

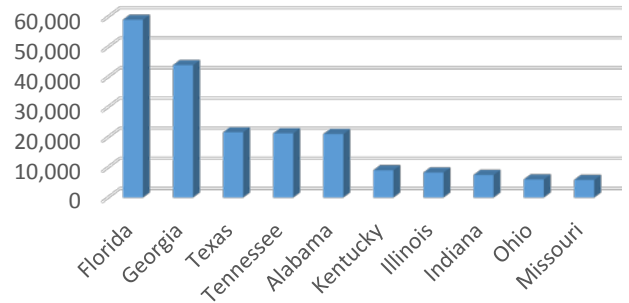
August 2016 Activity Dashboard

WEBSITE DATA

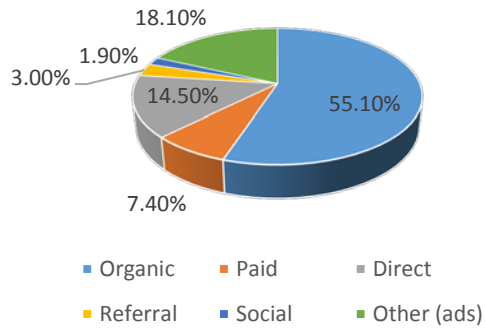
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	263,924	268,069
Length of Session (minutes)	2:16	2:15
Page Views Per Session	2.00	2.63
% of Unique Visits	59.78%	70.06%

WEBSITE VISITORS Top States



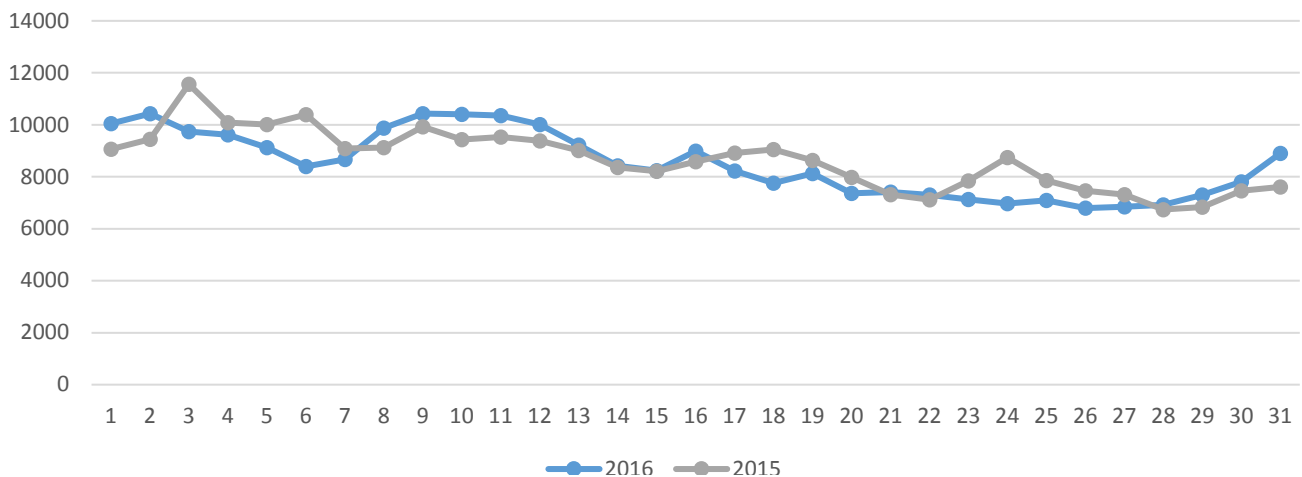
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	76,790	6. placestostay	14,524
2. webcam	61,345	7. TTD/attractions	14,137
3. thingstodo	25,155	8. beachesafety	12,457
4. events	18,654	9. restaurants	10,189
5. attractions&entertainment	17,602	10. thingstodo/pierpark	9,000

WEBSITE TRAFFIC – August 2015 vs. 2016



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 41,673,951

Earned Media 128,347,640

PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 1,044
Impressions: 39.9K

@ChasinTheSunTV New Followers: 2
Impressions: 3,612

INSTAGRAM

@Visit_PCB New Followers: 2,000
Total: 15.8K

@ChasinTheSunTV New Followers: 16
Total: 232

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 436,153

Total Impressions: 16,811,489

City	People Reached
Houston, TX	205,299
Atlanta, GA	123,885
Dallas, TX	111,047
Louisville, KY	77,575
Indianapolis, IN	74,821
Nashville, TN	67,594
Memphis, TN	63,132
Marietta, GA	52,335
St. Louis, MO	29,285
Birmingham, AL	28,378

Chasin' the Sun TV

Likes: 1,601

Total Impressions: 37,018

City	People Reached
Panama City, FL	425
Panama City Beach, FL	269
Lynn Haven, FL	211
Upper Grand Lagoon, FL	203
Marietta, GA	125
Louisville, KY	114
Dothan, AL	104
Nashville, TN	97
Tallahassee, FL	86
Enterprise, AL	79

FACEBOOK & INSTAGRAM—PAID

Paid Facebook Impressions:


21,124,378

Paid Instagram Impressions:

9,701,815

Visit Panama City Beach
August 25 at 3:19pm · 🌐

Fall is event season in Panama City Beach - live music, pirates, vintage cars and more!



Pirates of the High Seas Fest [Learn More](#)

Emerald Coast Cruizin Car Show

Visit Panama City Beach ✓
September 6 at 8:37pm · 🌐


Panama City Beach is the perfect beach destination for all family members – even those with four legs!



VISITPANAMACITYBEACH.COM [Learn More](#)

Visit Panama City Beach ✓
September 6 at 10:42am · 🌐

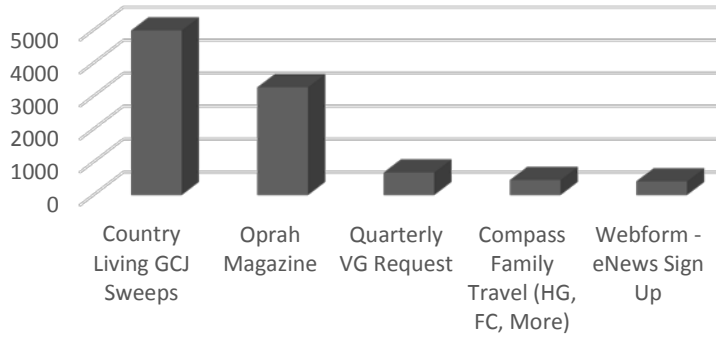
Eco-friendly beach lovers rejoice! Panama City Beach has a 100% natural beach area, St. Andrew's State Park.



VISITPANAMACITYBEACH.COM [Learn More](#)

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

August Subscriptions	748
Total Subscriptions	21,625
Mailed to date (2016)	97,977

**AIRPORT ACTIVITY
Deplanements**

<u>June</u>	<u>May</u>
<u>2016</u>	<u>2015</u>
48,251	48,740
<u>YTD 2016</u>	<u>YTD 2015</u>
226,299	221,277

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

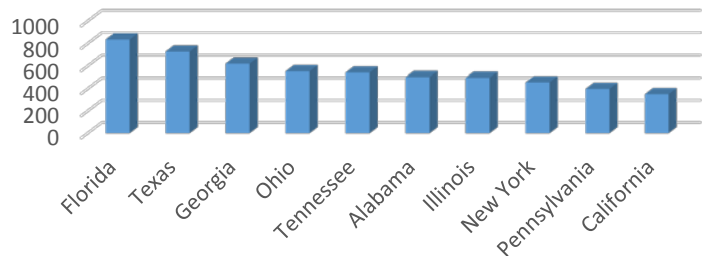
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,925	1,082

PANDORA RADIO

August unique listeners: 761
Total unique listeners*: 70,226
<i>*launched January 18</i>

INQUIRIES – Top States



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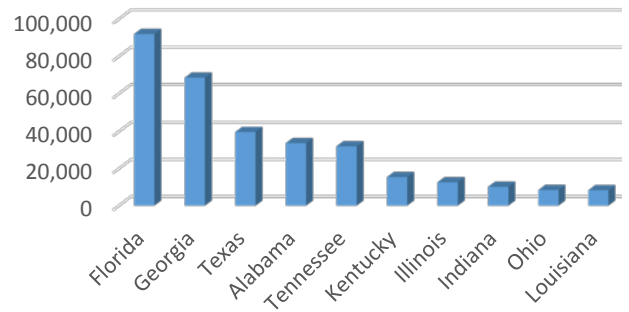
July 2016 Activity Dashboard

WEBSITE DATA

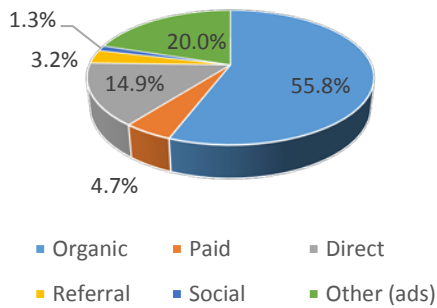
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	398,901	391,956
Length of Session (minutes)	2:13	2:20
Page Views Per Session	2.05	2.69
% of Unique Visits	65.30%	73.34%

WEBSITE VISITORS Top States



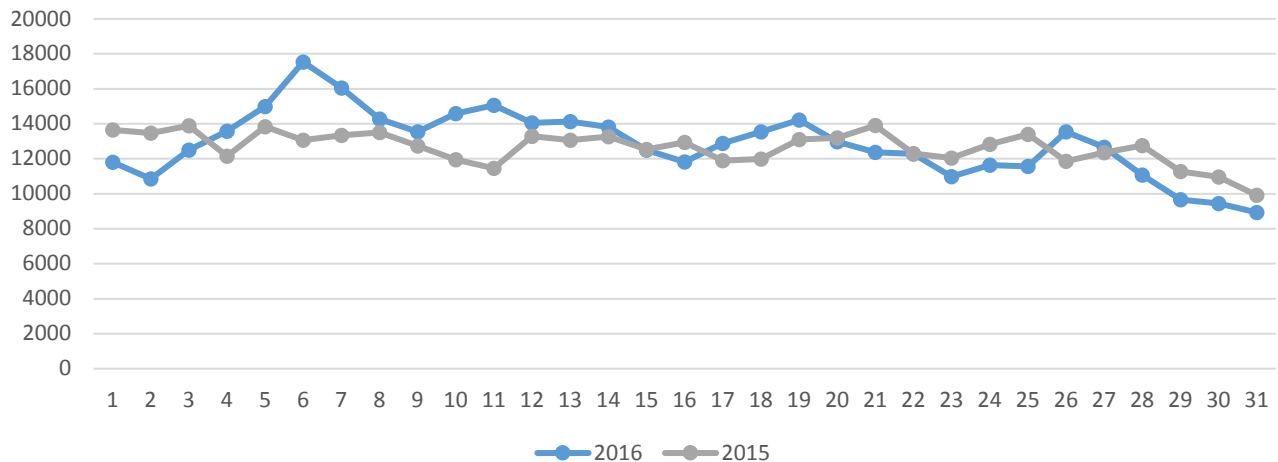
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	89,724	6. events	28,065
2. webcam	69,856	7. placestostay	25,337
3. TTD/fishingcharters	63,948	8. TTD/attractions	25,235
4. thingstodo	41,782	9. beachsafety	21,970
5. attractions&entertainment	31,887	10. thingstodo/pierpark	18,452

WEBSITE TRAFFIC – July 2015 vs. 2016



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 27,906,805

Earned Media 48,007,641

PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 1,380
Total: 29.6K
Impressions: 29.8K

@ChasinTheSunTV New Followers: 16
Total: 132
Impressions: 2,524

INSTAGRAM

@Visit_PCB New Followers: 2,000
Total: 13.8K

@ChasinTheSunTV New Followers: 12
Total: 216

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 435,505

Total Impressions: 16,666,990

City	Your Fans
Columbus, GA	5,184
Atlanta, GA	4,519
Marietta, GA	4,343
Tallahassee, FL	3,920
Panama City, FL	3,897
Nashville, TN	3,701
Dothan, AL	3,550
Louisville, KY	3,242
Panama City Beach, FL	3,075
Montgomery, AL	2,295

Chasin' the Sun TV

Likes: 1,559

Total Impressions: 83,227

City	Your Fans
Panama City, FL	134
Panama City Beach, FL	78
Lynn Haven, FL	70
Upper Grand Lagoon, FL	66
Southport, FL	28
Lower Grand Lagoon, FL	19
Callaway, FL	16
Laguna Beach, FL	14
Parker, FL	14
Santa Rosa Beach, FL	14

FACEBOOK & INSTAGRAM—PAID

Paid Facebook Impressions:

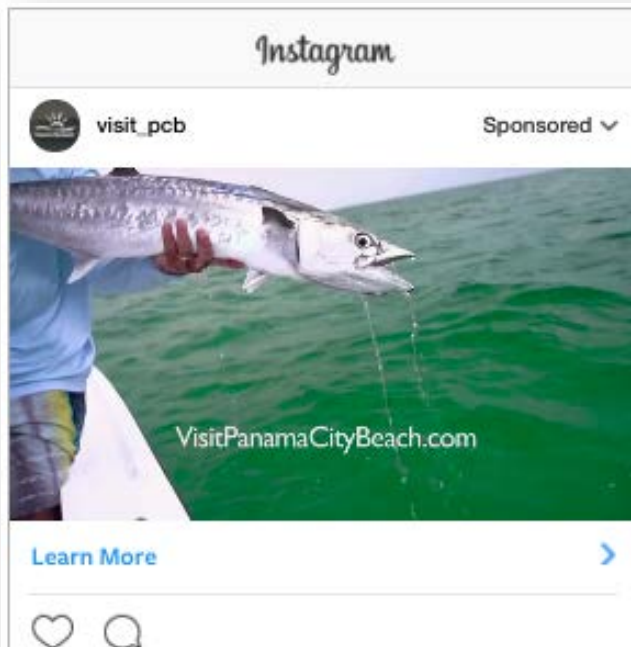
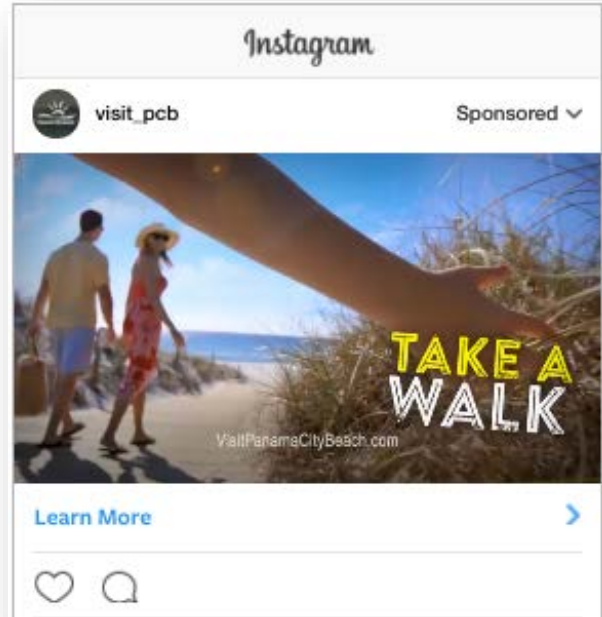
14,323,190

Paid Instagram Impressions:

3,194,281

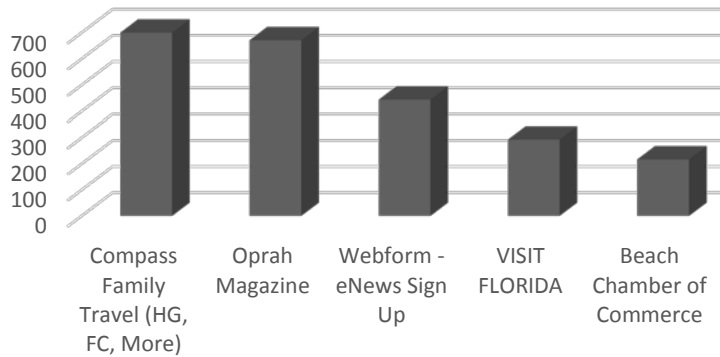
Paid Facebook Reach:

4,243,458



VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

July Subscriptions	1,250
Total Subscriptions	20,877
Mailed to date (2016)	90,958

AIRPORT ACTIVITY Deplanements

<u>May</u>	<u>May</u>
<u>2016</u>	<u>2015</u>
46,764	47,837
<u>YTD 2016</u>	<u>YTD 2015</u>
178,048	172,537

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

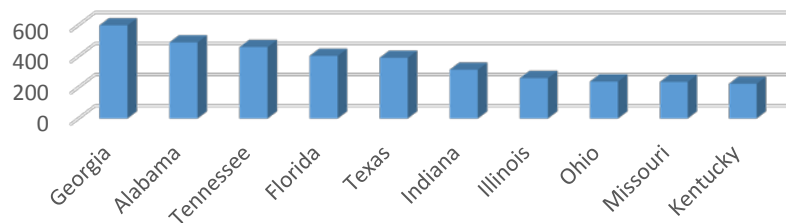
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
2,371	1,248

PANDORA RADIO

July unique listeners:	6,279
Total unique listeners*:	93,370
<i>*launched January 18</i>	

INQUIRIES – Top States



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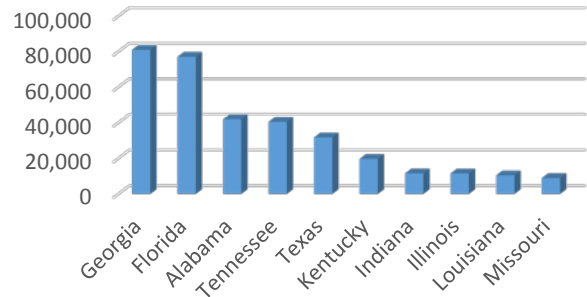
June 2016 Activity Dashboard

WEBSITE DATA

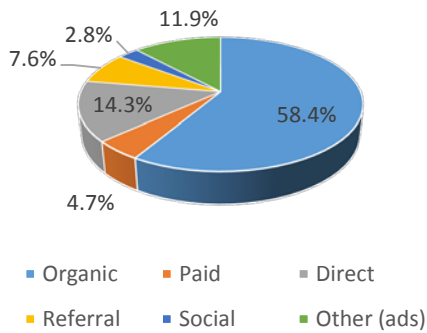
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	411,787	400,971
Length of Session (minutes)	2:32	2:25
Page Views Per Session	2.26	2.80
% of Unique Visits	61.42%	73.63%

WEBSITE VISITORS Top States



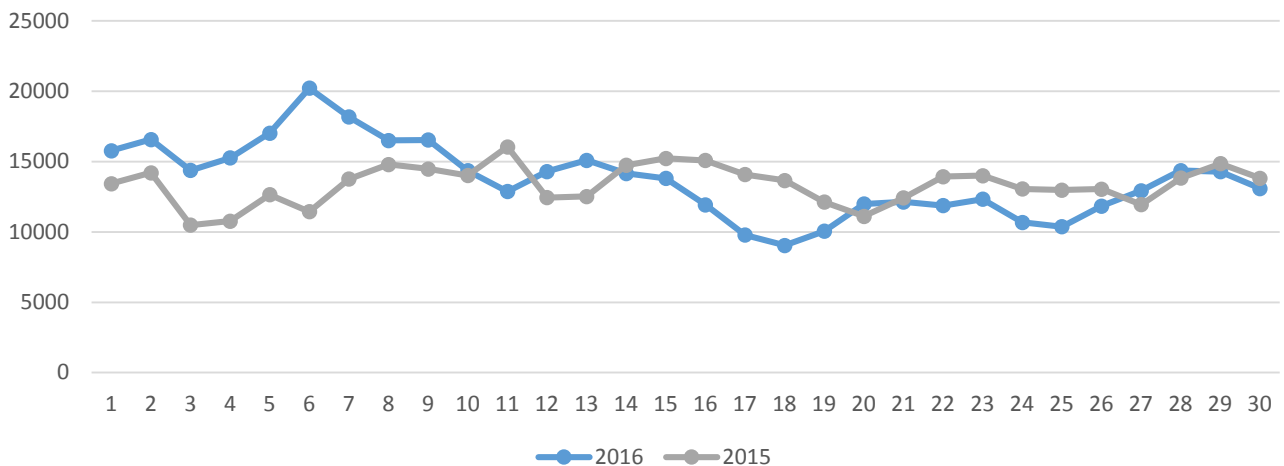
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	106,147	6. attractions	31,057
2. webcam	79,910	7. events	30,642
3. thingstodo	49,323	8. placestostay/condos	30,346
4. placestostay	36,559	9. TTD/pierpark	19,648
5. attractions&entertainment	33,688	10. restaurants	19,529

WEBSITE TRAFFIC – June 2015 vs. 2016



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 15,064,867

Earned Media** 38,737,192

Coverage Includes:



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

TWITTER

@Visit_PCB New Followers: 1,097
Total: 28.5K
Impressions: 33.3K

@ChasinTheSunTV New Followers: 18
Total: 120
Impressions: 3,526

INSTAGRAM

@Visit_PCB New Followers: 1,400
Total: 11.8K

@ChasinTheSunTV New Followers: 26
Total: 204

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 432,270

Total Impressions: 11,390,760

City	People Reached
Houston, TX	97,883
Dallas, TX	55,290
Louisville, KY	51,905
Atlanta, GA	50,829
Nashville, TN	47,320
Indianapolis, IN	45,419
Memphis, TN	43,890
Marietta, GA	36,168
Columbus, GA	23,130
Montgomery, AL	22,561

Chasin' the Sun TV

Likes: 1,460

Total Impressions: 37,545

City	Your Fans
Panama City, FL	135
Upper Grand Lagoon, FL	72
Panama City Beach, FL	68
Lynn Haven, FL	61
Southport, FL	22
Lower Grand Lagoon, FL	19
Callaway, FL	17
Parker, FL	15
Cedar Grove, FL	13
Santa Rosa Beach, FL	12



FACEBOOK—PAID

Paid Facebook Impressions:

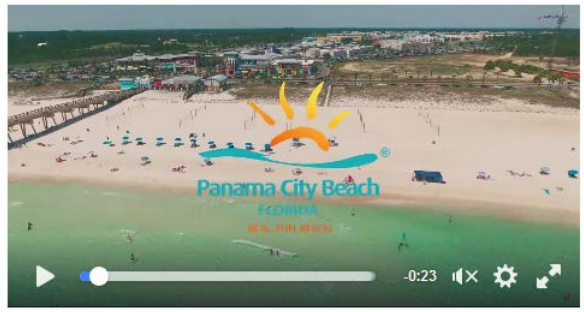
8,258,649

Paid Facebook Reach:

2,294,266





Visit Panama City Beach  Published by Lynsey Beasley [?] · June 7 at 2:56pm · 



Lifeguards on duty at 3 Panama City Beach locations
<http://www.visitpanamacitybeach.com/things-.../.../beach-safety/>




97,903 people reached [View Results](#)

50K Views

 Like  Comment  Share 

Visit Panama City Beach  shared a link. Written by Megan Emerick [?] · May 31 · 







Get a FREE Night! [Learn More](#)



5 exhilarating pools. Gulf views. E...



Counts Oakes [Learn More](#)

Delivering an e


43,808 people reached [Boost Post](#)

 Like  Comment  Share 

  Angie Cox Capps, Yazmin Cardona and 314 others [Top Comments](#)

Visit Panama City Beach  Written by Brand Networks [?] · April 8 · 





Plan Your Trip to the World's Most Beautiful Beaches





Free Visitors Guide [Learn More](#)

Live View of the Beach

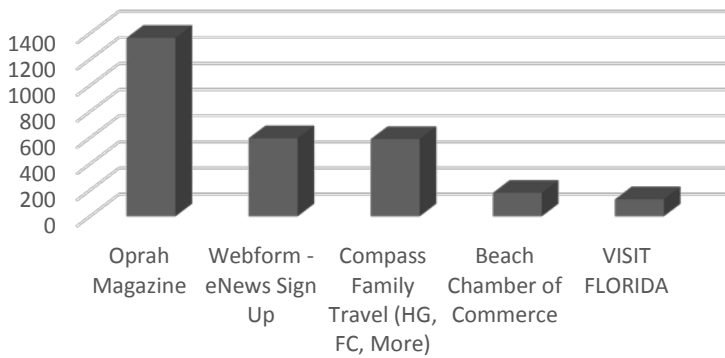
356,445 people reached [Boost Post](#)

 Like  Comment  Share 

  Kathy Earls, Lisa Baker and 806 others [Top Comments](#)

VISITOR SERVICES DATA

INQUIRIES --Top Sources



VISITOR GUIDES

June Subscriptions	1,403
Total Subscriptions	19,353
Mailed to date (2016)	82,243

**AIRPORT ACTIVITY
Deplanements**

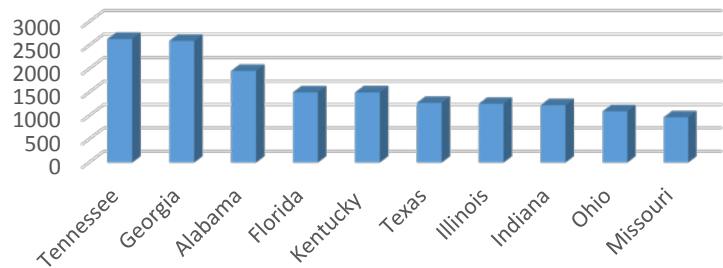
<u>April</u>	<u>April</u>
<u>2016</u>	<u>2015</u>
40,440	40,947
<u>YTD 2016</u>	<u>YTD 2015</u>
131,284	124,700

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

VISITORS

<u>Airport Desk</u>	<u>Visitor Info Center</u>
1,804	2,416

INQUIRIES – Top States



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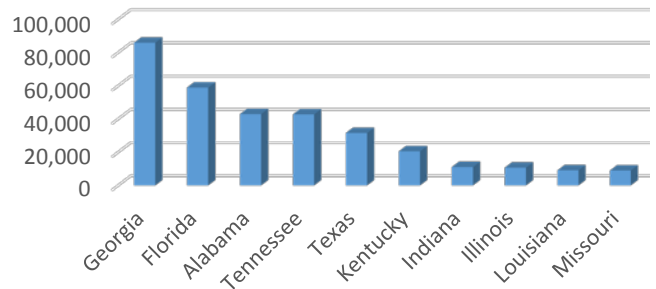
May 2016 Activity Dashboard

WEBSITE DATA

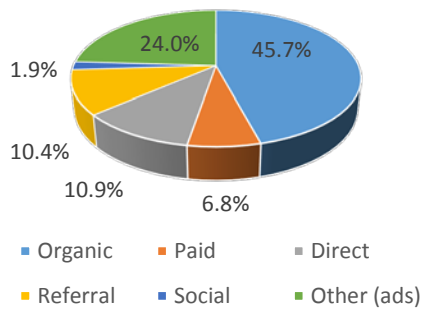
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	399,488	327,833
Length of Session (minutes)	2:11	2:32
Page Views Per Session	2.15	2.92
% of Unique Visits	63.5%	73.9%

WEBSITE VISITORS Top States



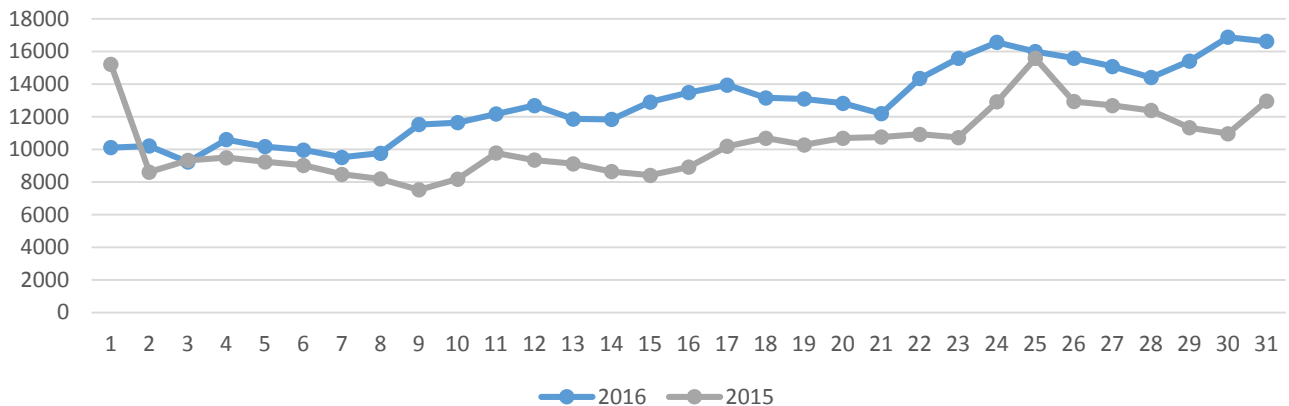
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	92,166	6. rentalproperties/condos	29,671
2. webcam	77,128	7. TTD/attractions&entertainment	26,918
3. thingstodo	43,781	8. thingstodo/attractions	25,971
4. placestostay	33,285	9. placestostay/beachhouses	21,647
5. events	30,557	10. placestostay/hotels	19,458

WEBSITE TRAFFIC – May 2015 vs. 2016





MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 37,219,160

Earned Media** 4,977,187

*Paid advertising and public relations promotion

** Free promotion and media coverage

Coverage includes:

- The Today Show
- Southern Living
- Houston Style Magazine
- AJ Constitution
- Bon Appetit
- Taste of Country
- Country Music Tattle Tale
- iExplore
- Flipkey by Trip Advisor
- Shermans Travel
- American Forces Travel Radio
- Orlando Sentinel
- The Outdoor Wire
- The Arkansas Democrat-Gazette
- The Fishing Wire
- antiMUSIC.com
- The Boot

TWITTER

@Visit_PCB New Followers: 862
Total: 27.7K

Impressions: 54.9K

@ChasinTheSunTV New Followers: 18
Total: 112

Impressions: 5,874

INSTAGRAM

@Visit_PCB New Followers: 594
Total: 10.4K

@ChasinTheSunTV New Followers: 4
Total: 178

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 426,685

Total Impressions: 21,882,124

City	People Reached
Houston, TX	167,090
Indianapolis, IN	138,453
Louisville, KY	108,400
Nashville, TN	107,490
Dallas, TX	88,937
Memphis, TN	71,410
Atlanta, GA	66,406
St. Louis, MO	53,663
Marietta, GA	49,039
Montgomery, AL	34,214

Chasin' the Sun TV

Likes: 1,426

Total Impressions: 65,289

City	People Reached
Panama City, FL	946
Panama City Beach, FL	583
Upper Grand Lagoon, FL	447
Lynn Haven, FL	437
Columbus, GA	342
Dothan, AL	286
Marietta, GA	281
Montgomery, AL	248
Nashville, TN	181
Tallahassee, FL	179

FACEBOOK—PAID

Paid Facebook Impressions:


17,142,140

Paid Facebook Engagement:

8,264,360

Visit Panama City Beach ✓
Written by Brand Networks [?] · April 22 · 🌐

Fresh Gulf seafood served casual or gourmet style with this variety of PCB dining options.




Beachside Dining [Learn More](#) **Fine Dining**

324,150 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

Visit Panama City Beach ✓
Written by Brand Networks [?] · April 22 · 🌐

From Gulf front balconies to welcoming beach homes, we have plenty of ways to stay in PCB.




[Learn More](#) **Pet Friendly** [Learn More](#) **Special Offers**

2,268,669 people reached [Boost Post](#)

Visit Panama City Beach ✓
Written by Brand Networks [?] · April 22 · 🌐

From white sand beaches to go-cart races to catching the big one, FUN is endless in PCB.

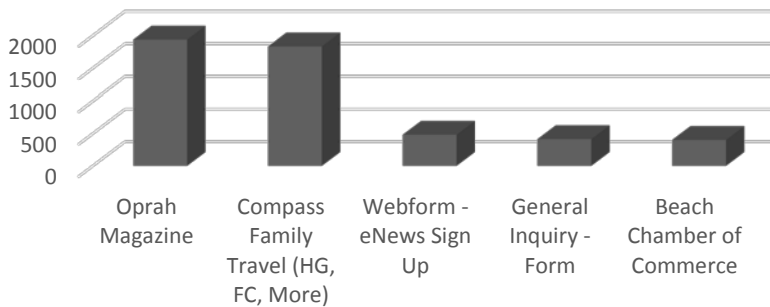


[Learn More](#) **Shopping** [Learn More](#) **Fishing**

1,680,129 people reached [Boost Post](#)

VISITOR SERVICES DATA

INQUIRIES --Top Sources



VISITOR GUIDES

April Subscriptions	1,896
Total Subscriptions	18,471
Mailed to date (2016)	61,667

**AIRPORT ACTIVITY
Deplanements**

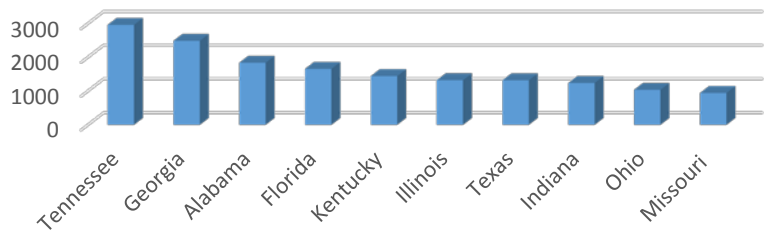
<u>March</u>	<u>March</u>
<u>2016</u>	<u>2015</u>
41,864	41,876
<u>YTD 2016</u>	<u>YTD 2015</u>
90,844	83,753

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

VISITORS

<u>Airport Desk</u>	<u>Visitor Info Center</u>
1,637	2,100

INQUIRIES – Top States



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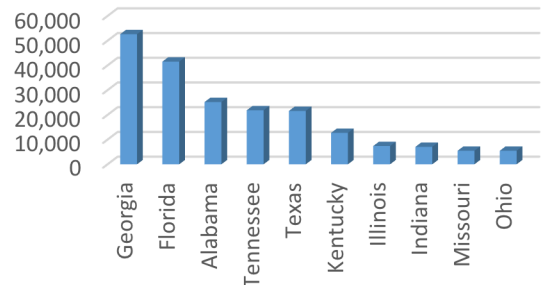
April 2016 Activity Dashboard

WEBSITE DATA

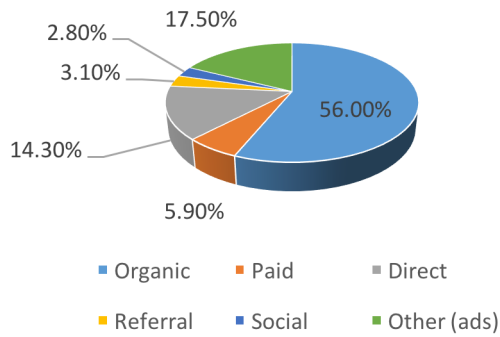
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>	<u>SpringJam</u>
Number of Sessions	259,681	243,465	35,202
Length of Session (minutes)	2:29	2:44	2:08
Page Views Per Session	2.27	3.00	2.16
% of Unique Visits	66.57%	70.92%	52.26%

WEBSITE VISITORS Top States



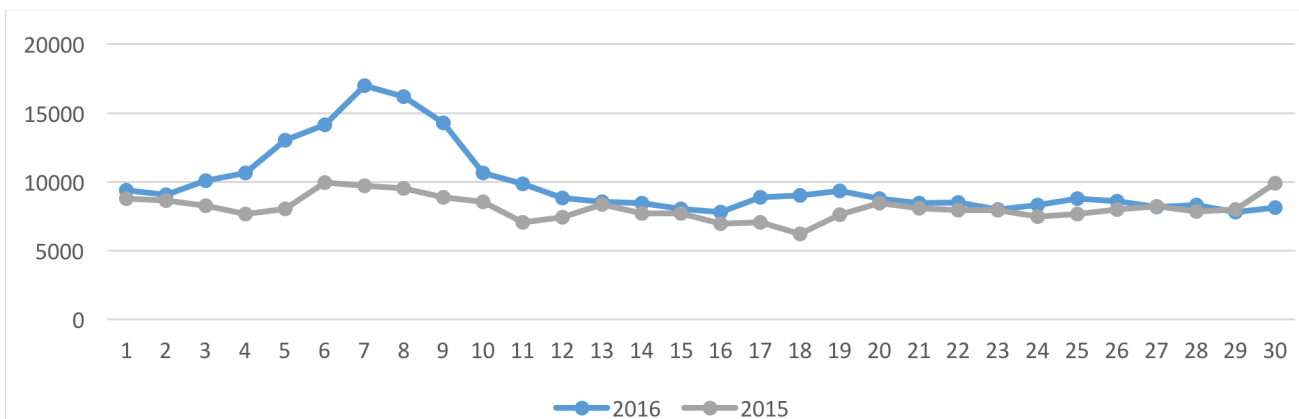
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	74,074	6. placestostay	22,265
2. webcam	47,136	7. TTD/attractions&entertainment	20,174
3. thingstodo	30,721	8. thingstodo/attractions	18,537
4. placestostay/condos	22,436	9. placestostay/hotels	14,061
5. events	22,421	10. restaurants	12,522

WEBSITE TRAFFIC – March 2015 vs. 2016



graph data includes SpringJamPCB.com analytics

MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 28,506,954

Earned Media** 6,992,709

*Paid advertising and public relations promotion

** Free promotion and media coverage

Coverage includes:

- Southern Living
- The Chicago Tribune
- Country Weekly
- The Boot
- Orlando Sentinel
- The Miami Herald
- Smooth Jazz News
- Refinery 29
- Our Alabama Life
- This is Fly
- Outdoor Wire
- ABC News Radio
- Taste of Country
- Flip Key by TripAdvisor
- Camels & Chocolate
- Hotel Online
- The Fishing Wire
- Country W
- WFAA – TV Dallas
- Sports Destination Management
- KSDK -- T
- Taking th
- The Detrc
- The Doth
- Opelika-
- Capital Sc
- KPEL

TWITTER

@Visit_PCB New Followers: 926
Total: 26.9K
Impressions: 29.2K

@ChasinTheSunTV New Followers: 13
Total: 97
Impressions: 5,793

INSTAGRAM

@Visit_PCB New Followers: 442
Total: 9,806

@ChasinTheSunTV New Followers: 13
Total: 174

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 408,612

Total Impressions: 32,287,069

City	People Reached
Indianapolis, IN	221,814
Nashville, TN	173,576
Louisville, KY	162,299
St. Louis, MO	91,671
Houston, TX	43,117
Clarksville, TN	42,885
Murfreesboro, TN	38,592
Memphis, TN	36,934
Atlanta, GA	34,475
Marietta, GA	32,398

Chasin' the Sun TV

Likes: 1,313

Total Impressions: 79,766


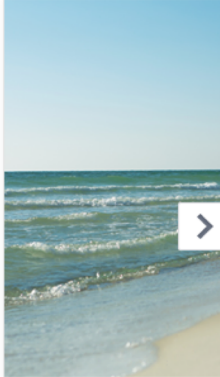
City	People Reached
Panama City, FL	931
Lynn Haven, FL	483
Panama City Beach, FL	423
Upper Grand Lagoon, FL	394
Nashville, TN	212
Dothan, AL	190
Indianapolis, IN	168
Louisville, KY	165
Jacksonville, FL	153
Southport, FL	147

FACEBOOK—PAID

Paid Facebook Impressions:
31,605,662

Visit Panama City Beach ✓
Written by Brand Networks [?] · April 22 at 12:41pm · 🌐

Plan Your Trip to the World's Most Beautiful Beaches






Free Visitors Guide [Learn More](#) **Live View of the Beach**

646,565 people reached [Boost Post](#)

Visit Panama City Beach ✓
Written by Brand Networks [?] · April 22 at 12:31pm · 🌐

From white sand beaches to go-cart races to catching the big one, FUN is endless in PCB.


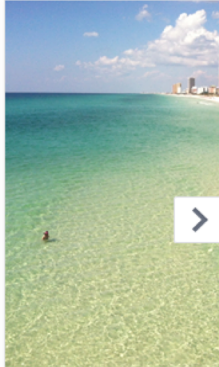



Beaches [Learn More](#) **Water Activites**

574,540 people reached [Boost Post](#)

Visit Panama City Beach ✓
Written by Brand Networks [?] · April 22 at 12:45pm · 🌐

From Gulf front balconies to welcoming beach homes, we have plenty of ways to stay in PCB.

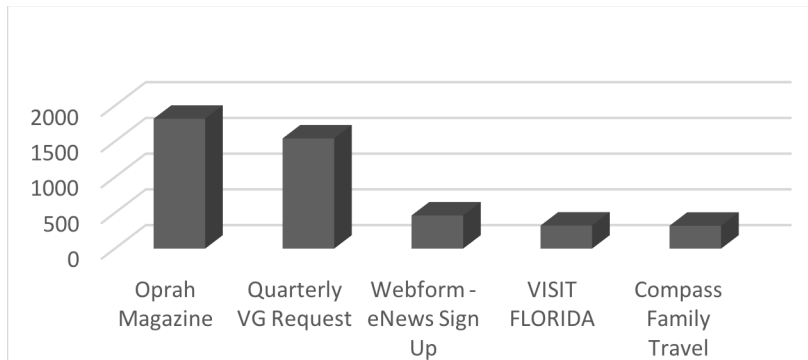



Condos [Learn More](#) **Beach Houses**

150,542 people reached [Boost Post](#)

VISITOR SERVICES DATA

INQUIRIES --Top Sources



VISITOR GUIDES

April Subscriptions	1,247
Total Subscriptions	16,581
Mailed to date (2016)	50,814

AIRPORT ACTIVITY Deplanements

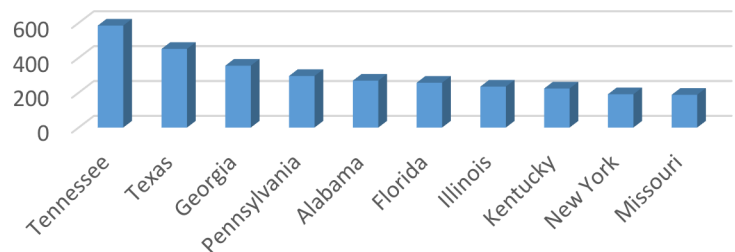
<u>February</u>	<u>February</u>
<u>2016</u>	<u>2015</u>
↑ 26,708	21,688
<u>YTD 2016</u>	<u>YTD 2015</u>
↑ 48,980	41,877

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

VISITORS

<u>Airport Desk</u>	<u>Visitor Info Center</u>
1,486	2,065

INQUIRIES – Top States



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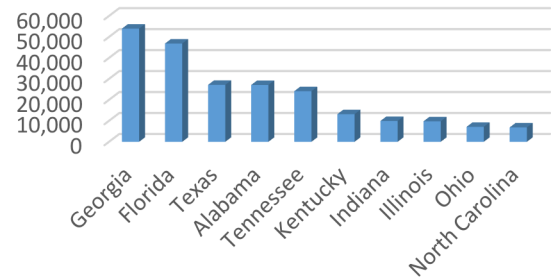
March 2016 Activity Dashboard

WEBSITE DATA

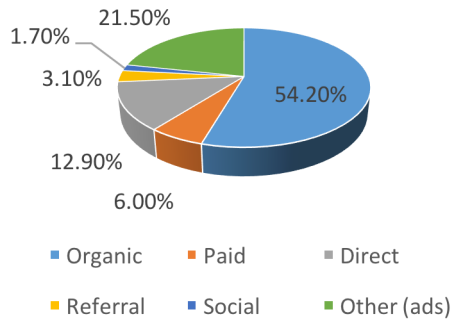
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>	<u>SpringJam</u>
Number of Sessions	296,946	334,770	24,700
Length of Session (minutes)	2:20	2:34	2:22
Page Views Per Session	2.25	2.93	2.34
% of Unique Visits	69.82%	71.83%	68.41%

WEBSITE VISITORS Top States



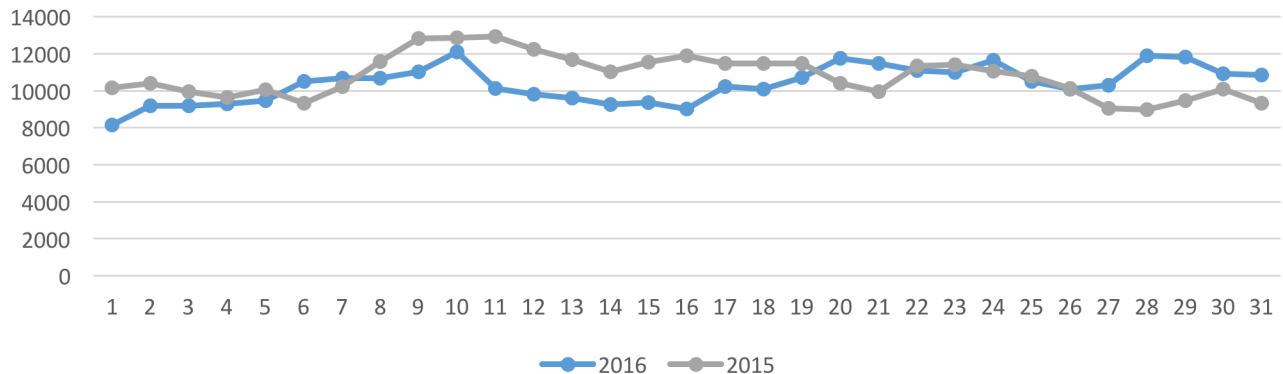
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. webcam	82,146	6.TTD/attractions&entertainment	22,702
2. homepage	80,304	7. thingstodo/attractions	20,174
3. thingstodo	50,894	8. planyourtrip/visitorsguide	13,629
4. placestostay	27,568	9. placestostay/hotels	13,308
5. events	24,473	10. planyourtrip	12,568

WEBSITE TRAFFIC – March 2015 vs. 2016



The decline of organic website traffic is attributed to the new site launch (URL redirects can take up to 3 months) and changes to Google's search engine result pages (this has effected DMOs across the country).

graph data includes SpringJamPCB.com analytics

MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 31,569,463

Earned Media** 80,734,896

*Paid advertising and public relations promotion

** Free promotion and media coverage

Coverage includes:

-Southern Living	-CMT	-Country W
-USA TODAY	-All Access Music Group	-WFAA – TV Dallas
-Conde Nast Traveler	-The Columbian	-Sports Destination
-Family Vacation Critic	-CBS Evening News	Management
-Rolling Stone	-Houston Style	-KSDK - 1
-The Chicago Tribune	-JAXFAX	-Taking th
-ACV 7 Chicago	-Hotel Online	-The Detrc
-AXS	-The Fishing Wire	-The Doth
-Orlando Sentinel	-The College Fix	-Opelika - J
		-Capital Sc
		-KPEL

TWITTER

@Visit_PCB New Followers: 835
Total: 26.5K
Impressions: 60K

@ChasinTheSunTV New Followers: 47
Total: 97
Impressions: 11.2K

INSTAGRAM

@Visit_PCB New Followers: 454
Total: 9,364

@ChasinTheSunTV New Followers: 20
Total: 161

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 408,609

Total Impressions: 187,111,113

City	People Reached
Houston, TX	180,832
Dallas, TX	98,577
Atlanta, GA	73,682
Louisville, KY	68,190
Memphis, TN	63,055
Indianapolis, IN	54,769
Marietta, GA	52,762
Nashville, TN	43,841
Montgomery, AL	34,329
Birmingham, AL	34,216

Chasin' the Sun TV

Likes: 1,308


Total Impressions: 66,792

City	People Reached
Panama City, FL	732
Panama City Beach, FL	505
Upper Grand Lagoon, FL	409
Houston, TX	315
Lynn Haven, FL	294
Wabash, IN	205
Dallas, TX	176
Atlanta, GA	161
Lower Grand Lagoon, FL	145
Marietta, GA	143

FACEBOOK—PAID

Paid Facebook Impressions:
17,744,451

Visit Panama City Beach shared a link.
Written by Megan Emerick [?] · March 2 · 🌐



[Plan Your Trip](#) [Learn More](#) [Hotels with Gulf Views!](#)


Visit Panama City Beach
Sponsored · 🌐

Grab the family and join us for some FUN at SpringJam in PCB



Visit Panama City Beach
Written by Brand Networks [?] · April 6 at 3:28pm · 🌐

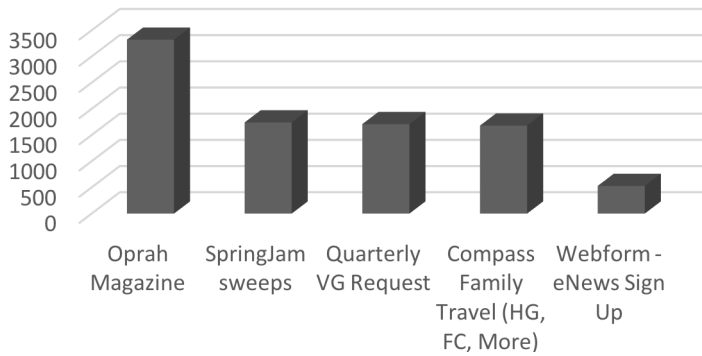
From white sand beaches to go-cart races to catching the big one, FUN is endless in PCB.



[Beaches](#) [Learn More](#) [Water Activites](#)

VISITOR SERVICES DATA

INQUIRIES --Top Sources



VISITOR GUIDES

February Subscriptions	1,066
Total Subscriptions	12,796
Mailed to date (2016)	43,211

AIRPORT ACTIVITY Deplanements

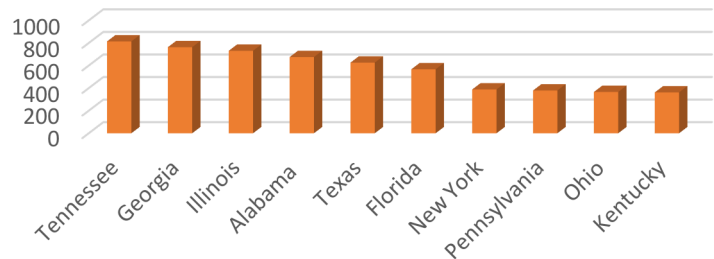
<u>January 2016</u>	<u>January 2015</u>
↑ 22,272	20,189
<u>YTD 2016</u>	<u>YTD 2015</u>
↑ 22,272	20,189

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

VISITORS

<u>Airport Desk</u>	<u>Visitor Info Center</u>
1,381	2,550

INQUIRIES – Top States



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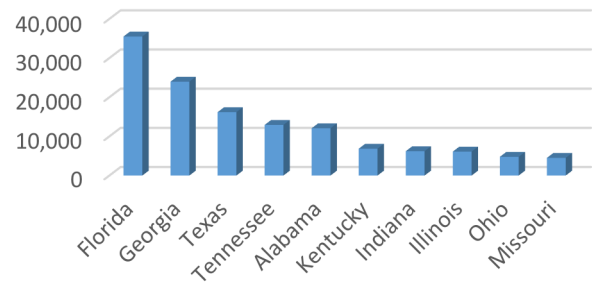
February 2016 Activity Dashboard

WEBSITE DATA

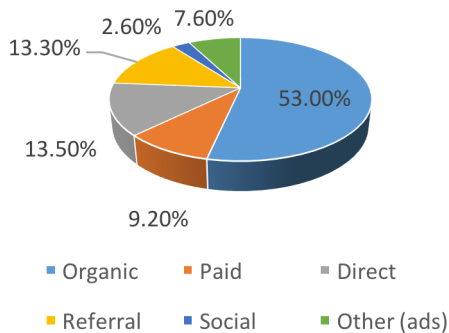
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	179,121	248,625
Length of Session (minutes)	2:25	2:55
Page Views Per Session	2.56	3.23
% of Unique Visits	73.84%	72.16%

WEBSITE VISITORS Top States



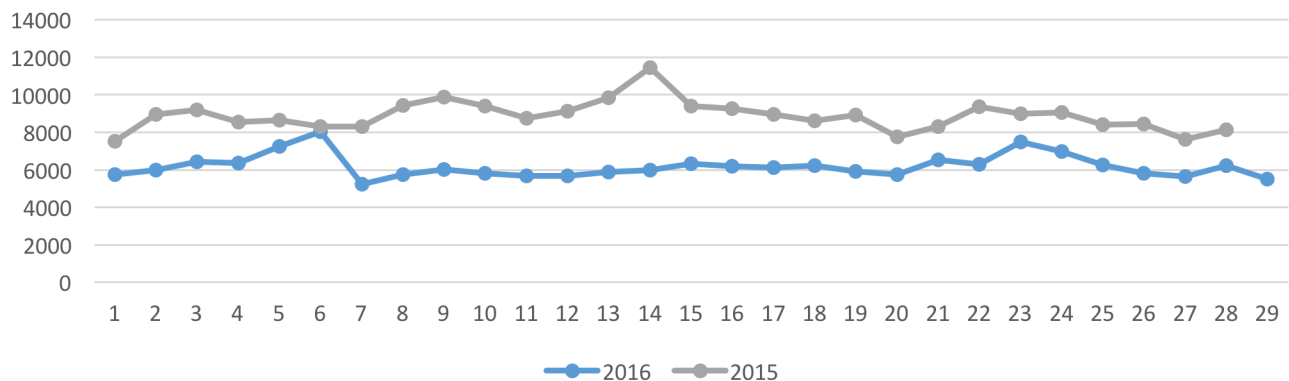
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	79,729	6. planyourtrip/visitorsguide	10,616
2. webcam	41,010	7. thingstodo	10,240
3. events	14,527	8. placetostay/hotels	9,552
4. attractions&entertainment	13,430	9. CTSblog	8,530
5. attractions	12,062	10. Oysterblog	8,199

WEBSITE TRAFFIC – February 2015 vs. 2016



The decline of organic website traffic is attributed to the new site launch (URL redirects can take up to 3 months) and changes to Google's search engine result pages (this has effected DMOs across the country).



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 35,897,388

Earned Media** 92,111,212

*Paid advertising and public relations promotion

** Free promotion and media coverage

Coverage includes:

- Trip Advisor
- Huffington Post
- National Geographic Traveler
- Associated Press
- The Travel Channel
- CNBC
- Chicago Tribune
- Orlando Sentinel
- The Chattanooga
- The Tampa Tribune
- Country Weekly
- WFAA – TV Dallas
- Sports Destination Management
- KSDK – TV St. Louis
- Taking the Kids
- The Detroit Free Press
- The Dothan Eagle
- Opelika- Auburn News
- Capital Soup
- KPEL

TWITTER

@Visit_PCB New Followers: 613
Total: 25.6K
Impressions: 44.8K

@ChasinTheSunTV New Followers: 14
Total: 44
Impressions: 19.8K

INSTAGRAM

@Visit_PCB New Followers: 297
Total: 8,910

@ChasinTheSunTV Total: 141

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 392,868

Total Impressions: 8,636,678

City	People Reached
Houston, TX	123,559
Dallas, TX	68,836
Louisville, KY	64,504
Atlanta, GA	62,819
Indianapolis, IN	40,899
Memphis, TN	33,560
Nashville, TN	32,079
Birmingham, AL	27,160
Montgomery, AL	27,055
Marietta, GA	26,840

Chasin' the Sun TV

Likes: 1,158

Total Impressions: 161,600

City	People Reached
Panama City, FL	443
Panama City Beach, FL	259
Lynn Haven, FL	218
Upper Grand Lagoon, FL	210
Houston, TX	117
Tallahassee, FL	92
Dothan, AL	80
Nashville, TN	75
Dallas, TX	70
Louisville, KY	68

FACEBOOK—PAID

Paid Facebook Impressions: 7,432,432

Engagement (clicks or video views): 1,373,363

Visit Panama City Beach
January 29 at 1:20pm · 🌐

Find 27 miles of white sand & endless possibilities of spring FUN in Panama City Beach, FL.




00:16 VisitPanamaCityBeach.com

422k Views
1.2k Likes 48 Comments 180 Shares

👍 Like 💬 Comment ➦ Share

Visit Panama City Beach
January 29 at 1:16pm · 🌐

Dive into endless possibilities for FUN in Panama City Beach, Florida this spring.




00:16 VisitPanamaCityBeach.com

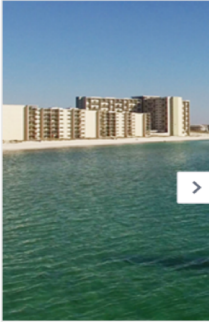
525k Views
1.1k Likes 56 Comments 135 Shares

Visit Panama City Beach
Written by Unified Social [?] · March 1 at 3:03pm · 🌐

Dive into endless possibilities for FUN in Panama City Beach, Florida this spring.



Things to Do



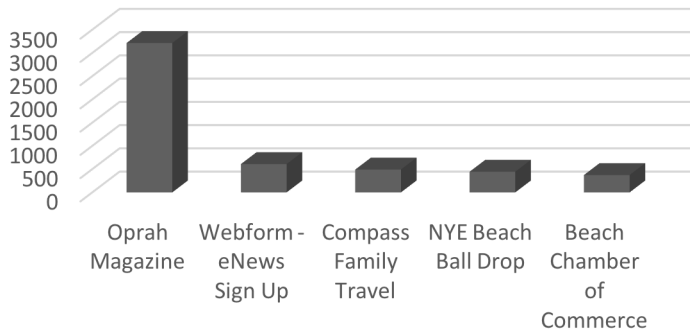
Places to Stay

269,580 people reached

Boost Post

VISITOR SERVICES DATA

INQUIRIES --Top Sources



VISITOR GUIDES

February Subscriptions	770
Total Subscriptions	13,600
Mailed to date (2016)	32,916

**AIRPORT ACTIVITY
Deplanements**

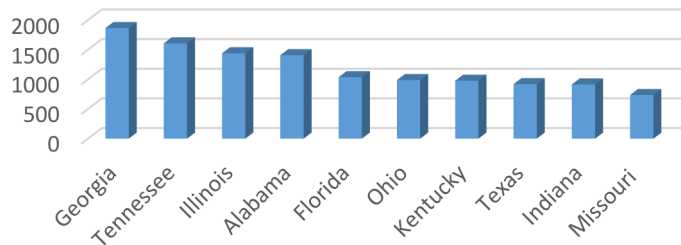
<u>December 2015</u>	<u>December 2014</u>
↑ 26,467	23,780
<u>YTD 2015</u>	<u>YTD 2014</u>
↑ 447,233	408,809

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

VISITORS

<u>Airport Desk</u>	<u>Visitor Info Center</u>
761	3,611

INQUIRIES – Top States



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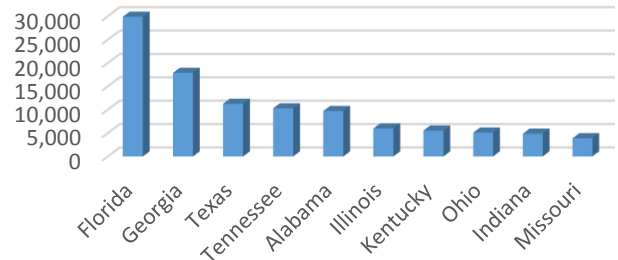
January 2016 Activity Dashboard

WEBSITE DATA

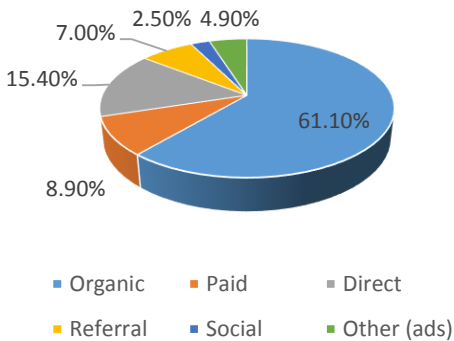
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	154,815	221,169
Length of Session (minutes)	2:42	3:09
Page Views Per Session	2.91	3.42
% of Unique Visits	72.31%	73.67%

WEBSITE VISITORS Top States



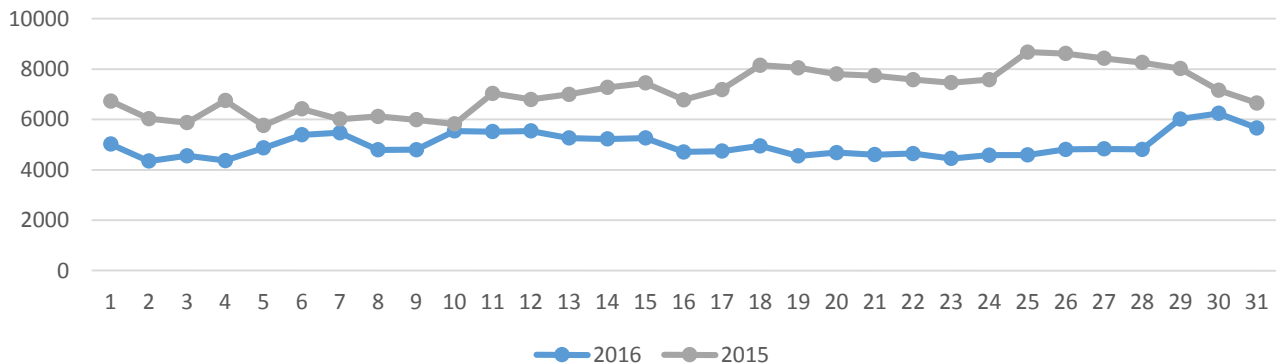
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	68,839	6. thingstodo/attractions	7,512
2. webcam	27,831	7. thingstodo/events	7,082
3. thingstodo	9,692	8.TTD/attractions&entertainment	6,379
4. placestostay/hotels	9,202	9. planyourtrip/visitorsguide	6,053
5. placestostay	8,598	10. thingstodo/pierpark	5,922

WEBSITE TRAFFIC – January 2015 vs. 2016



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 19,494,113

Earned Media** 39,336,317

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

New Followers: 638 Total: 24.9K

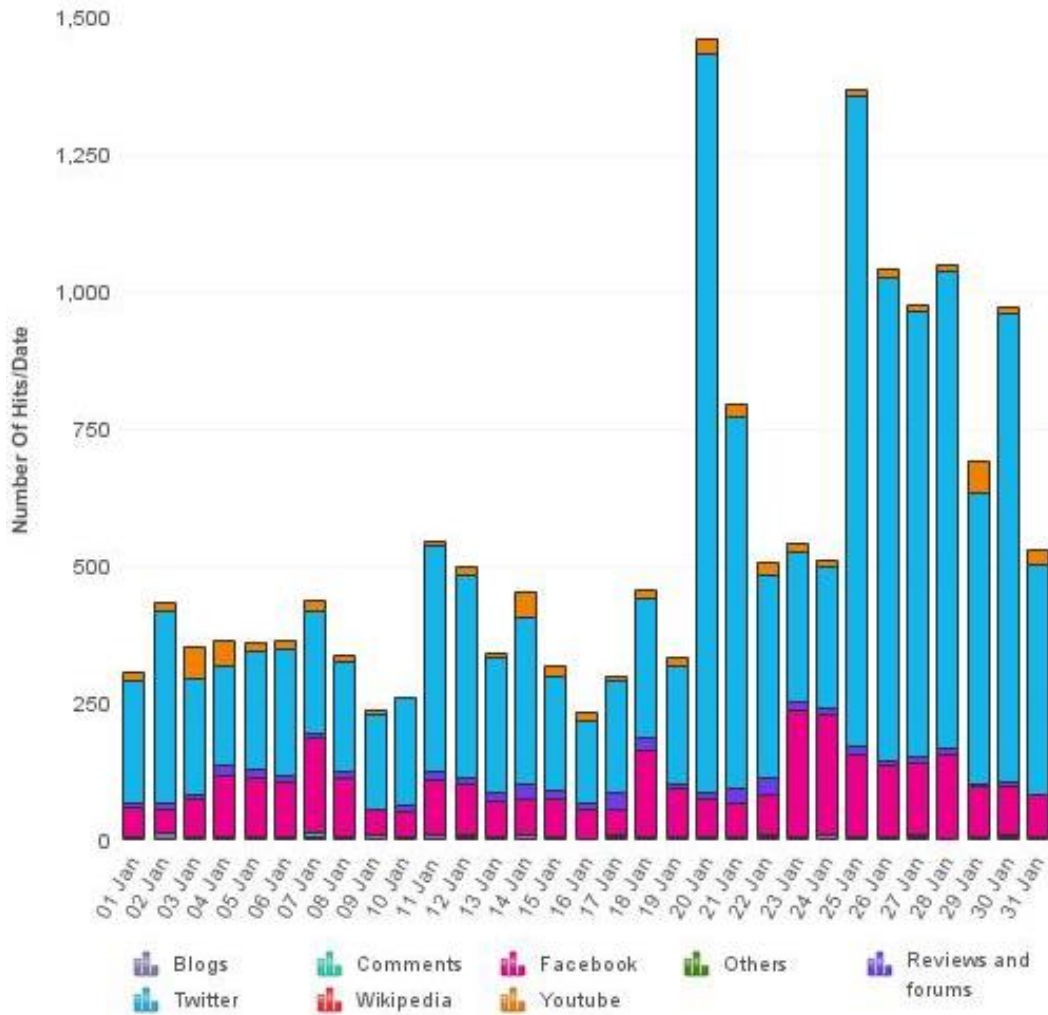
Impressions: 34.2K

INSTAGRAM

Followers: 8,613

New Followers: 267

SOCIAL CONVERSATIONS



FACEBOOK

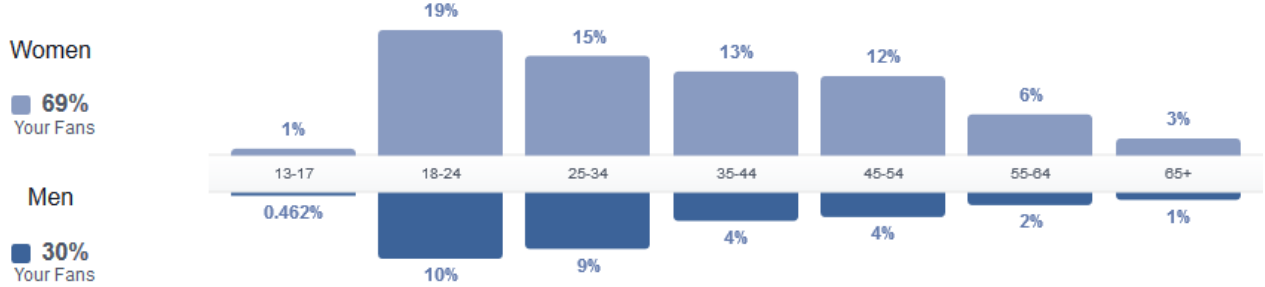
2015

Total Number of **LIKES** **389,971**

Total **IMPRESSIONS**: 3,226,650

January 2016 **PEOPLE REACHED**

The people who like your Page



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	364,998	Columbus, GA	5,593	English (US)	363,579
Panama	1,200	Panama City, FL	4,361	English (UK)	8,645
Mexico	1,100	Dothan, AL	3,928	Spanish	6,748
Italy	1,079	Tallahassee, FL	3,922	French (France)	2,061
Colombia	1,074	Marietta, GA	3,824	Spanish (Spain)	1,703
Canada	1,008	Atlanta, GA	3,708	Italian	1,058
Venezuela	845	Nashville, TN	3,519	German	642
France	824	Lawrenceville, GA	2,855	Portuguese (Brazil)	561
Germany	788	Houston, TX	2,792	Turkish	558
India	772	Montgomery, AL	2,709	Arabic	346

FACEBOOK cont'd



Visit Panama City Beach

January 29 at 1:20pm · 🌐

Find 27 miles of white sand & endless possibilities of spring FUN in Panama City Beach, FL.



422k Views

1.2k Likes 48 Comments 180 Shares



Visit Panama City Beach

January 29 at 1:16pm · 🌐

Dive into endless possibilities for FUN in Panama City Beach, Florida this spring.



525k Views

1.1k Likes 56 Comments 135 Shares



👍 Like

💬 Comment

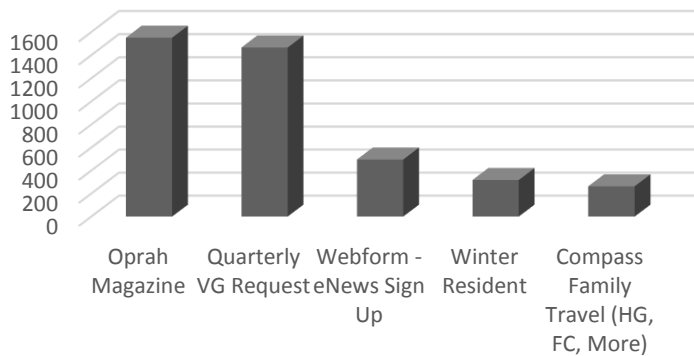
➦ Share

In just the first week and a half of the new Facebook video ad campaign:

- 1,168,443 video views
- 1,497,561 people reached

VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2015	2014
11,323	13,431

AIRPORT ACTIVITY
Deplanements

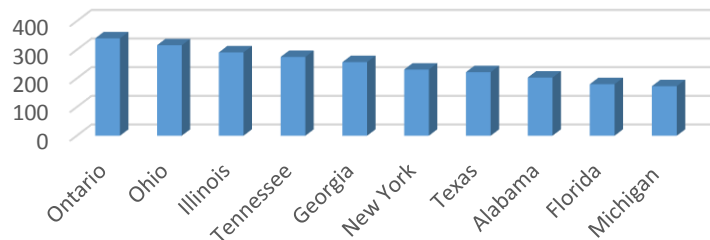
November 2015	November 2014
↑ 30,718	27,012
YTD 2015	YTD 2014
↑ 420,766	385,029

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

VISITORS

Airport Desk	Visitor Info Center
624	3,213

INQUIRIES – Top States



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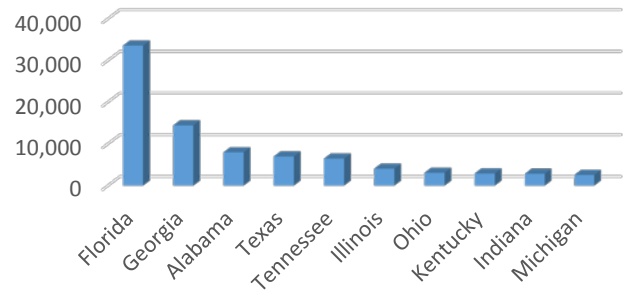
December 2015 Activity Dashboard

WEBSITE DATA

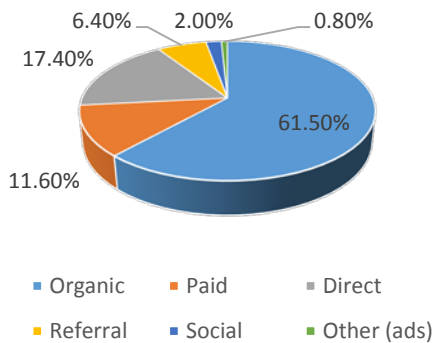
WEBSITE ACTIVITY

	<u>2015</u>	<u>2014</u>
Number of Sessions	121,120	146,366
Length of Session (minutes)	2:21	2:27
Page Views Per Session	2.72	2.85
% of Unique Visits	66.89%	73.89%

WEBSITE VISITORS Top States



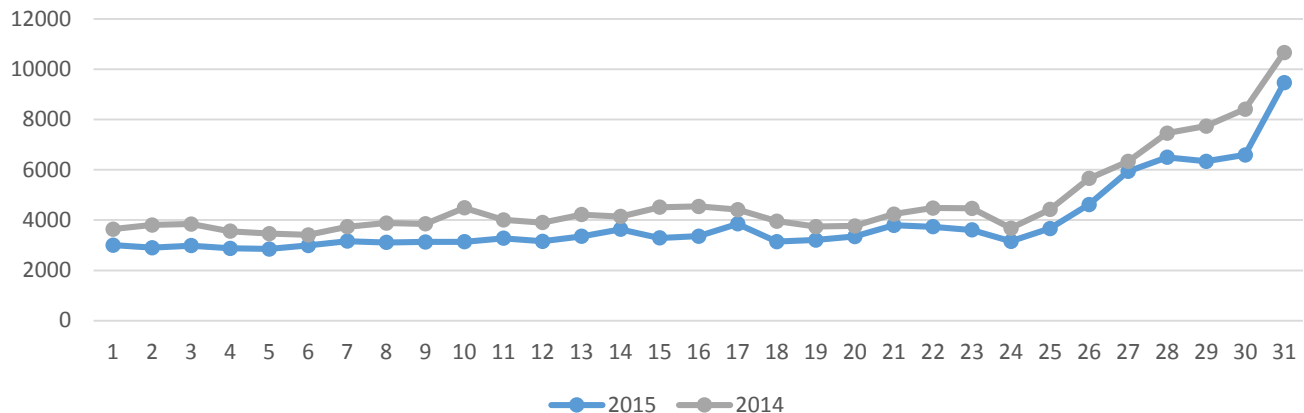
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	36,852	6. thingstodo/menu	8,264
2. TTD/beachballdrop	20,059	7. thingstodo	5,677
3. webcam	17,493	8. thingstodo/pierpark	5,323
4. thingstodo/attractions	11,114	9. placestostay	4,787
5. thingstodo/events	8,634	10. placestostay/hotels	4,218

WEBSITE TRAFFIC – December 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

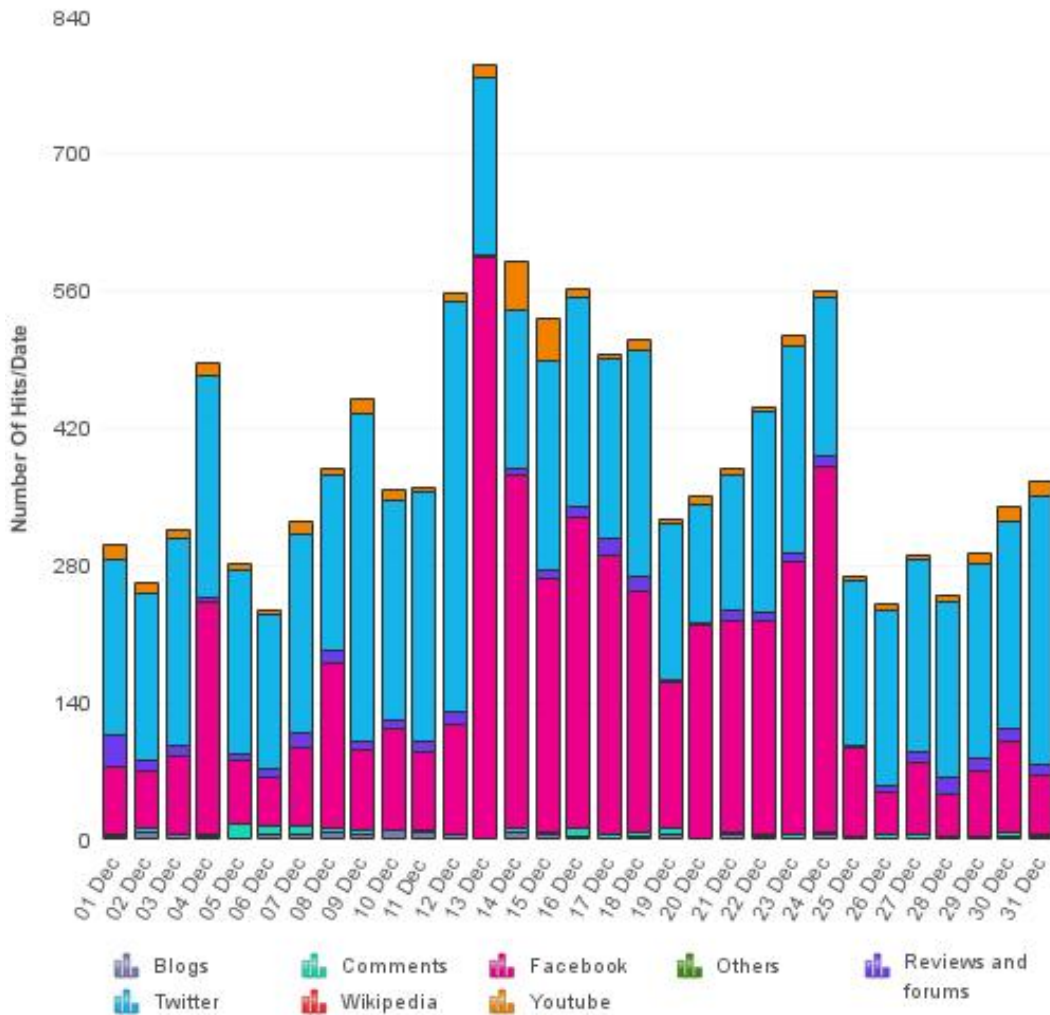
Paid Media*	12,573,783
Earned Media**	28,248,983

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

TWITTER New Followers: 575 Total: 24.3K
Impressions: 45.2K

INSTAGRAM Followers: 8346
New Followers: 182

SOCIAL CONVERSATIONS



FACEBOOK

2015

Total Number of **LIKES** **388,661**

Total **IMPRESSIONS**: 1,223,337

December 2015 **PEOPLE REACHED**

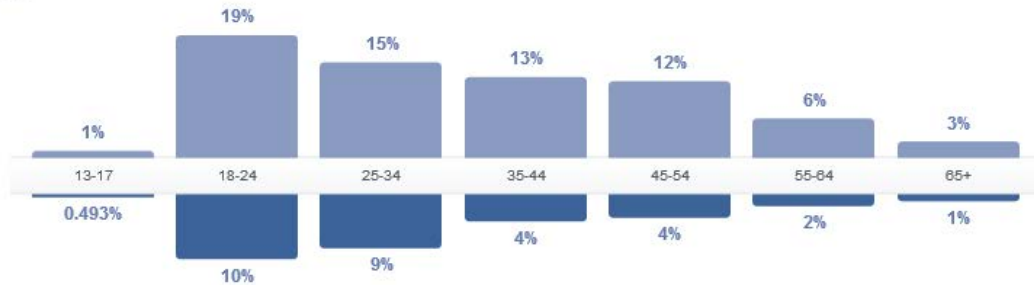
The people who like your Page

Women

69%
Your Fans

Men

30%
Your Fans

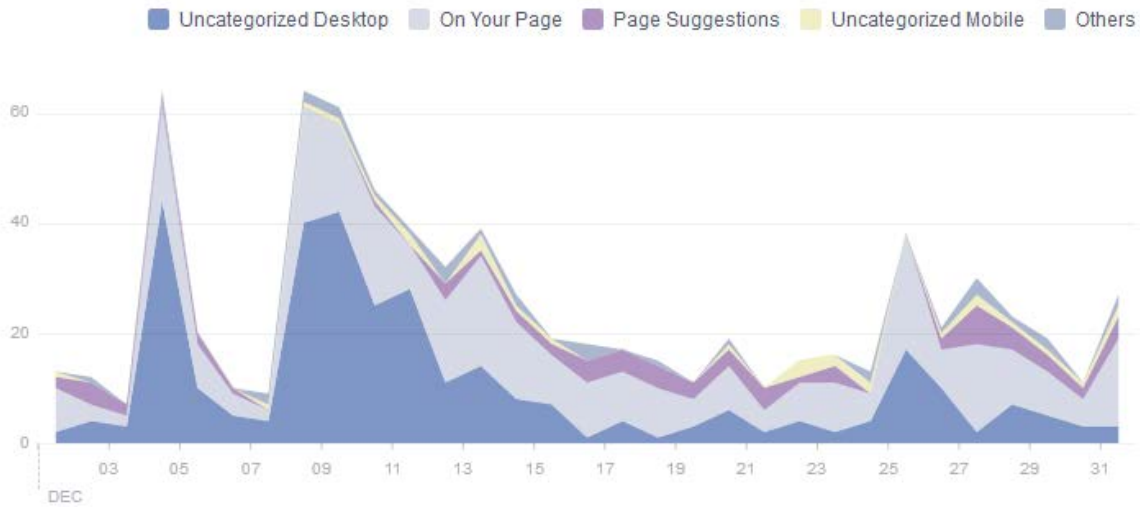


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	365,214	Columbus, GA	5,985	English (US)	362,740
Panama	1,297	Panama City, FL	4,577	English (UK)	8,641
Italy	1,060	Atlanta, GA	4,351	Spanish	6,741
Colombia	1,052	Tallahassee, FL	3,901	French (France)	2,060
Mexico	1,046	Dothan, AL	3,873	Spanish (Spain)	1,699
Canada	982	Nashville, TN	3,430	Italian	1,066
Venezuela	848	Houston, TX	2,953	German	643
France	808	Lawrenceville, GA	2,812	Turkish	568
India	749	Montgomery, AL	2,721	Portuguese (Brazil)	559
Germany	730	Louisville, KY	2,638	Arabic	349

FACEBOOK cont'd

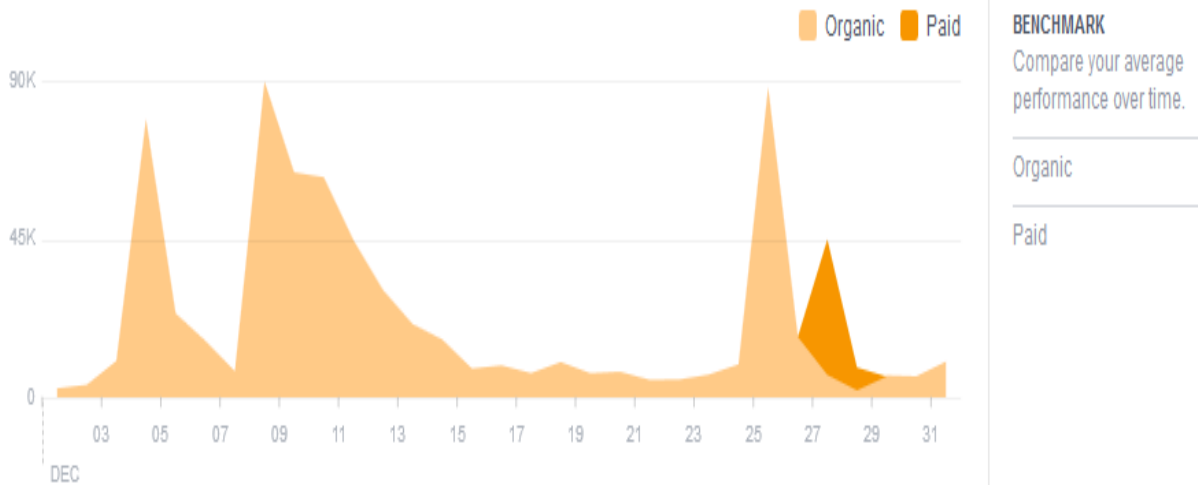
Where Your Page Likes Happened

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



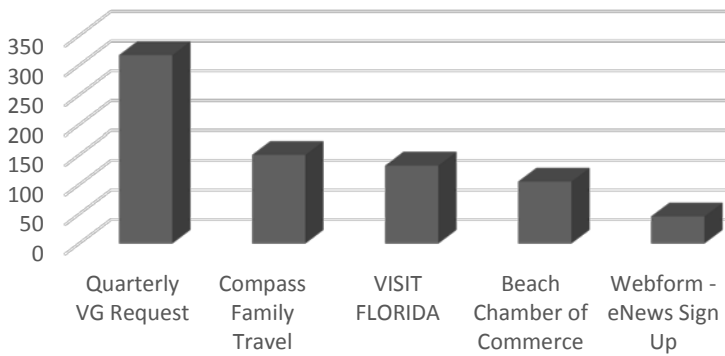
Total Reach

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 checks in.



VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

2015	2014
↓ 2,838	1,062

**AIRPORT ACTIVITY
Deplanements**

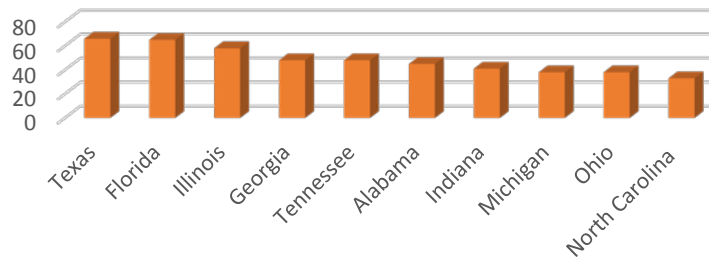
October 2015	October 2014
↑ 39,080	36,067
YTD 2015	YTD 2014
↑ 390,048	358,017

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

VISITORS

Airport Desk	Visitor Info Center
872	2,136

INQUIRIES – Top States



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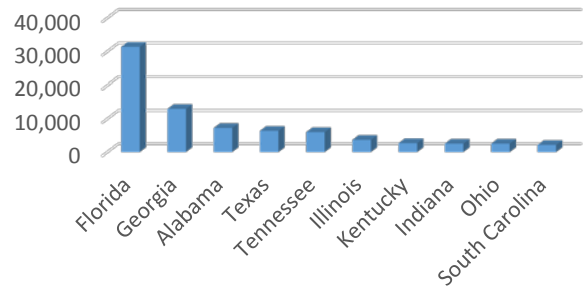
November 2015 Activity Dashboard

WEBSITE DATA

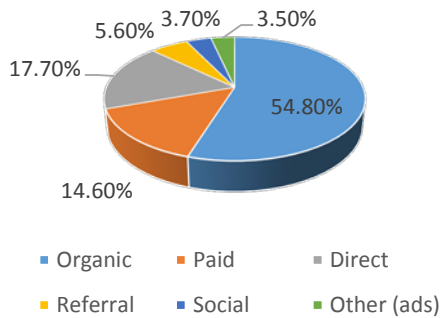
WEBSITE ACTIVITY

	2015	2014
Number of Sessions	111,160	116,192
Length of Session (minutes)	2:14	2:27
Page Views Per Session	2.66	2.87
% of Unique Visits	66.28%	72.27%

WEBSITE VISITORS Top States



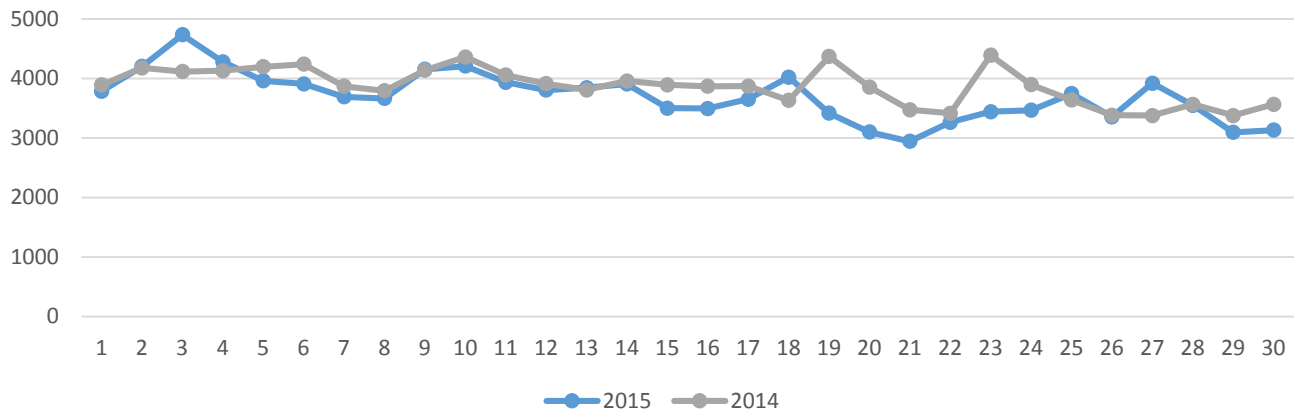
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	34,612	6. thingstodo	5,267
2. webcam	18,659	7. holidays	4,464
3. thingstodo/attractions	9,302	8. placetostay	4,246
4. thingstodo/events	8,726	9. thingstodo/nightlife	3,771
5. thingstodo/menu	7,182	10. calendar/menu	3,690

WEBSITE TRAFFIC – November 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 13,744,528

Earned Media** 8,483,55

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

New Followers: 541 Total: 24.2K

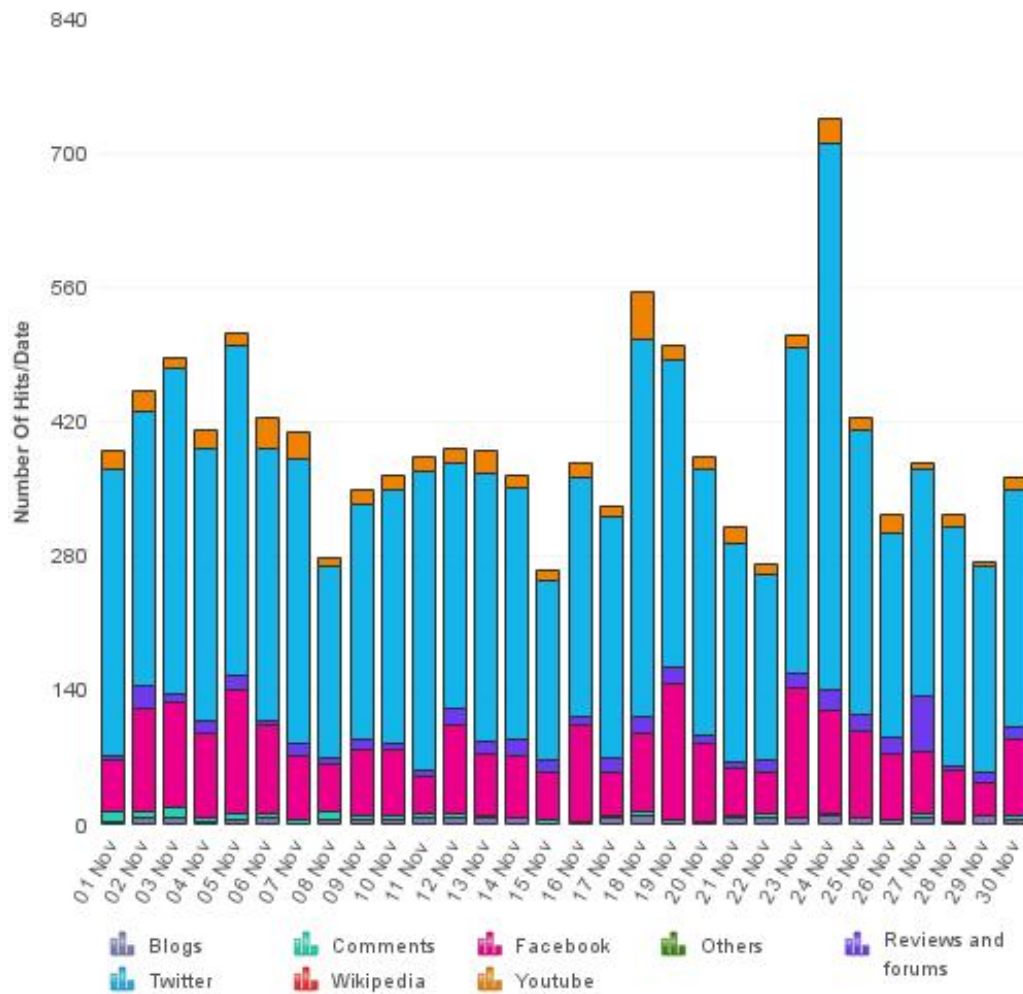
Impressions: 138K

INSTAGRAM

Followers: 8,164

New Followers: 177

SOCIAL CONVERSATIONS



FACEBOOK

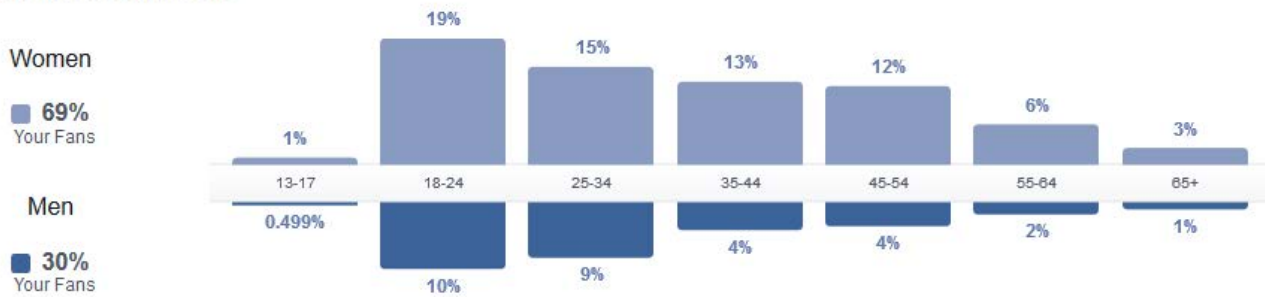
2015

Total Number of **LIKES** **388,817**

Total **IMPRESSIONS**: 1,798,597

November 2015 **PEOPLE REACHED**

The people who like your Page

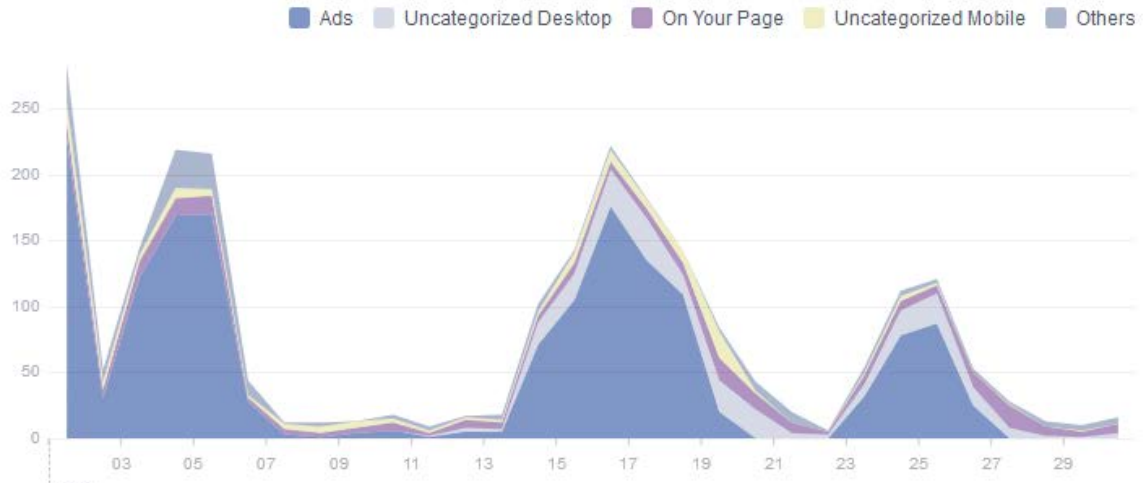


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	365,260	Columbus, GA	5,944	English (US)	362,775
Panama	1,295	Panama City, FL	4,573	English (UK)	8,647
Italy	1,062	Atlanta, GA	4,535	Spanish	6,744
Colombia	1,057	Tallahassee, FL	3,931	French (France)	2,059
Mexico	1,042	Dothan, AL	3,903	Spanish (Spain)	1,701
Canada	980	Nashville, TN	3,462	Italian	1,066
Venezuela	848	Houston, TX	2,967	German	645
France	806	Montgomery, AL	2,747	Turkish	569
India	747	Birmingham, AL	2,722	Portuguese (Brazil)	560
Germany	732	Louisville, KY	2,661	Arabic	348

FACEBOOK cont'd

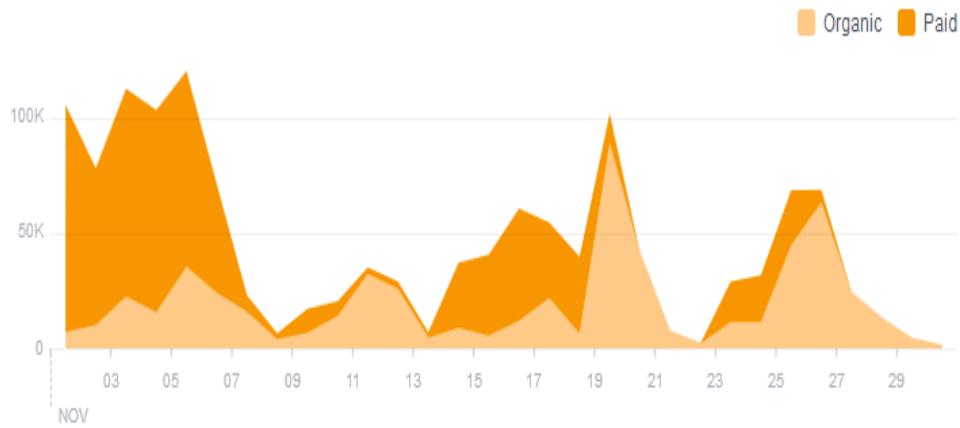
Where Your Page Likes Happened

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.



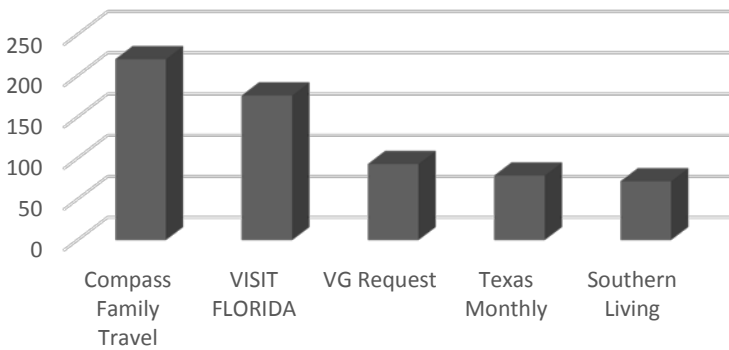
BENCHMARK
Compare your average performance over time.

Organic

Paid

VISITOR SERVICES DATA

INQUIRIES --Top Sources*



VISITOR GUIDES

<u>2015</u>	<u>2014</u>
15,061	2,070

**AIRPORT ACTIVITY
Deplanements**

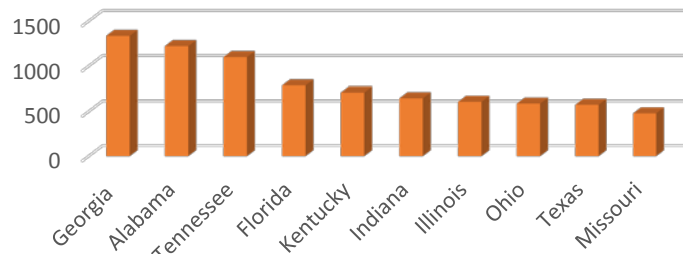
<u>September 2015</u>	<u>September 2014</u>
↑ 37,875	32,286
<u>YTD 2015</u>	<u>YTD 2014</u>
↑ 350,968	321,950

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

VISITORS

<u>Airport Desk</u>	<u>Visitor Info Center</u>
1,105	1,916

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.

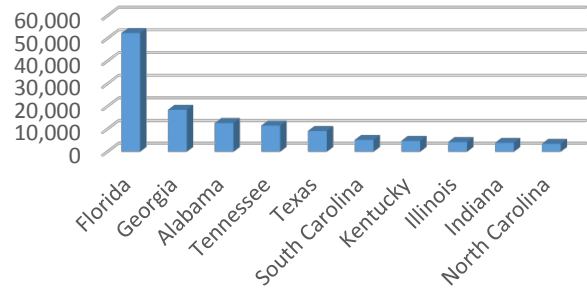
October 2015 Activity Dashboard

WEBSITE DATA

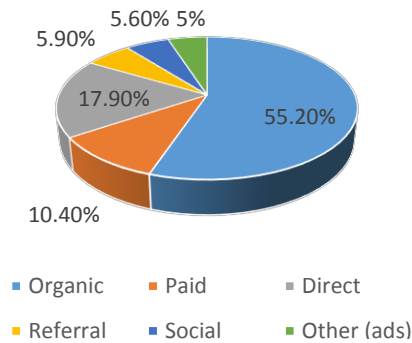
WEBSITE ACTIVITY

	<u>2015</u>	<u>2014</u>
Number of Sessions	163,792	167,206
Length of Session (minutes)	2:12	2:25
Page Views Per Session	2.62	2.73
% of Unique Visits	63.84%	67.19%

WEBSITE VISITORS Top States



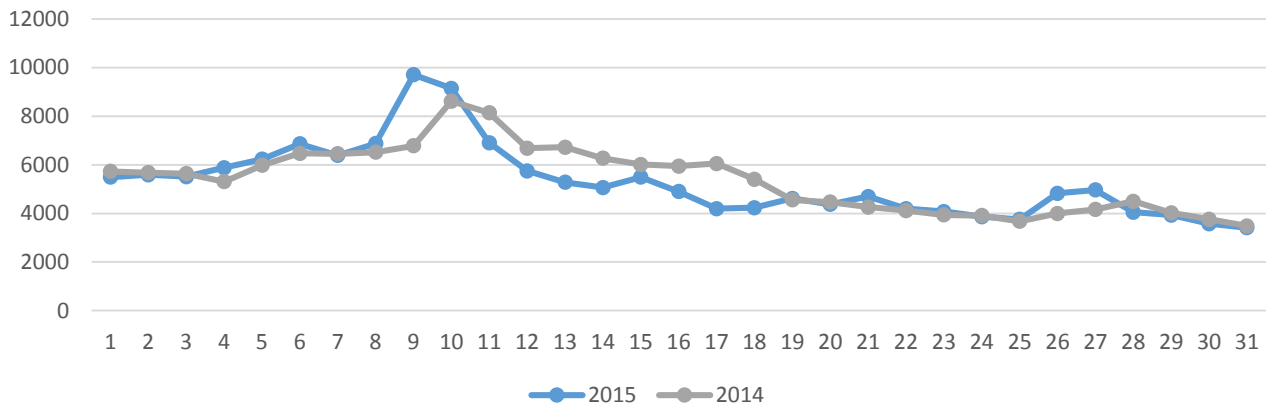
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	43,669	6. piratesfest/schedule	10,250
2. webcam	27,488	7. thingstodo/menu	9,958
3. piratesofthehighseas	12,803	8. thingstodo/emeraldcoastcruizin	8,675
4. thingstodo/events	12,193	9. thingstodo	7,357
5. thingstodo/attractions	12,171	10. calendar/menu	6,381

WEBSITE TRAFFIC – October 2014 vs. 2015



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media* 18,349,786

Earned Media 25,706,537

*Paid advertising and public relations promotion

** Free promotion and media coverage

TWITTER

New Followers: 536 Total: 23,304

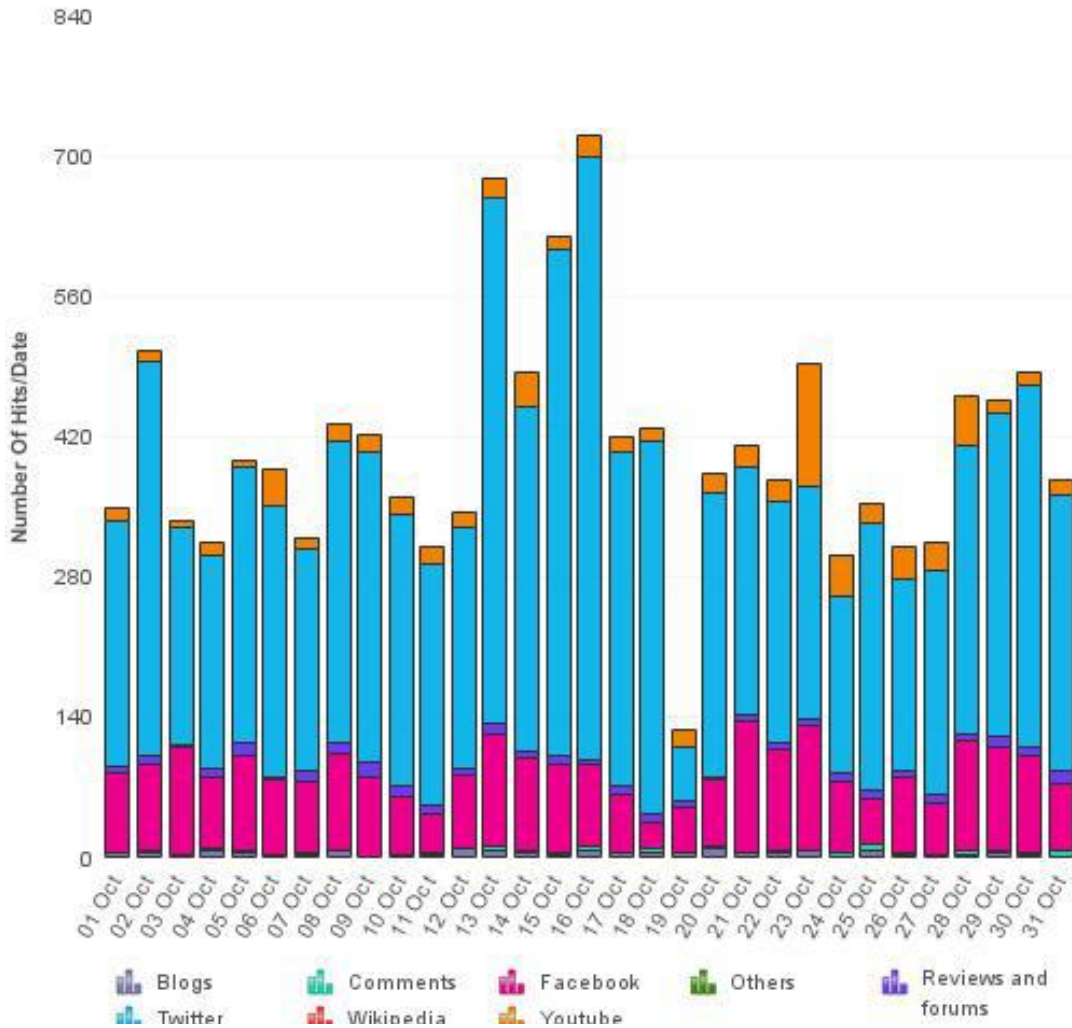
Impressions: 102K

INSTAGRAM

Followers: 7,987

New Followers: 121

SOCIAL CONVERSATIONS



FACEBOOK

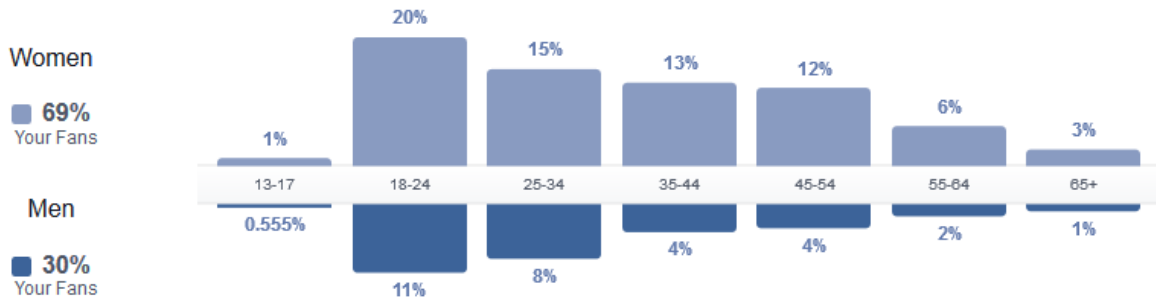
Total Number of **LIKES** ↓ **2015** 387,179 **2014** 402,448

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**: 2,895,954

October 2015 **PEOPLE REACHED**

The people who like your Page

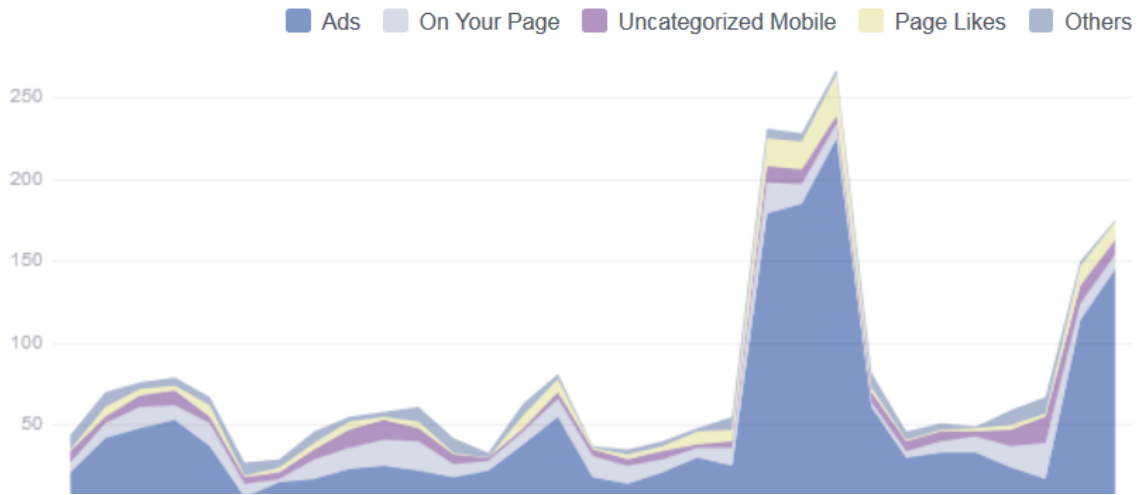


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	364,572	Atlanta, GA	7,798	English (US)	362,116
Panama	1,302	Columbus, GA	6,116	English (UK)	8,673
Colombia	1,064	Panama City, FL	4,649	Spanish	6,762
Italy	1,063	Tallahassee, FL	4,067	French (France)	2,067
Mexico	1,040	Nashville, TN	3,710	Spanish (Spain)	1,705
Canada	965	Dothan, AL	3,691	Italian	1,067
Venezuela	847	Jacksonville, FL	3,230	German	640
France	807	Houston, TX	2,932	Turkish	579
India	748	Montgomery, AL	2,858	Portuguese (Brazil)	558
Germany	741	Birmingham, AL	2,855	Arabic	352

FACEBOOK cont'd

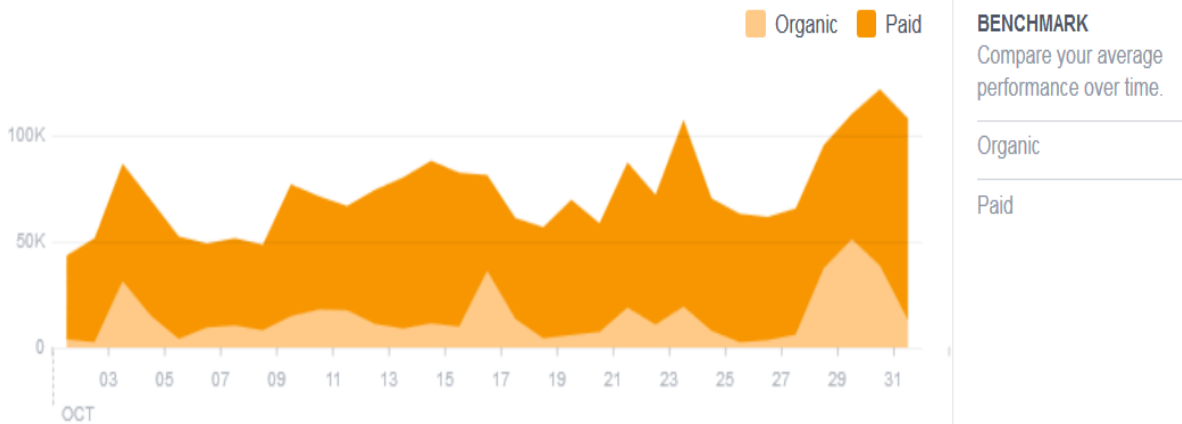
Where Your Page Likes Happened

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



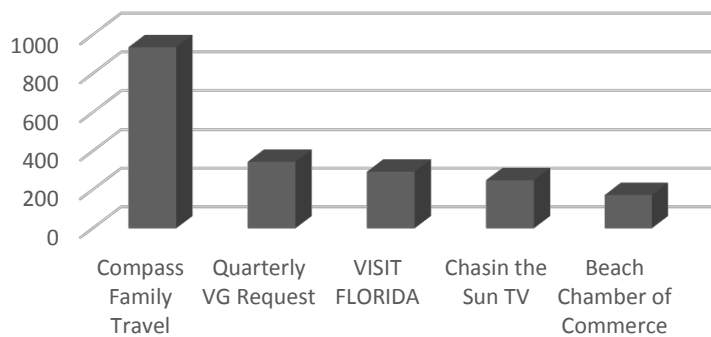
Total Reach

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
	8,533	11,494

AIRPORT ACTIVITY Deplanements

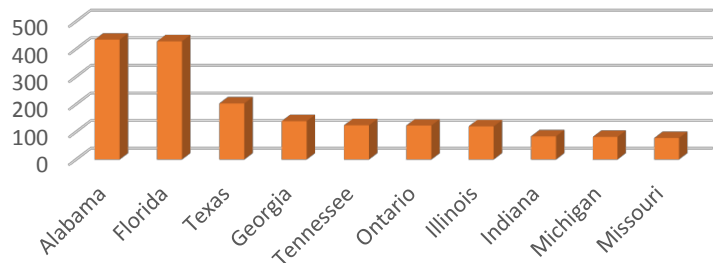
August 2015	August 2014
41,879	37,136
YTD 2015	YTD 2014
313,093	289,664

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

VISITORS

Airport Desk	Visitor Info Center
1,400	2,500

INQUIRIES – Top States



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