



Public Relations Highlights & 2017-2018 Preview

October 2017



Panama City Beach Results Summary

FISCAL YEAR IMPRESSIONS:

785,621,765

ADVERTISING VALUE:

\$2.41 million

Seeing is Believing: Media Visit Results

FOOD&WINE

GAME&FISH



The Daily Meal[®]
All Things Food & Drink

travelweek

CONDÉ NAST

Traveler



**The Atlanta
Journal-Constitution**

ZAGAT

meetings
PEOPLE + PLACES TODAY



USA TODAY

WBRC
FOX 6 NEWS
ON YOUR SIDE



TRAVEL WEEKLY

MEN'S JOURNAL

Filling Need Periods: Aug. Preschoolers in Paradise

- Alissa Gilbert, *Little Family Adventure + Mom Explores Southwest Florida*
- Danielle Agnew, *Daily Mom*
- Hannah Rinaldi, *Eat Drink & Save Money + Daily Meal + Traveling Mom*
- Margaret Hargrove, *Mommy Poppins*
- Lindsey Nieminen, *Carpe Diem Our Way*
- Jennifer Gervens, *Family Focus Blog + Sweet T Makes Three*
- Krystal Butherus, *Sunny Sweet Days*



Blog Coverage, Reach: 1,075,708+

CARPEDIEM *our way.com*

September 15, 2017
UMV: 10,000

Things to do in Panama City Beach with Kids

Ultimate Guide to
Panama City Beach
FLORIDA



*eat, drink,
and save money*
THE LIVING ON A SHEPHERD GUIDE

September 16, 2017
UMV: 255,151

AFFORDABLE FAMILY TRAVEL: PANAMA CITY BEACH WITH A PRESCHOOLER

Looking for affordable family travel on the beach? You should definitely consider Panama City Beach. Even with the limitations of traveling with a preschooler, a beach check-out all the reasons I loved Panama City Beach with a preschooler.



AFFORDABLE FAMILY TRAVEL
fun things to do in
Panama City Beach
with preschoolers

WWW.EATDRINKANDSAVEMONEY.COM



August 9, 2017
UMV: 48,111

Where to Eat in Panama City Beach

This post may contain affiliate links.
BY AUGUST 9, 2017 BY JENNIFER STREET 1 SHARE 3 THREE

There are so many Panama City Beach restaurants to choose from that it can be a little overwhelming. You're probably wondering what the best places to eat in Panama City Beach are, and while I haven't sampled them all, I've had the opportunity to try quite a few. Here are my picks for where to eat in Panama City Beach.



MOMMY POPPINS
Get More out of New York City with Kids

August 26, 2017
UMV: 443,215



Panama City Beach with Kids: Florida Family Vacation on the Gulf

You may have spent a spring break (or two) in Panama Beach City, Florida, or lived vicariously through the revelry broadcast on MTV Spring Break, which drew thousands of college kids to this beach town for a decade. But now that you've traded shot glasses for strollers, this classic spring break locale has luckily grown up right with you.

Today, families with young children flock to its sandy shore, and with an international airport just 20 minutes away, it's easy to get to. We visited this 27-mile stretch of beach along the Gulf of Mexico this summer with a toddler in tow and were impressed with the entertainment options. Read on for 25 things to do with kids in this Florida haven, including where to eat and play on your family's next vacation.

Little Family
ADVENTURE

August 28, 2017
UMV: 157,491

5 KID FRIENDLY RESTAURANTS IN PANAMA CITY BEACH, FLORIDA

Panama City Beach is such a fun place to visit with kids. In addition to exploring the beaches and the fun activities around town, you will also have a chance to eat some delicious local food that the whole family will enjoy! There are also a lot of restaurants to visit that are kid

are a few recommended



KID FRIENDLY RESTAURANTS IN PANAMA CITY BEACH

Mom Explores Southwest Florida
Family adventures from the South

August 11, 2017
UMV: 10,000

Edgewater Beach & Golf Resort

Looking for a great vacation spot? We recently visited Panama City Beach and loved it! Its beautiful beaches and many attractions are perfect for families. About 7 hours driving distance from southwest Florida, here are a few spots on your next vacation.

During our stay in Panama City Beach our "home away from home" was Edgewater Beach & Golf Resort. It is gorgeous! Each room at this resort is a suite with a washer and dryer, living room, dining room, bedrooms, and a balcony overlooking the ocean!

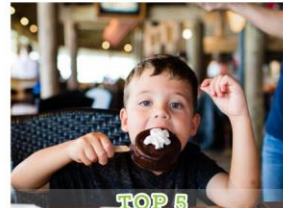


Edgewater Beach & Golf Resort

DAILY MOM
a healthy obsession

August 8, 2017
UMV: 151,751

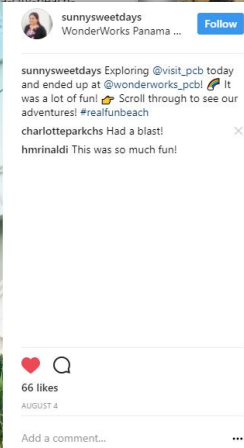
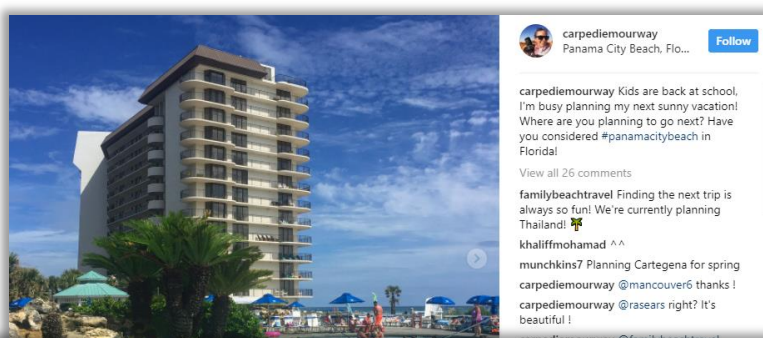
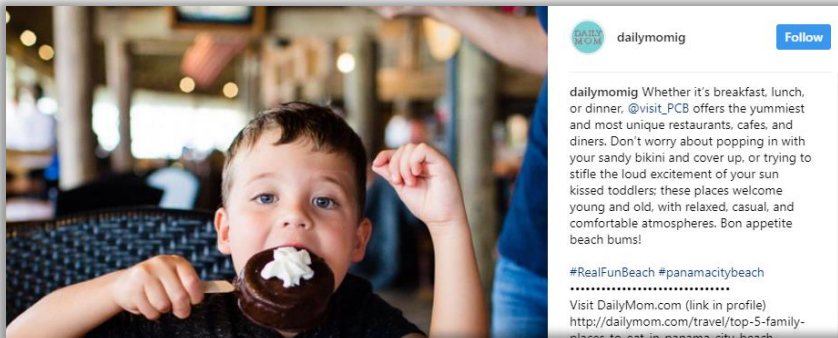
TOP 5 FAMILY PLACES TO EAT IN PANAMA CITY BEACH, FLORIDA



TOP 5 Family Places to Eat in PANAMA CITY BEACH, FL

Rolling around in the sandy white beaches and body surfing in the warm waters of the Gulf of Mexico is bound to work up an appetite in your kids - and of course, yourself! - so be sure to find the family-friendly spots to eat in Panama City Beach, Florida. Whether it's breakfast, lunch, or dinner, this beach town offers the yummiest and most unique restaurants, cafes, and diners. Don't worry about popping in with your sandy bikinis and cover up, or trying to stifle the loud excitement of your sun-kissed toddlers; these places welcome young and old, with relaxed, casual, and comfortable atmospheres. Bon appetite beach bum!

Social Media Coverage, Reach: 964,160+



2017 Fall Event Coverage



September 14, 2017
UMV: 710,327

Pirate Adventures Await in Panama City Beach



ARRR Matey!

Looking for some plans this Columbus Day weekend? Panama City Beach will be holding its seventh annual "Pirates of the High Seas Fest" from Friday, October 6 through Sunday, October 8.

"Columbus Day weekend is an ideal time to visit Panama City Beach, with perfect weather and a full schedule of unforgettable pirate-themed festivities," shares Dan Rowe, president and CEO of Visit Panama City Beach. "The Pirates of the High Seas Fest always draws an enthusiastic response from both the young and the young at heart."



September 1, 2017
UMV: 36,682,913

2017 fall food and beverage festivals



In Panama City Beach, Fla., Schooners, The Last Local Beach Club, hosts its 28th annual Lobster Festival & Tournament, September 11-17. A full week of events features huge local lobsters and more food.



August 9, 2017
UMV: 153,732

Get your pirate on at Panama City Columbus Day event

From Friday, October 6 through Sunday, October 8, the seventh annual festival at the Panama City Beach park will bring swashbuckling adventures on land and sea.



Get your pirate on in Panama City. Image Courtesy of Lisa Hammond Group

PANAMA CITY BEACH, Fla., August 8, 2017 – Columbus Day Weekend will turn Panama City Beach to Pirate City as all ages are invited to join in the celebrations of the 2017 Pirates of the High Seas Fest this Columbus Day weekend.

From Friday, October 6 through Sunday, October 8, the seventh annual festival will bring swashbuckling adventures to the destination, taking pirate fun to a whole new level. This year's free festival features three parades, live music, a scavenger hunt, three nights of fireworks, pirate invasions and so much more.

Kids won't want to miss Friday night's Treasure Drop that includes thousands of gold and jewel colored beach balls dropped from nets stretched over the street of Pier Park.


September '17 New York Desk Sides

- Elyse Moody, Senior Editor, *Martha Stewart Living*
- Mark Orwoll, Contributor, *Condé Nast Traveler*
- Hannah Freedman, Editor: *Family Traveler*
- Michele Hermann, Contributor, *The Points Guy*, *PASTE*
- Danica Lo, Digital Director, *Food & Wine*
- Laura Jennings, Deputy Editor, *Good Housekeeping*
- Kayla Becker, Associate Editor, *Sherman's Travel*
- Stephen Hennessey, Associate Editor, *Golf Digest*

FOOD&WINE

September 28, 2017
UMV: 9,401,593

Florida Vacation Destination Update: Panama City Beach, Miami, Orlando and More



ullstein bild/Getty Images

Following a barrage of Hurricanes this fall, here's what's happening right now at top tourist destinations in the Sunshine State.

With the devastation of Hurricane Irma far from repaired, those planning [Florida vacations](#) may be reconsidering their destinations. But that's not the case for [Panama City Beach](#), whose beaches were lucky enough to stay untouched.

Individual Media Visits

- Abbi Wit, Digital Editor, *Southern Living*, Sept. 27
- Jennifer Schmeer, Contributor, *Gannett Newspapers/USA Today*, Sept. 28 – Oct. 1
- Amy Lynch, Contributor, *Indianapolis Monthly*, Oct. 8-12
- Lindsay Ferrier, *Suburban Turmoil*, Oct. 10-12
- Reginald Dominique, Editor, *Houston Style*, Oct.

Southern Living



Indianapolis
MONTHLY

suburban turmoil the art of imperfection

Houston Style Magazine

Sampling of Ideas

2017-2018 Plan





Make it Yours: Family/Beach

- Continue momentum, “Create New Traditions,” Beach Home for the Holidays
 - Highlight Thanksgiving week, marathon, Christmas concerts, Beach Ball Drop
 - Partner *Southern Living* designer, publicize tips, target markets
 - Launch Coastal Décor Emporium Trail

Coastal Décor Emporium Trail

- Host themed press trip, social media bloggers/
influencers
 - Diane Henkler, *In My Own Style*
 - Gina Luker, *The Shabby Creek Cottage*
 - Rhoda Vickers, *Southern Hospitality*



Panama City Beach Introduces Coastal Décor Emporium Trail
-The Ultimate Destination for Coastal-Themed Gifts for the Holidays-



PANAMA CITY BEACH, Fla., October 12, 2017 – No need for mittens when visiting [Panama City Beach](#) this upcoming holiday season. As the shopping season kicks into high gear in this beachside community, visitors will take note of the newly launched Coastal Design Emporium Trail, a vast selection of stores and shops specializing in coastal-themed antiques, furniture, gifts and accessories. Northwest Florida is known for its especially unique sense of style and design, home to brightly colored fixtures and quirky beach-themed art, showcasing a fun and whimsical aesthetic. With an ever-growing list of locations in Panama City Beach offering one-of-a-kind coastal décor, generous gifters should plan to make their list, check it twice and head to the area for all their holiday shopping needs this season.

"We're thrilled to be able to connect visitors with the Coastal Décor Emporium Trail," says Visit Panama City Beach Vice President of Marketing Jayna Leach. "Our carefully curated selection is a unique feature of Northwest Florida and we are proud to be able to provide our visitors with endless options for shopping for their loved ones this holiday season."

Below is a list of shops in Panama City Beach that make up the Coastal Design Emporium Trail:

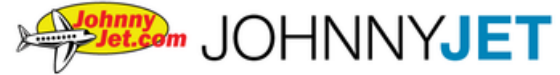


Make it Yours: Eco-Activities

- Leverage “Chasin’ the Sun” programming, Discovery Channel
 - Utilize Captains Justin Leake, Travis Holeman, media opportunities
 - Host “Chasin’ the Sun” girls getaway group press trip; fishing, Gulf Coast Jam

October '17 On the Water Weekend Press Trip

- Jessica Dauler, Contributor, *Atlanta Journal Constitution*
- Spencer Marker, Contributor, *Johnny Jet*
- Sheryl Nance-Nash, Contributor, *Orbitz.com*
- Annie Lee, Contributor, *Flamingo Magazine*





Make it Yours: Laid-Back Romance

- Host couples group press trip, UNwineD
- Designate February 2018 “Pop the Question Month”
 - Seek 5 visitors, 5 social media influencers, propose; promote, social media
 - Create elaborate proposal ideas/packages





Make it Yours: Adrenaline Seekers

- Host parent/teen press trip; media/influencers; include parasailing, flyboarding, airboat ride, go-karts, Slingshot, Shipwreck Island
- Leverage Sports Park announcement; PCB Playcations

Press Releases

- Ongoing campaign; upcoming topics:
 - Winter Resident Savings
 - Panama City Beach's 18 Big Events in 2018
 - What's New for 2018



Panama City Beach Gears Up for a Fun-Filled Fall **-Season begins with Luke Bryan headlining September's Pepsi Gulf Coast Jam-**

PANAMA CITY BEACH, Fla., 2017 – Fall is festival time in [Panama City Beach](#) as the destination prepares to host an array of concerts and events for all ages. Kicking off in September, this beachside community has plenty of fun planned for the fall calendar, from the Pepsi Gulf Coast Jam during Labor Day weekend to the annual Ironman Florida in November.

"Fall is always a favorite time of year for our visitors and locals in Panama City Beach," says Visit Panama City Beach President and CEO Dan Rowe. "Thanks to cooler temperatures and yet plenty of sunshine as well as an incredible event lineup, there's no better time for the family to visit."

Below is an overview of the 2017 fall events to be held in Panama City Beach:

Pirate of the High Seas Festival, Oct. 6-8, 2017

Columbus Day weekend will bring a wave of fun-filled adventures to Panama City Beach with the Pirates of the High Seas Fest. Taking place throughout the coastal community, the festival will include an ensemble of parades and sword-swinging showdowns, culminating with a fireworks display and pirates reenacting The Battle of the Seven Seas. For more information, visit www.visitpanamacitybeach.com/piratesofthehighseas/.

Ironman Florida, Nov. 4, 2017

What began as a challenge between groups of Navy SEALs has become one of the most recognized endurance events in the world. The Ironman consists of a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run, with the Florida edition of the challenge serving as one of the most popular races on the circuit. For more information, visit www.ironmanflorida.com.

Emerald Coast Cruizin', Nov. 8-11, 2017

The annual event at Aaron Bessant Park is perfect for families and attracts thousands of classic cars, hot rods, custom cars and trucks. Live music will also be provided during the event. For more information, visit www.emeraldcoastcruizin.com.

Beach Home for the Holidays. Thanksgiving Weekend

For the third year, Panama City Beach is giving visitors an opportunity to establish a new, fun family tradition over Thanksgiving – Gathering for a beach vacation where everyone can enjoy relaxation and fun, from traditional dinner and shopping activities, to free concerts and holiday displays. To see the schedule and musical lineup when it's announced: www.visitpanamacitybeach.com/holidays/

Desk sides, Key Markets

- New York – Sept. ✓
- Atlanta/Birmingham – Oct.
- Dallas/Houston – Dec.
- Nashville/St. Louis – Jan.



Integrated Approach

- Hot Tips –media leads, deadline, directions
- Provide annual resource guides, award listings, calendar of events, meetings, trade shows
- Liaise, state tourism entities

