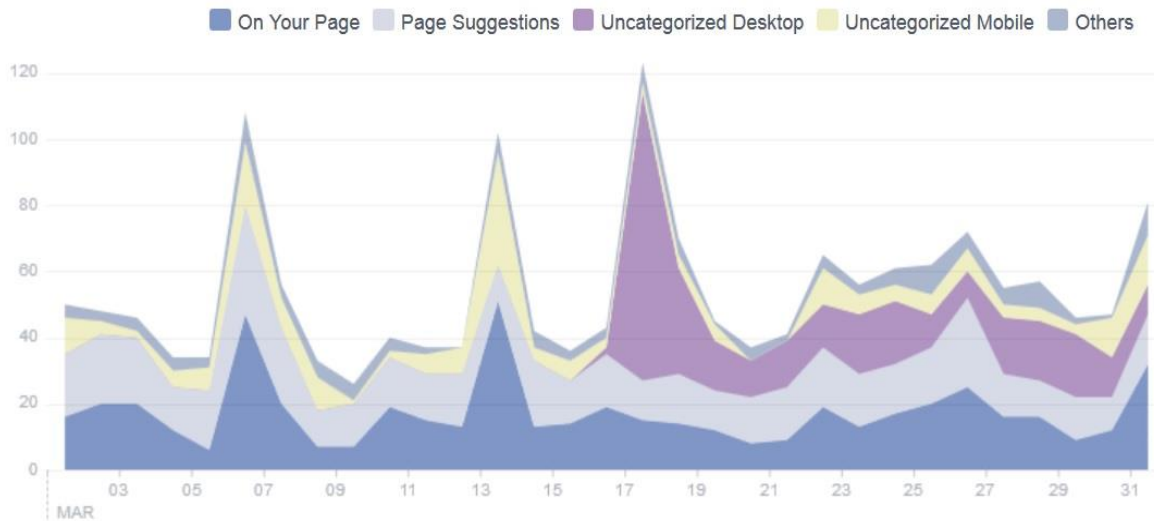
Total Reach

The number of people who saw any activity from your page including posts, posts by other people, Page like ads, mentions, and check-ins.



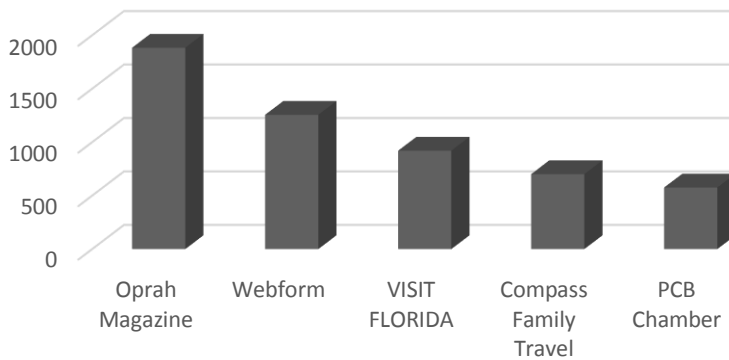
Where Your Page Likes Came From

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



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2014	2013
3,724	5,140

AIRPORT ACTIVITY
Deplanements

Feb 2014	Feb 2013
↓ 20,579	24,177
YTD 2014	YTD 2013
↓ 39,324	45,376

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

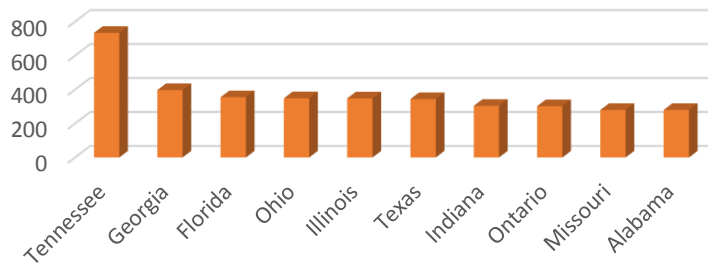
VISITORS –
Airport Desk

2014
2,965

VISITORS –
Visitor Center

2014	2013
No count due to info. center renovation	3,192

INQUIRIES – Top States



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Northwest Florida Bed Taxes
2% level for analysis purposes

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Oct-12	\$216,799	\$31,258	\$243,637	\$369,719	\$278,540	\$1,139,953
Nov-12	\$169,932	\$18,445	\$103,843	\$197,819	\$133,149	\$623,188
Dec-12	\$138,078	\$23,941	\$115,399	\$207,359	\$144,694	\$629,471
Jan-13	\$137,303	\$19,997	\$119,598	\$156,222	\$151,119	\$584,239
Feb-13	\$189,208	\$22,816	\$158,315	\$202,359	\$216,714	\$789,412
Mar-13	\$345,495	\$53,370	\$447,446	\$874,408	\$869,571	\$2,590,290
Apr-13	\$303,703	\$44,100	\$362,386	\$532,649	\$470,749	\$1,713,587
May-13	\$401,285	\$67,777	\$505,843	\$758,691	\$608,925	\$2,342,521
Jun-13	\$630,819	\$103,022	\$1,118,890	\$1,746,489	\$1,220,020	\$4,819,240
Jul-13	\$681,174	\$163,219	\$1,159,059	\$1,559,427	\$1,293,605	\$4,856,484
Aug-13	\$424,339	\$73,738	\$635,505	\$909,394	\$626,711	\$2,669,687
Sep-13	\$256,806	\$44,723	\$439,366	\$746,737	\$461,839	\$1,949,471
Oct-13	\$223,523	\$36,865	\$272,132	\$380,161	\$324,000	\$1,236,681
Nov-13	\$157,738	\$22,716	\$109,215	\$187,295	\$172,348	\$649,312
Dec-13	\$149,670	\$22,267	\$116,669	\$218,644	\$125,148	\$632,398

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Percent Change Dec-12 to Dec-13	8.40%	-6.99%	1.10%	5.44%	-13.51%	0.46%

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
2012 Rolling Quarter	\$524,809	\$73,644	\$462,879	\$774,897	\$556,383	\$2,392,612
2013 Rolling Quarter	\$530,931	\$81,848	\$498,016	\$786,100	\$621,496	\$2,518,391

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Percent Change Rolling Quarter	1.17%	11.14%	7.59%	1.45%	11.70%	5.26%

Note: Rolling Quarter is the sum of the current month and the last two months
Data Source:
 Bed Tax Collectors



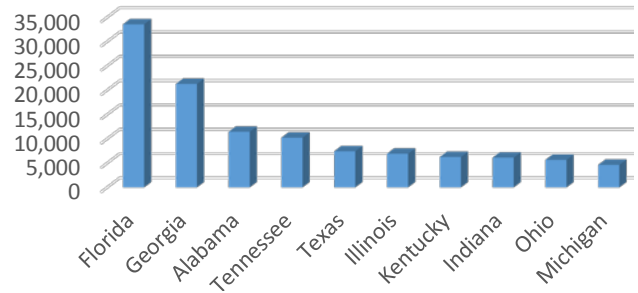
February 2014 Activity Dashboard

WEBSITE DATA

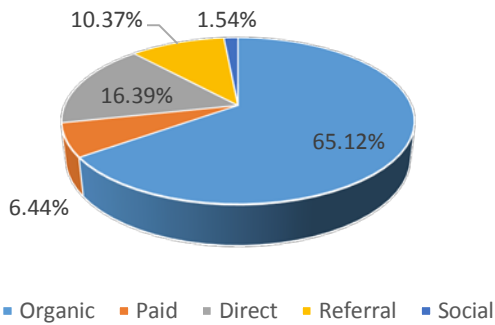
WEBSITE ACTIVITY

	2014	2013
Number of Visits	↑ 176,064	149,213
Length of Session (minutes)	↑ 3:35	3:19
Page Views Per Visit	↓ 3.38	4.28
Unique Visitors	↑ 140,293	119,707

WEBSITE VISITORS Top States



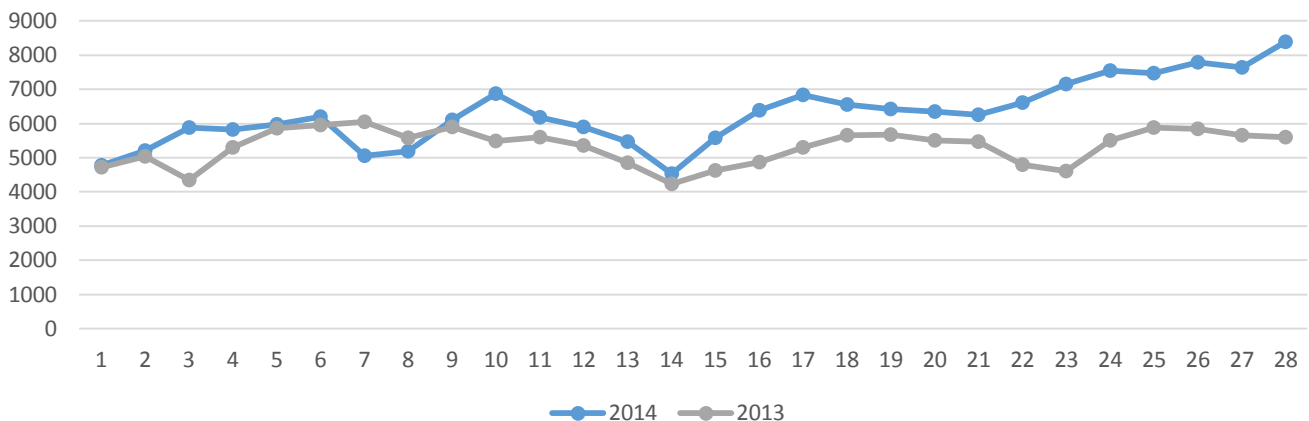
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	67,812	6. placetostay/hotels	15,718
2. thingstodo/attractions	21,856	7. webcam	14,843
3. thingstodo/springbreak	20,014	8. placetostay	14,027
4. thingstodo	18,314	9. events/PCBMardiGras	10,287
5. thingstodo/events	16,639	10. placetostay/condos	9,776

WEBSITE TRAFFIC – February 2013 vs. 2014



MEDIA IMPRESSIONS

Paid Media* 12,432,532

Earned Media** 118,677,211

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

Followers: 13,149

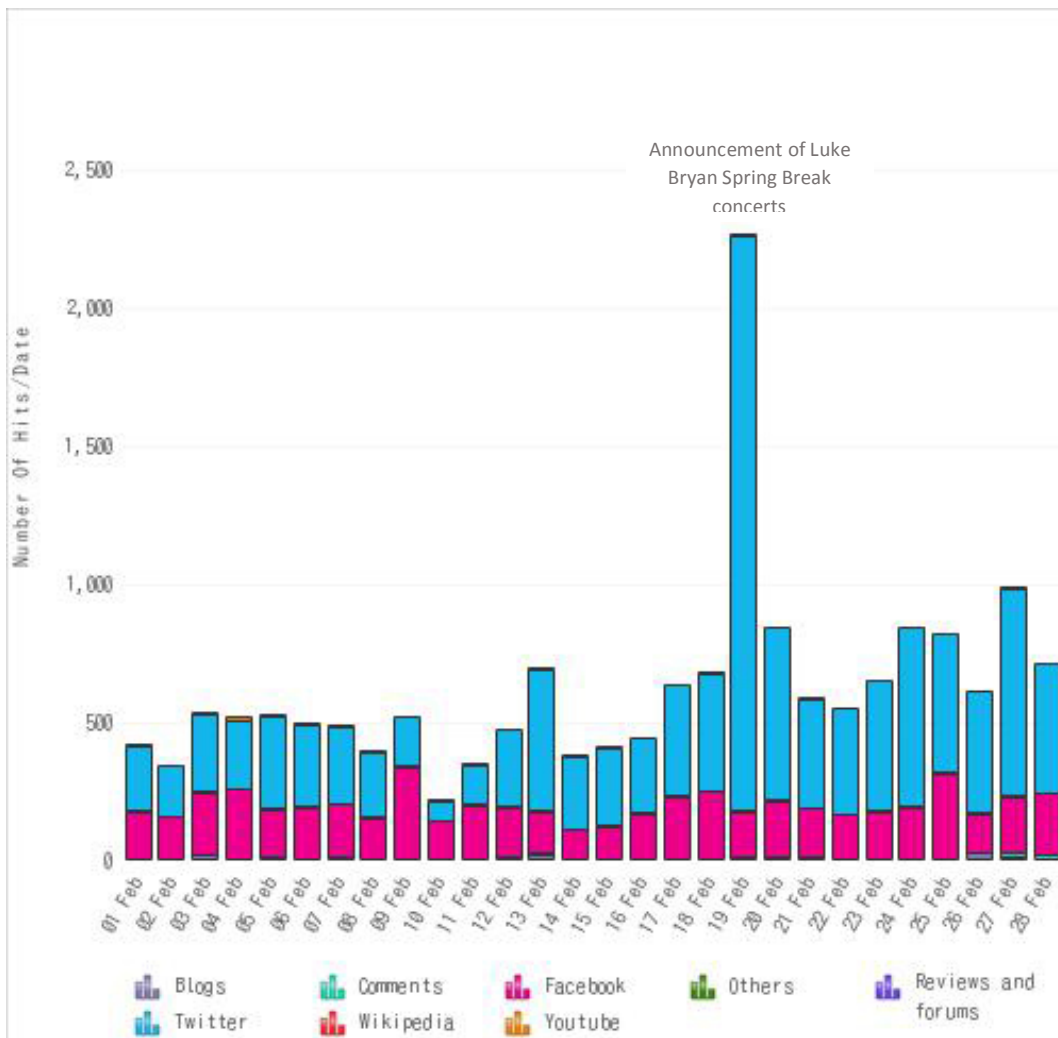
↑ 469 from last month

INSTAGRAM

Followers: 2,746

↑ 259 from last month

SOCIAL CONVERSATIONS





FACEBOOK

Total Number of **LIKES** ↑ **2014** 391,635 2013 372,304 **LIKES** Added This Month ↓ **2014** 829 2013 1566

Total **IMPRESSIONS**: 2,009,551

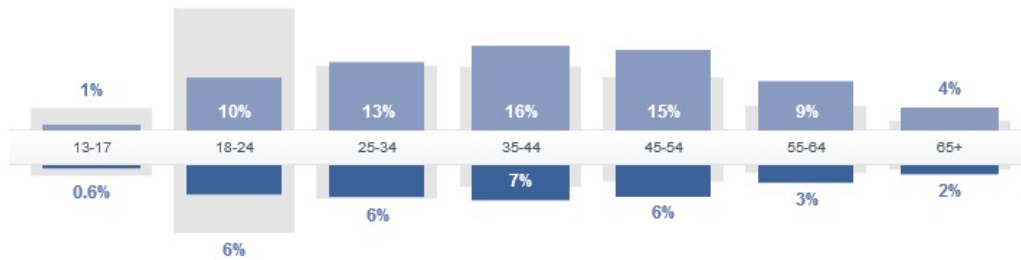
February 2014 **REACH**

Women

■ **69%** ■ **69%**
 People Reached Your Fans

Men

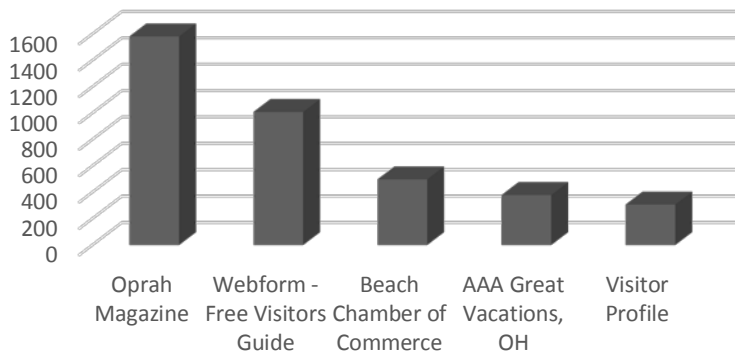
■ **30%** ■ **31%**
 People Reached Your Fans



Country	People Reached	City	People Reached	Language	People Reached
United States of America	579,167	Atlanta, GA	13,519	English (US)	577,315
Canada	4,165	Panama City, FL	11,176	English (UK)	13,194
Italy	2,782	Panama City Beach, FL	6,753	Spanish	5,955
United Kingdom	2,481	Louisville, KY	5,776	Italian	2,715
Germany	1,805	Birmingham, AL	5,711	Spanish (Spain)	1,962
Mexico	1,004	Nashville, TN	5,541	German	1,621
Colombia	931	Columbus, GA	4,966	French (France)	1,477
Philippines	858	Tallahassee, FL	4,337	Portuguese (Brazil)	674
France	712	Dothan, AL	4,162	Bulgarian	588
Brazil	701	Indianapolis, IN	3,469	Czech	454

VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2014	2013
↑ 7,901	7,849

AIRPORT ACTIVITY Deplanements

Jan 2014	Jan 2013
↓ 18,745	21,199
YTD 2014	YTD 2013
↓ 18,745	21,199

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

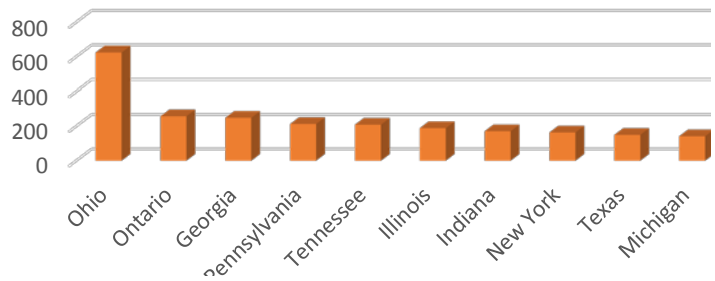
VISITORS – Airport Desk

2014
1,562

VISITORS – Visitor Center

2014	2013
No count due to info. center renovation	5,929

INQUIRIES – Top States



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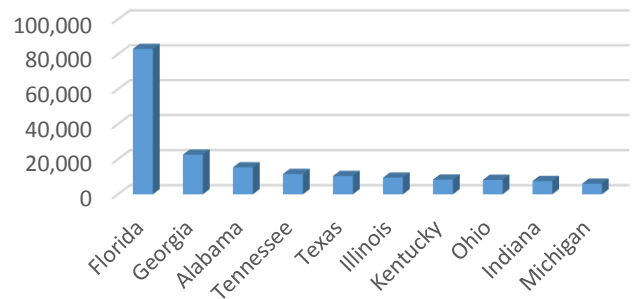
January 2014 Activity Dashboard

WEBSITE DATA

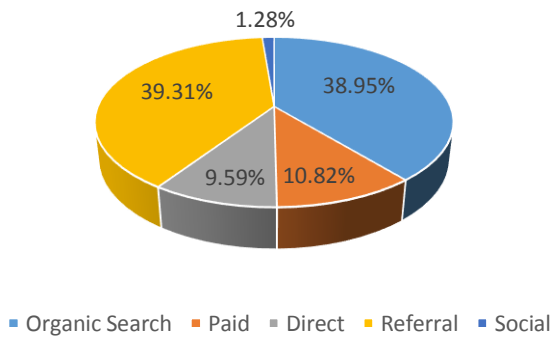
WEBSITE ACTIVITY

	2014	2013
Number of Visits	↑ 270,216	138,701
Length of Session (minutes)	↓ 3:20	3:27
Page Views Per Visit	↓ 2.95	4.53
Unique Visitors	↑ 183,326	111,615

WEBSITE VISITORS Top States



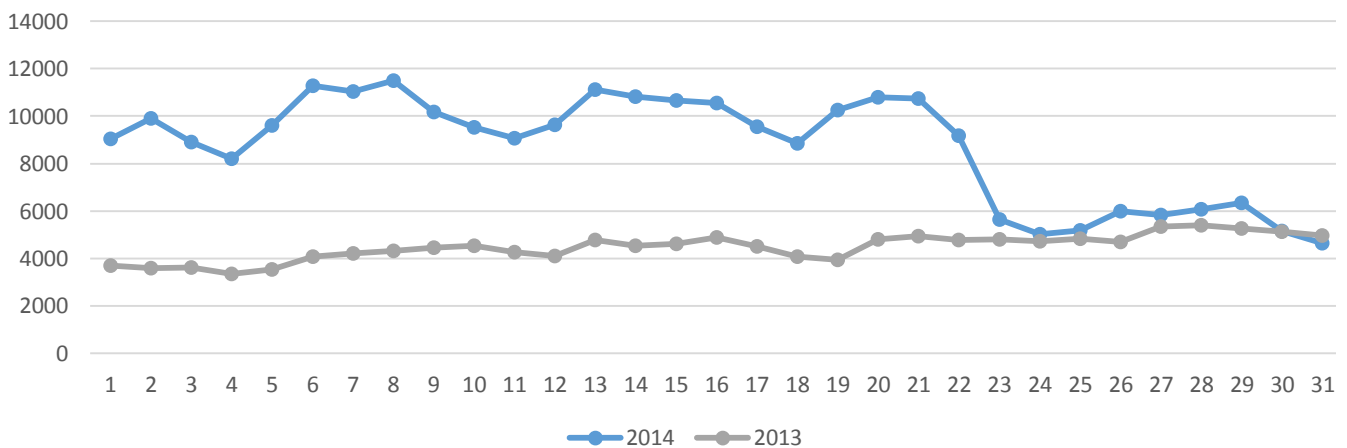
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	75,733	6. webcam	16,953
2. thingstodo/attractions	25,022	7. placestostay	15,272
3. thingstodo	22,154	8. thingstodo/menu	14,740
4. thingstodo/springbreak	18,853	9. thingstodo/events	13,898
5. placestostay/hotels	16,970	10. placestostay/rentals	11,196

WEBSITE TRAFFIC – January 2013 vs. 2014



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 12,839,950

Earned Media** 8,119,890

*Paid advertising and public relations promotion

** Free promotion and media coverage

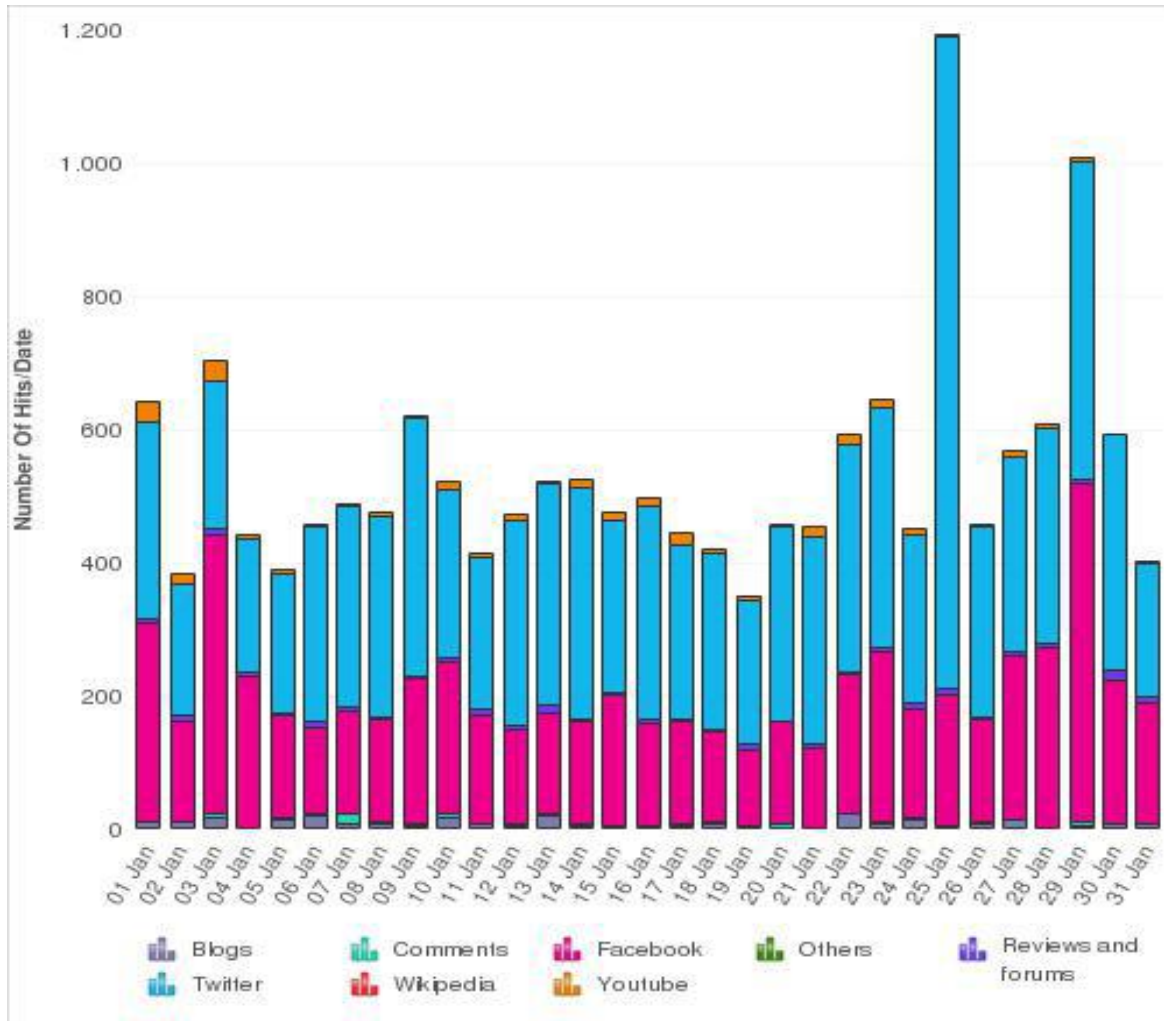
TWITTER

Followers: 12,680

INSTAGRAM

Followers: 2,487

SOCIAL CONVERSATIONS



FACEBOOK

Total Number of **LIKES** ↑ **2014** **390,804** **2013** 371,321 **LIKES** Added This Month ↓ **2014** **832** **2013** 1,742

Total **IMPRESSIONS**: 1,447,981

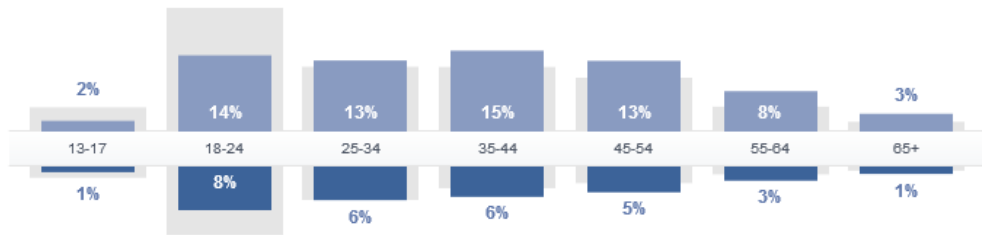
January 2014 **REACH**

Women

69% People Reached **69%** Your Fans

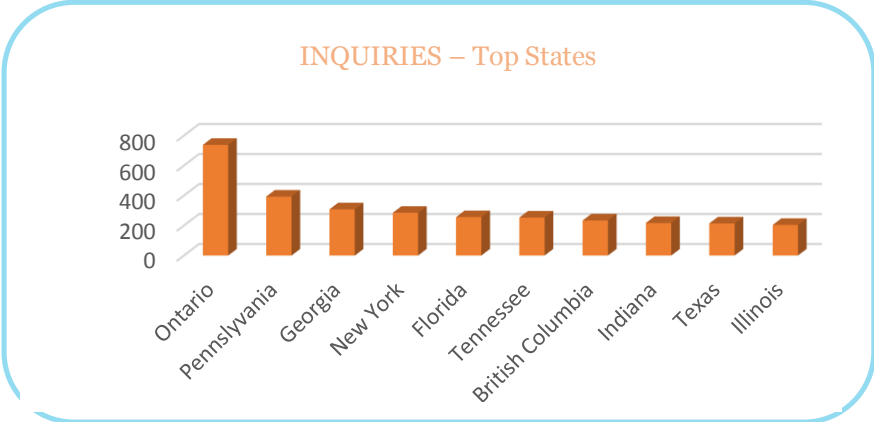
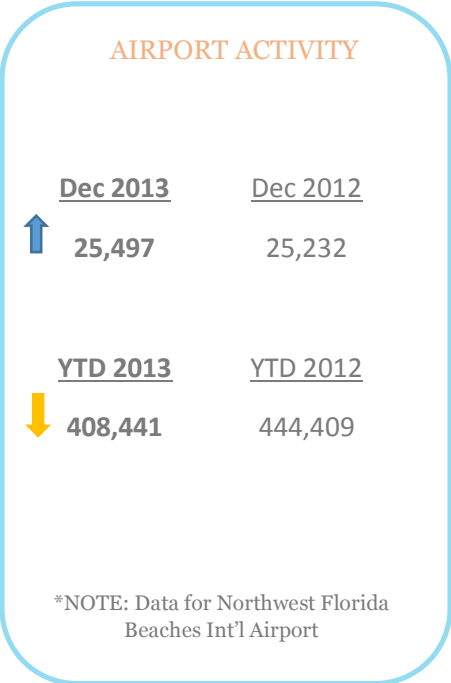
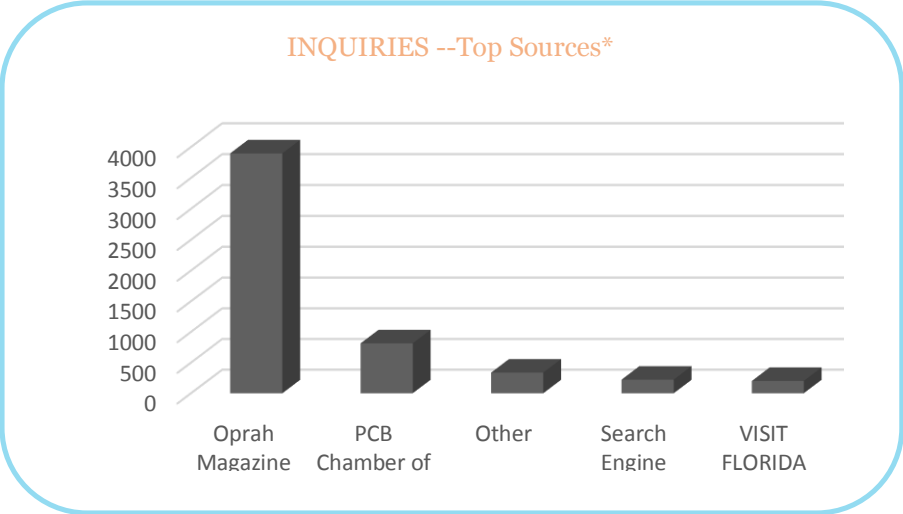
Men

30% People Reached **31%** Your Fans



Country	People Reached	City	People Reached	Language	People Reached
United States of America	257,972	Atlanta, GA	6,521	English (US)	257,318
Canada	1,856	Panama City, FL	5,680	Spanish	7,089
Colombia	1,847	Panama City Beach, FL	4,406	English (UK)	6,227
Ecuador	1,391	Columbus, GA	2,884	Spanish (Spain)	2,269
Panama	1,176	Tallahassee, FL	2,880	French (France)	1,233
Turkey	1,119	Birmingham, AL	2,524	Turkish	1,061
Germany	993	Dothan, AL	2,304	German	938
United Kingdom	963	Louisville, KY	2,273	Italian	750
Mexico	816	Nashville, TN	2,236	Portuguese (Brazil)	684
Italy	780	Chattanooga, TN	1,484	Hungarian	273

VISITOR SERVICES DATA



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Northwest Florida Bed Taxes

2% level for analysis purposes

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Aug-12	\$355,216	\$59,576	\$568,564	\$714,321	\$519,306	\$2,216,983
Sep-12	\$265,534	\$38,642	\$426,860	\$663,115	\$410,481	\$1,804,632
Oct-12	\$216,799	\$31,258	\$243,637	\$369,719	\$278,540	\$1,139,953
Nov-12	\$169,932	\$18,445	\$103,843	\$197,819	\$133,149	\$623,188
Dec-12	\$138,078	\$23,941	\$115,399	\$207,359	\$144,694	\$629,471
Jan-13	\$137,303	\$19,997	\$119,598	\$156,222	\$151,119	\$584,239
Feb-13	\$189,208	\$22,816	\$158,315	\$202,359	\$216,714	\$789,412
Mar-13	\$345,495	\$53,370	\$447,446	\$874,408	\$869,571	\$2,590,290
Apr-13	\$303,703	\$44,100	\$362,386	\$532,649	\$470,749	\$1,713,587
May-13	\$401,285	\$67,777	\$505,843	\$758,691	\$608,925	\$2,342,521
Jun-13	\$630,819	\$103,022	\$1,118,890	\$1,746,489	\$1,220,020	\$4,819,240
Jul-13	\$681,174	\$163,219	\$1,159,059	\$1,559,427	\$1,293,605	\$4,856,484
Aug-13	\$424,339	\$73,738	\$635,505	\$909,394	\$626,711	\$2,669,687
Sep-13	\$256,806	\$44,723	\$439,366	\$746,737	\$461,839	\$1,949,471
Oct-13	\$223,523	\$36,865	\$272,132	\$380,161	\$324,000	\$1,236,681

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Percent Change Oct-12 to Oct-13	3.10%	17.94%	11.70%	2.82%	16.32%	8.49%

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
2012 Rolling Quarter	\$837,549	\$129,476	\$1,239,061	\$1,747,155	\$1,208,327	\$5,161,568
2013 Rolling Quarter	\$904,668	\$155,326	\$1,347,003	\$2,036,292	\$1,412,550	\$5,855,839

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Northwest Florida
Percent Change Rolling Quarter	8.01%	19.97%	8.71%	16.55%	16.90%	13.45%

Note: Rolling Quarter is the sum of the current month and the last two months

Data Source:

Bed Tax Collectors



**UWF Office of
Economic Development
and Engagement**



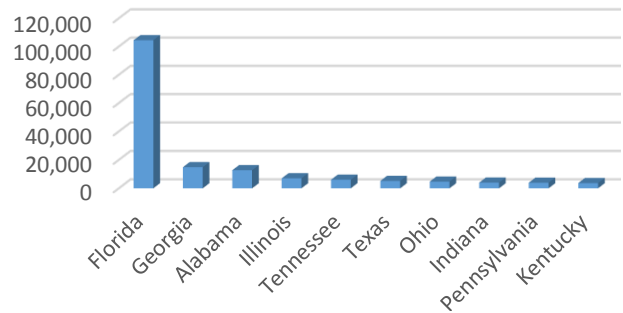
December 2013 Activity Dashboard

WEBSITE DATA

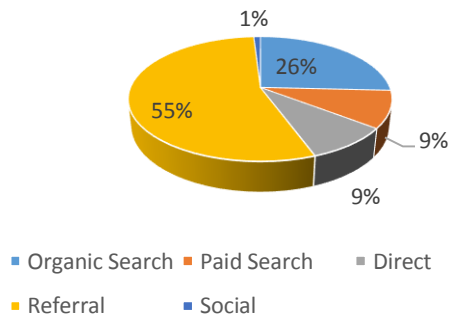
WEBSITE ACTIVITY

	↑	<u>2013</u>	<u>2012</u>
Number of Visits	↑	227,970	74,869
Length of Session (minutes)	↑	2:51	2:38
Page Views Per Visit	↓	2.40	3.69
Unique Visitors	↑	132,889	61,748

WEBSITE VISITORS Top States



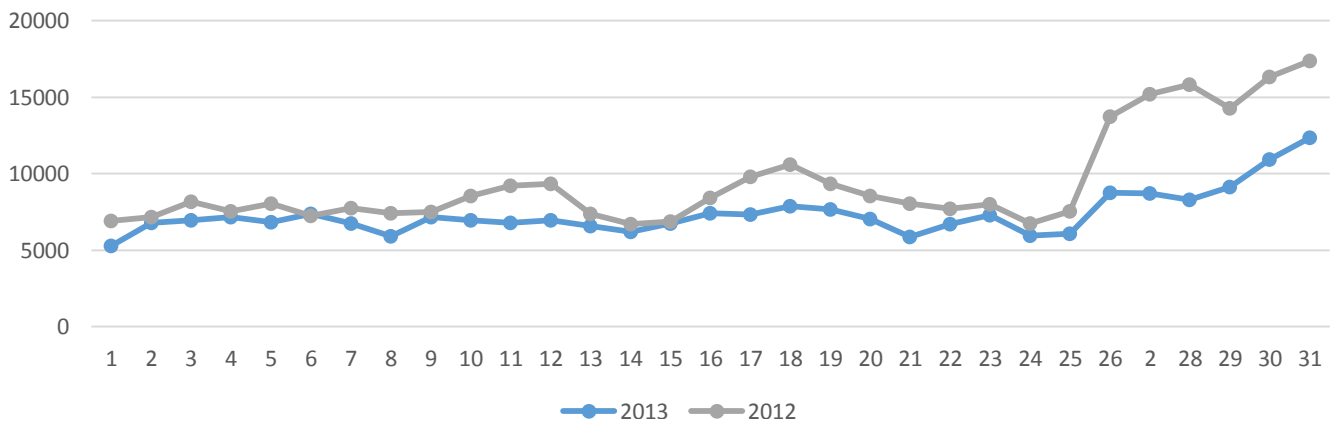
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	40,884	6. thingstodo/menu	9,188
2. thingstodo/events	13,458	7. webcam	8,878
3. thingstodo/attractions	12,521	8. thingstodo/springbreak	7,359
4. thingstodo	11,858	9. placestostay/hotels	6,576
5. calendar/NYEBeachBallDrop	10,482	10. restaurants	6,398

WEBSITE TRAFFIC – December 2012 vs. 2013



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 7,125,837

Earned Media** 57,619,405

*Paid advertising and public relations promotion

** Free promotion and media coverage

FACEBOOK ACTIVITY

	2013	2012		2013	2012
Total Number of LIKES 	390,278	369,917	LIKES Added This Month 	497	2,491

Total **IMPRESSIONS**: 1, 469, 898

REACH – Top US Cities

1. Atlanta, GA
2. Panama City, FL
3. Tallahassee, FL
4. Columbus, GA
5. Panama City Beach, FL
6. Dothan, AL
7. Birmingham, AL
8. Nashville, TN
9. Louisville, KY
10. Newnan, GA

REACH – Top Countries

1. United States of America
2. Panama
3. Columbia
4. Italy
5. Mexico
6. Canada
7. Venezuela
8. France
9. Germany
10. India

Women

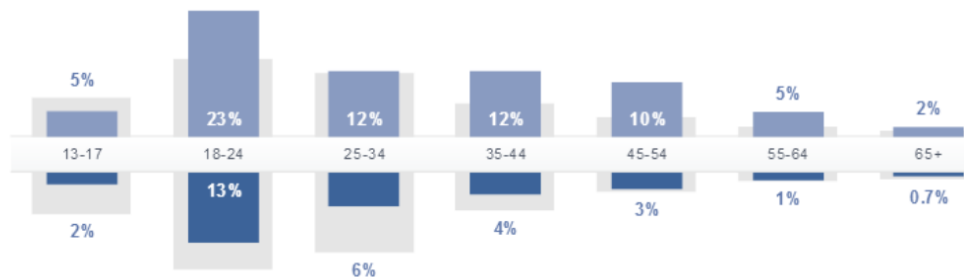
69%
Your Fans

46%
All Facebook

Men

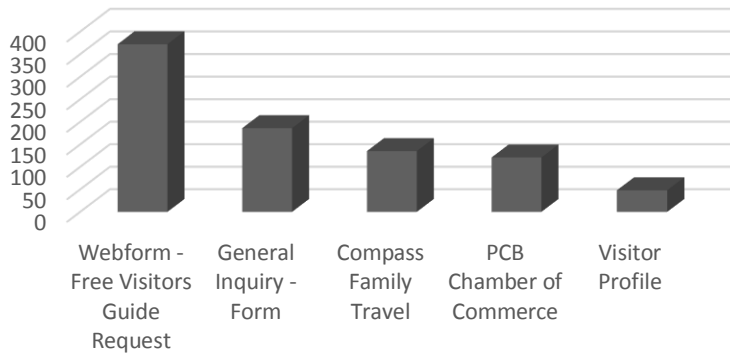
31%
Your Fans

54%
All Facebook



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

	<u>2013</u>	<u>2012</u>
	↓ 2,169	17,633

AIRPORT ACTIVITY

	<u>Nov 2013</u>	<u>Nov 2012</u>
	↓ 25,435	29,442
	<u>YTD 2013</u>	<u>YTD 2012</u>
	↓ 382,944	419,177

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

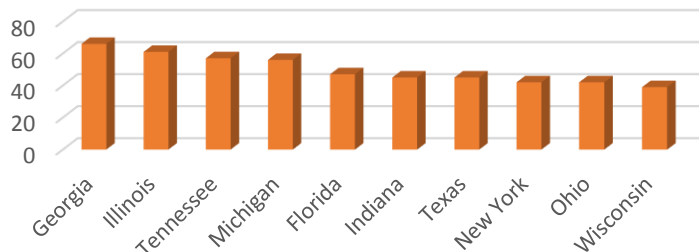
VISITORS - Airport

<u>2013</u>
1,341

VISITORS - Visitor Center

<u>2013</u>
2,927

INQUIRIES - Top States



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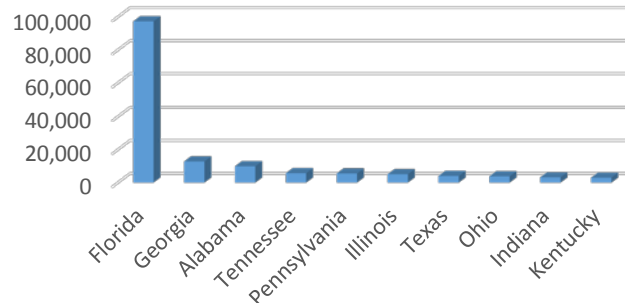
November 2013 Activity Dashboard

WEBSITE DATA

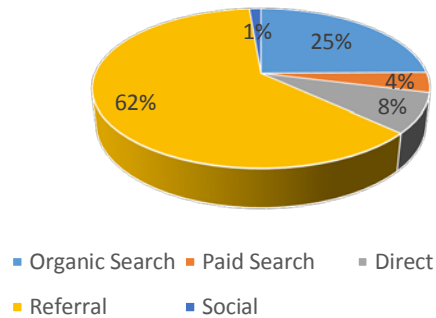
WEBSITE ACTIVITY

	2013	2012
Number of Visits	↑ 195,837	62,620
Length of Session (minutes)	↑ 2:52	2:33
Page Views Per Visit	↓ 2.27	3.54
Unique Visitors	↑ 110,835	50,542

WEBSITE VISITORS Top States



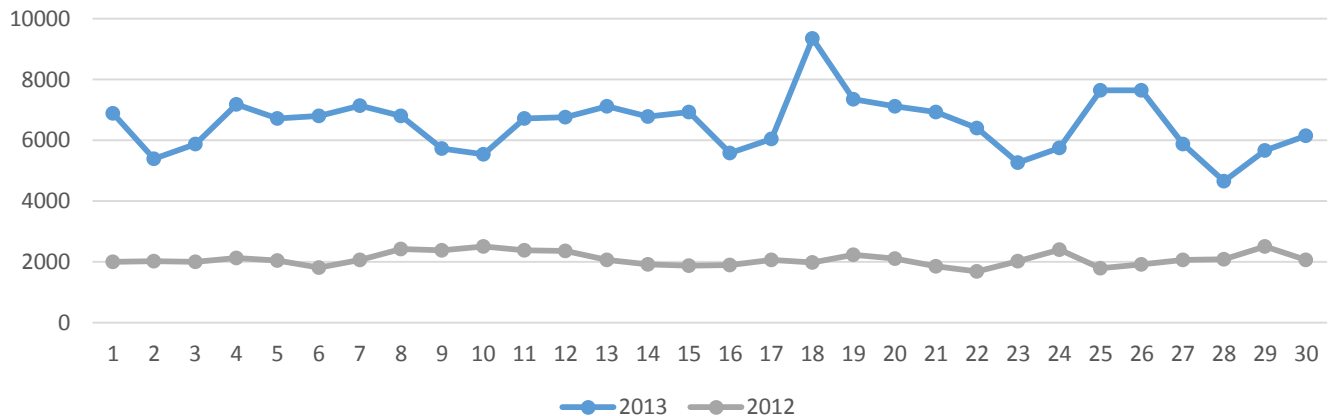
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	31,828	6. thingstodo/menu	5,548
2. thingstodo/events	9,511	7. restaurants	5,185
3. webcam	8,849	8. placestostay/hotels	4,525
4. thingstodo/attractions	8,250	9. thingstodo/thanksgiving	4,095
5. thingstodo	7,968	10. placestostay	3,718

WEBSITE TRAFFIC – November 2012 vs. 2013



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 6,084,000

Earned Media** 36,865,213

*Paid advertising and public relations promotion

** Free promotion and media coverage

FACEBOOK ACTIVITY

	2013	2012		2013	2012
Total Number of LIKES ↑	389,693	367,704	LIKES Added This Month	538 ↓	4,099

Total **IMPRESSIONS**: 1,920,981

REACH – Top US Cities

1. Atlanta, GA
2. Panama City, FL
3. Tallahassee, FL
4. Columbus, GA
5. Panama City Beach, FL
6. Dothan, AL
7. Birmingham, AL
8. Nashville, TN
9. Louisville, KY
10. Newnan, GA

REACH – Top Countries

1. United States of America
2. Panama
3. Columbia
4. Italy
5. Mexico
6. Canada
7. Venezuela
8. France
9. Germany
10. India

REACH – Gender & Age

Women

69%

Your Fans

46%

All Facebook

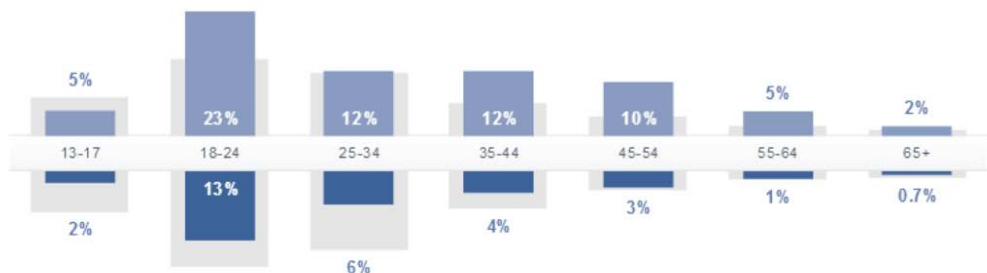
Men

31%

Your Fans

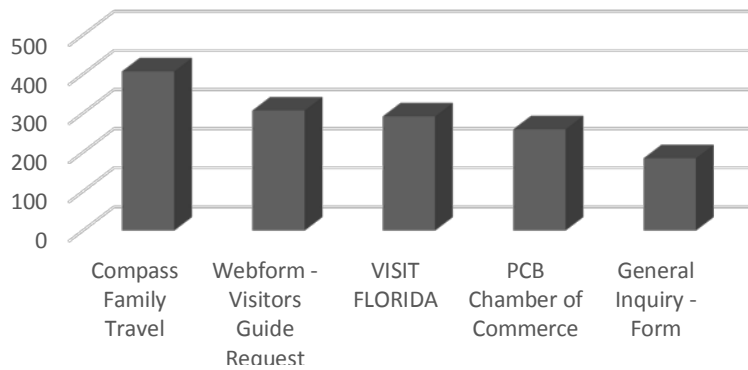
54%

All Facebook



VISITOR SERVICES DATA

INQUIRIES --Top Sources



VISITOR GUIDES

2013	2012
↑ 1,326	70*

*This number reflects the depletion of stock in 2012 Visitors Guide copies before 2013 guides were printed and delivered.

AIRPORT ACTIVITY

Oct. 2013	Oct. 2012
↓ 34,251	37,985
YTD 2013	YTD 2012
↓ 357,509	389,755

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

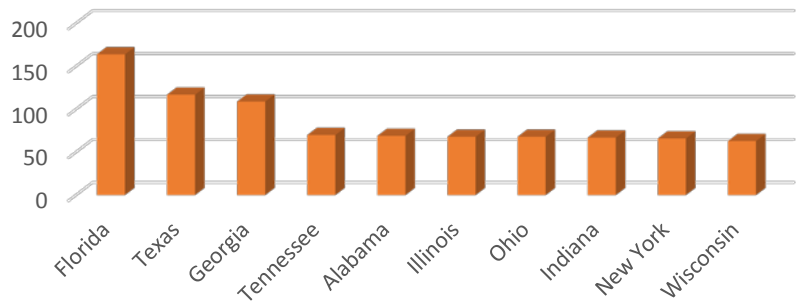
VISITORS – Airport Desk

2013	2012
↓ 1,421	1,657

VISITORS – Visitor Center

2013	2012
↓ 1,974	2,022

INQUIRIES – Top States



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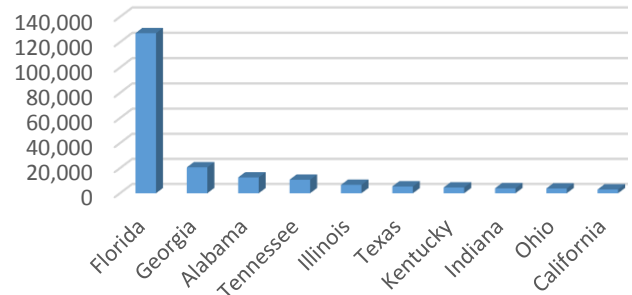
October 2013 Activity Dashboard

WEBSITE DATA

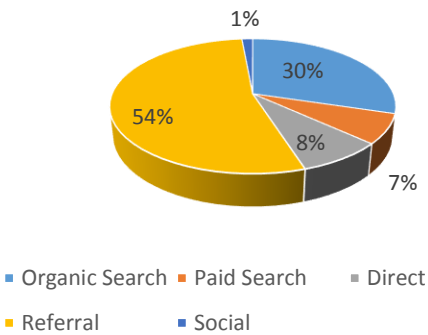
WEBSITE ACTIVITY

	2013	2012
Number of Visits	↑ 247,356	87,194
Length of Session (minutes)	↑ 2:53	2:44
Page Views Per Visit	↓ 2.32	3.63
Unique Visitors	↑ 138,783	69,099

WEBSITE VISITORS Top States



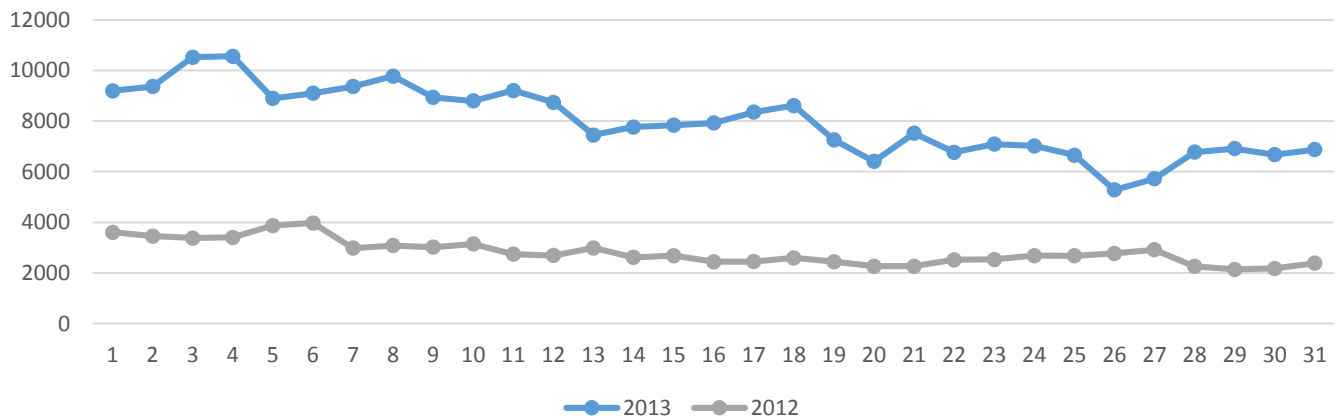
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	38,732	6. calendarofevents/ seafoodfestival	11,454
2. webcam	15,390	7. restaurants	8,236
3. thingstodo/events	14,969	8. thingstodo/menu	8,018
4. things to do	12,892	9. calendarofevents/ piratesofthehighseas	7,972
5. thingstodo/ attractions	12,131	10. placestostay/hotels	6,272

WEBSITE TRAFFIC – October 2012 vs. 2013



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 4,220,000

Earned Media** 223,916,943

*Paid advertising and public relations promotion

** Free promotion and media coverage

FACEBOOK ACTIVITY

	<u>2013</u>	<u>2012</u>		<u>2013</u>	<u>2012</u>
Total Number of LIKES	↑ 389,082	363,912	LIKES Added This Month	↓ 1,602	4,325

Total IMPRESSIONS: 2,364,394

REACH – Top US Cities

1. Atlanta, GA
2. Panama City, FL
3. Tallahassee, FL
4. Columbus, GA
5. Panama City Beach, FL
6. Dothan, AL
7. Birmingham, AL
8. Nashville, TN
9. Louisville, KY
10. Newnan, GA

REACH – Top Countries

1. United States of America
2. Panama
3. Columbia
4. Italy
5. Mexico
6. Canada
7. Venezuela
8. France
9. Germany
10. India

REACH – Gender & Age

Women

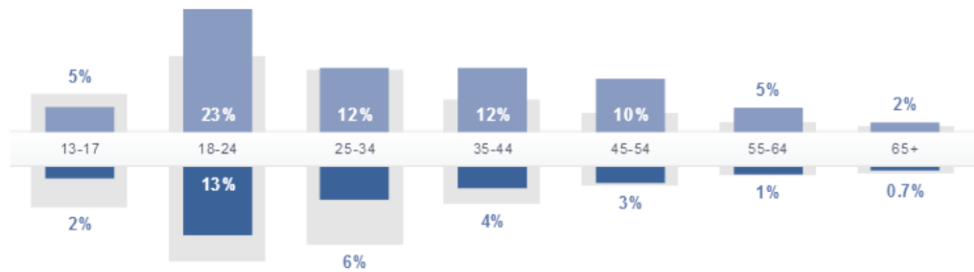
69%
Your Fans

46%
All Facebook

Men

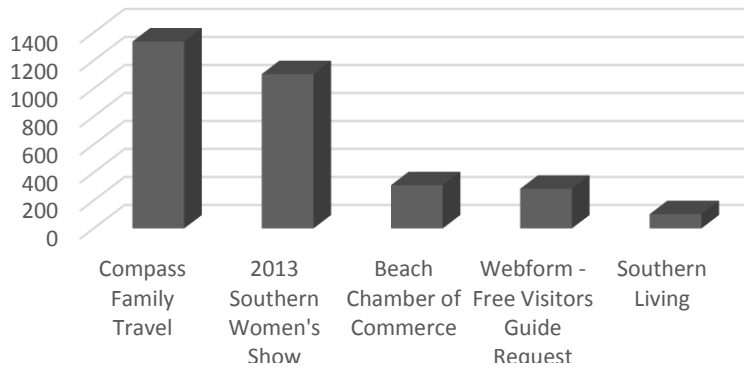
31%
Your Fans

54%
All Facebook



VISITOR SERVICES DATA

INQUIRIES --Top Sources



VISITOR GUIDES

	<u>2013</u>	<u>2012</u>
	↑ 7,061	2,391

AIRPORT ACTIVITY

	<u>Sept. 2013</u>	<u>Sept. 2012</u>
	↓ 32,356	36,320
	<u>YTD 2013</u>	<u>YTD 2012</u>
	↓ 647,042	699,231

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

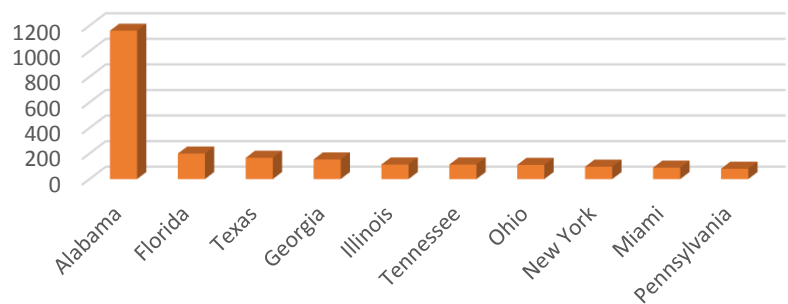
VISITORS - Airport

	<u>2013</u>	<u>2012</u>
	↓ 1,673	2,486

VISITORS - Visitor Center

	<u>2013</u>	<u>2012</u>
	↑ 3,102	2,665

INQUIRIES - Top States



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