

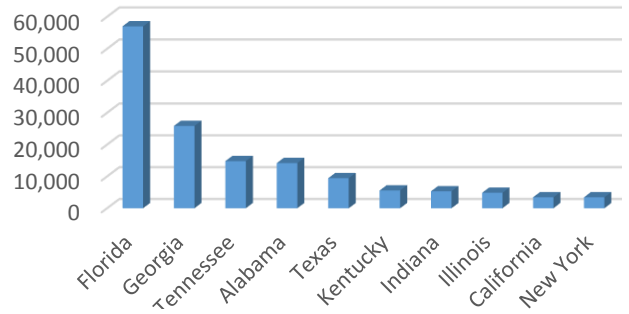
October 2016 Activity Dashboard

WEBSITE DATA

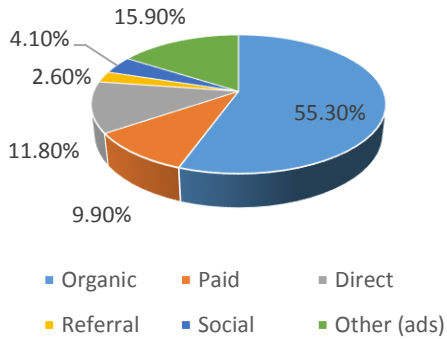
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	190,241	165,744
Length of Session (minutes)	1:59	2:12
Page Views Per Session	1.96	2.61
% of Unique Visits	62.86%	63.72%

WEBSITE VISITORS Top States



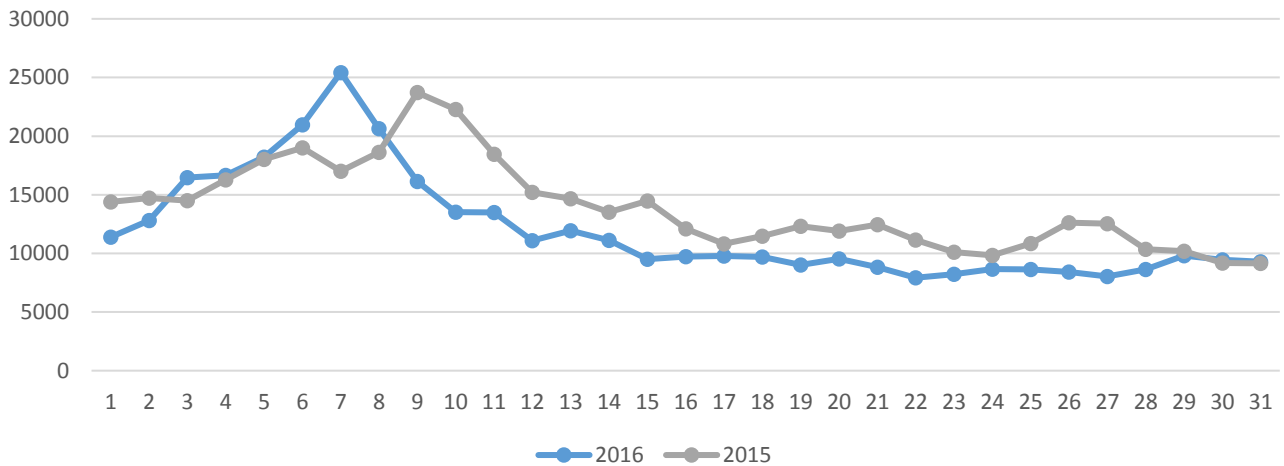
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	54,216	6. pirates/festival-schedule	13,650
2. webcam	35,063	7. holidays	11,037
3. events	20,818	8. attractions&entertainment	9,445
4. thingstodo	16,673	9. placestostay	9,370
5. piratesofthehighseas	13,686	10. attractions	7,296

WEBSITE TRAFFIC – October 2015 vs. 2016



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 13,891,028

Earned Media 80,707,543

PR Coverage Includes:

MEN'S JOURNAL



FOOD & WINE



Tampa Bay Times

TWITTER

@Visit_PCB New Followers: 709
Impressions: 144K
Total Followers: 32K

@ChasinTheSunTV New Followers: 3
Impressions: 1,758
Total Followers: 139

INSTAGRAM

@Visit_PCB New Followers: 300
Total: 16.9K

@ChasinTheSunTV New Followers: 16
Total: 251

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 440,373

Total Impressions: 2,525,643

City	People Reached
Louisville, KY	7,661
Marietta, GA	7,525
Nashville, TN	6,787
Columbus, GA	5,215
Panama City, FL	4,822
Indianapolis, IN	4,777
Dothan, AL	4,776
Houston, TX	4,694
Knoxville, TN	4,140
Atlanta, GA	3,832

Chasin' the Sun TV

Likes: 1,663

Total Impressions: 24,695

City	Your Fans
Panama City, FL	134
Panama City Beach, FL	90
Lynn Haven, FL	76
Upper Grand Lagoon, FL	73
Southport, FL	28
Callaway, FL	20
Lower Grand Lagoon, FL	19
Parker, FL	15
Cedar Grove, FL	14
Bayou George, FL	13

FACEBOOK & INSTAGRAM—PAID

Paid Facebook Impressions:


N/A

Paid Instagram Impressions:

N/A

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
August 25 at 3:19pm · 🌐

Here's why locals love Fall in Panama City Beach



Fall is full of FUN events [Learn More](#)

Great deals abound this Fall

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.

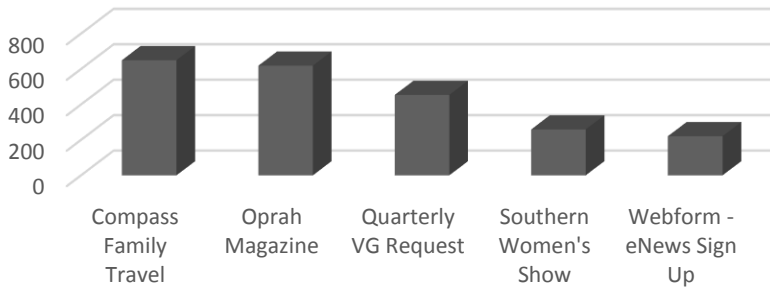


SIDE OF PCB

VISITPANAMACITYBEACH.COM [Learn More](#)

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

October Subscriptions	536
Total Subscriptions	21,338
Mailed to date (2016)	N/A

**AIRPORT ACTIVITY
Deplanements**

<u>September</u>	<u>September</u>
<u>2016</u>	<u>2015</u>
37,084	37,875
<u>YTD 2016</u>	<u>YTD 2015</u>
350,560	350,968

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

VISITORS

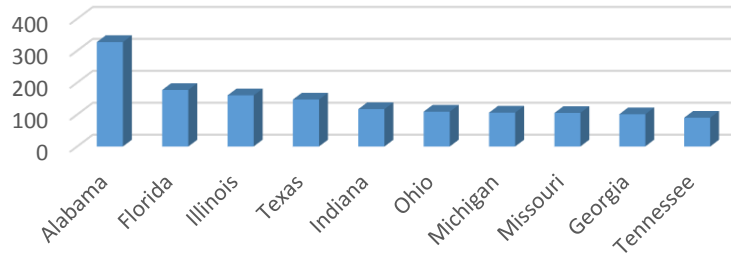
<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,734	845

PANDORA RADIO

September unique listeners:	32,788
Total unique listeners*:	102,253

*launched January 18

INQUIRIES – Top States



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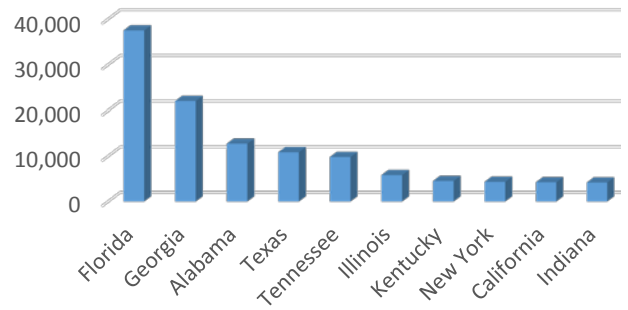
November 2016 Activity Dashboard

WEBSITE DATA

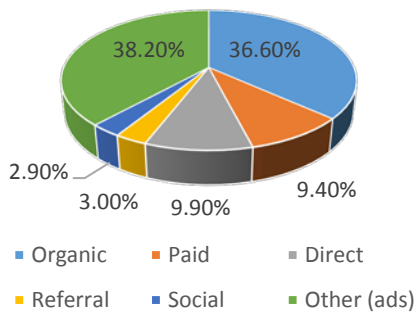
WEBSITE ACTIVITY

	<u>2016</u>	<u>2015</u>
Number of Sessions	169,549	111,160
Length of Session (minutes)	1:31	2:14
Page Views Per Session	1.78	2.66
% of Unique Visits	66.28%	66.28%

WEBSITE VISITORS Top States



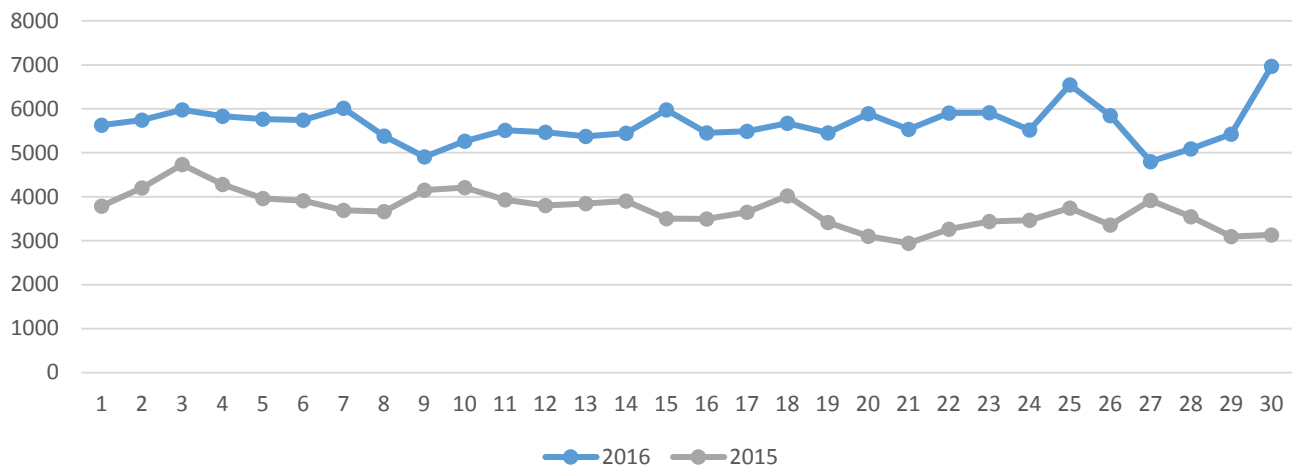
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	53,020	6. events/NYE	8,500
2. holidays	47,625	7. placestostay	6,517
3. webcam	18,666	8. attractions&entertainment	6,221
4. events	14,882	9. attractions	4,530
5. thingstodo	12,089	10. restaurants	4,317

WEBSITE TRAFFIC – November 2015 vs. 2016



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 18,896,612

Earned Media 7,979,615

PR Coverage Includes:



Orlando Sentinel



COASTAL LIVING



Houston Style Magazine

TWITTER

@Visit_PCB New Followers: 588
Impressions: 37K
Total Followers: 32.6K

@ChasinTheSunTV New Followers: 1
Impressions: 918
Total Followers: 140

INSTAGRAM

@Visit_PCB New Followers: 300
Total: 17.1K

@ChasinTheSunTV New Followers: 13
Total: 235

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 442,111

Total Impressions: 6,765,668

City	Your Fans
Columbus, GA	5,106
Marietta, GA	4,716
Tallahassee, FL	4,013
Nashville, TN	3,775
Atlanta, GA	3,711
Panama City, FL	3,707
Dothan, AL	3,433
Louisville, KY	3,264
Panama City Beach, FL	2,847
Montgomery, AL	2,399

Chasin' the Sun TV

Likes: 1,761

Total Impressions: 66,554

City	Your Fans
Panama City, FL	136
Panama City Beach, FL	90
Lynn Haven, FL	79
Upper Grand Lagoon, FL	73
Panama City, Panamá ...	52
Southport, FL	29
Lower Grand Lagoon, FL	19
Callaway, FL	19
Parker, FL	16
Bayou George, FL	14

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

5,965,662

Links Clicks:

88,963

CTR: 2.22%*

*Industry Benchmark is 0.87%



Visit Panama City Beach ✓

Written by Brand Networks Media Manager [?] · October 26 · 🌐

Ring in 2017 at the Beach with Panama City Beach's New Year's Eve Ball Drop!



NYE Beach Ball Drop

NYE Beach Ball Dro

Beach ball countdown to midnight

Kids' beach ball dro

[Learn More](#)



Visit Panama City Beach ✓

Written by Brand Networks Media Manager [?] · October 26 · 🌐

Start a FUN family tradition Thanksgiving Weekend with PCB at Beach Home for the Holidays



PCB for the Holidays

PCB for the Holidays

FREE Christmas Concerts

Visit Santa & Mrs. Claus

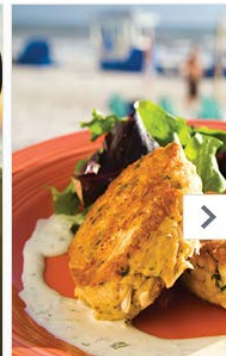
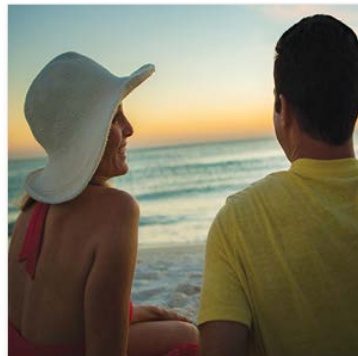
[Learn More](#)



Visit Panama City Beach ✓

Written by Brand Networks Media Manager [?] · December 2 at 11:43am · 🌐

Calling all sun-seekers! Plan your Winter getaway to Panama City Beach with these deals



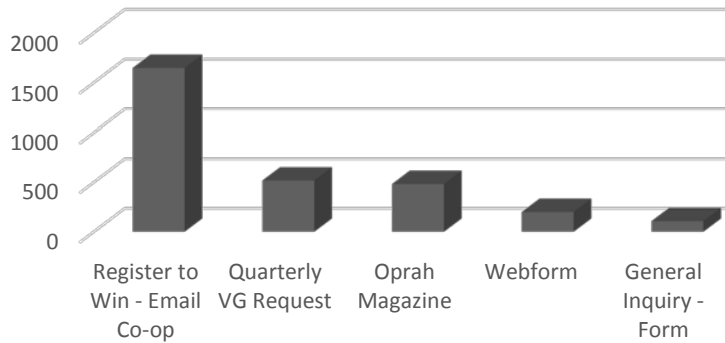
Find the perfect place to stay in PCB

Fresh Gulf seafood ignites you senses

[Book Now](#)

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

November Subscriptions	661
Total Subscriptions	24,269
Mailed to date (2016)	135,924

AIRPORT ACTIVITY Deplanements

<u>September</u>	<u>September</u>
<u>2016</u>	<u>2015</u>
37,084	37,875
<u>YTD 2016</u>	<u>YTD 2015</u>
350,560	350,968

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

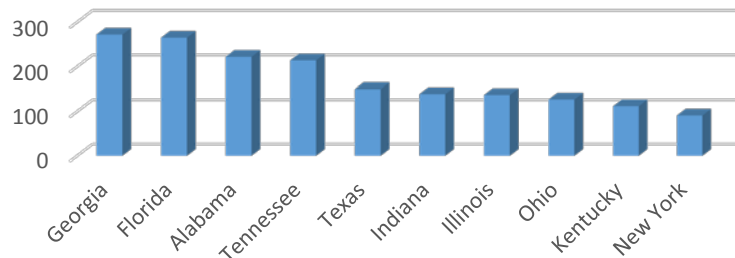
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,618	1,015

PANDORA RADIO

November impressions:	3,390,418
November clicks:	8,123

INQUIRIES – Top States



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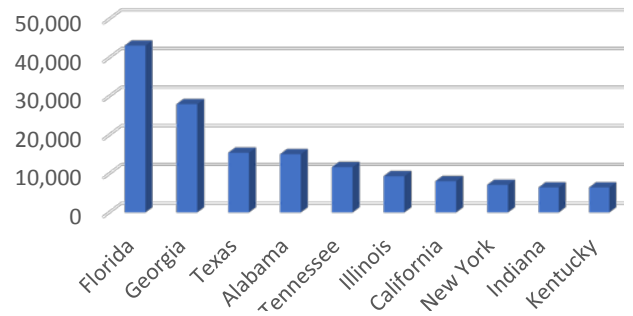
FEBRUARY 2017 ACTIVITY DASHBOARD

WEBSITE DATA

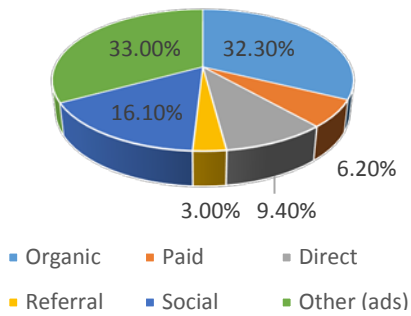
WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	237,272	121,120
Length of Session (minutes)	2:07	2:21
Page Views Per Session	2.22	2.72
% of Unique Visits	71.17%	68.69%

WEBSITE VISITORS Top States



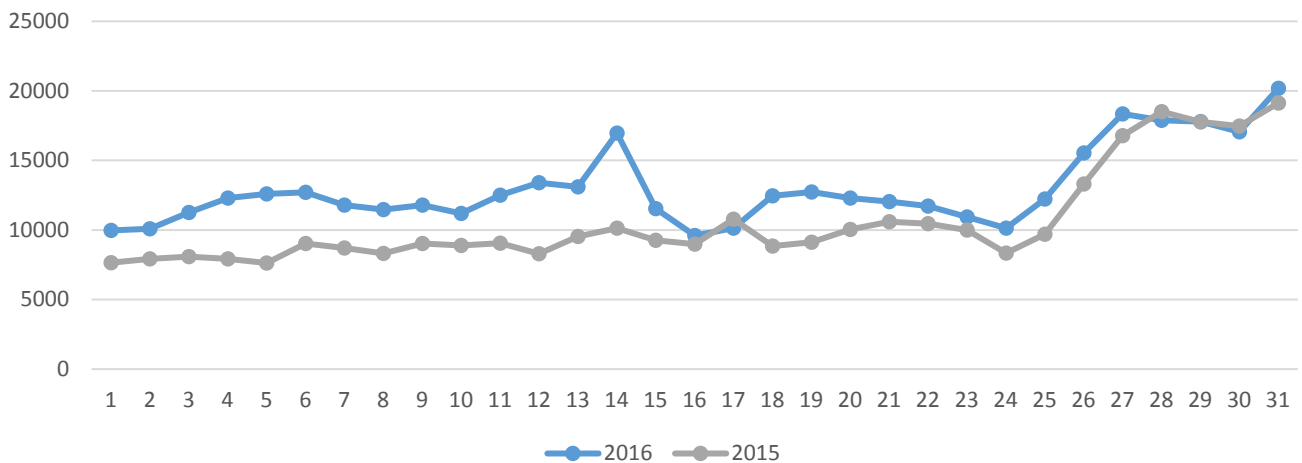
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. NYEBeachBallDrop	76,245	6. restaurants	15,381
2. homepage	67,056	7. placestostay/specialoffers	14,126
3. thingstodo	23,493	8. placestostay	9,504
4. events	19,619	9. attractions&entertainment	6,669
5. webcam	18,590	10. registertowin	6,370

WEBSITE TRAFFIC – December 2015 vs. 2016



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 12,917,928

Earned Media 13,574,994

PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 600
Impressions: 28K
Total Followers: 33.2K

@ChasinTheSunTV New Followers: 10
Impressions: 6,121
Total Followers: 150

INSTAGRAM

@Visit_PCB New Followers: 200
Total: 17.3K

@ChasinTheSunTV New Followers: 31
Total: 266

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 446,750

Total Impressions: 15,824,234

City	Your Fans
Columbus, GA	5,106
Marietta, GA	4,716
Tallahassee, FL	4,013
Nashville, TN	3,775
Atlanta, GA	3,711
Panama City, FL	3,707
Dothan, AL	3,433
Louisville, KY	3,264
Panama City Beach, FL	2,847
Montgomery, AL	2,399

Chasin' the Sun TV

Likes: 1,805

Total Impressions: 37,357

City	Your Fans
Panama City, FL	136
Panama City Beach, FL	90
Lynn Haven, FL	79
Upper Grand Lagoon, FL	73
Panama City, Panamá ...	52
Southport, FL	29
Lower Grand Lagoon, FL	19
Callaway, FL	19
Parker, FL	16
Bayou George, FL	14

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

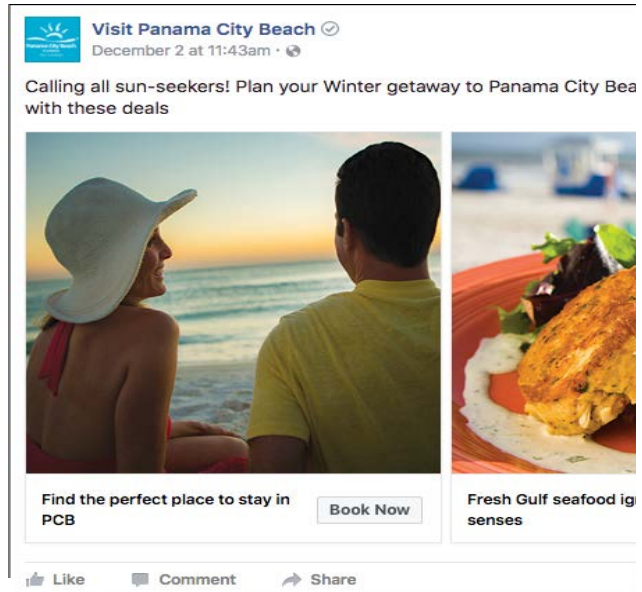
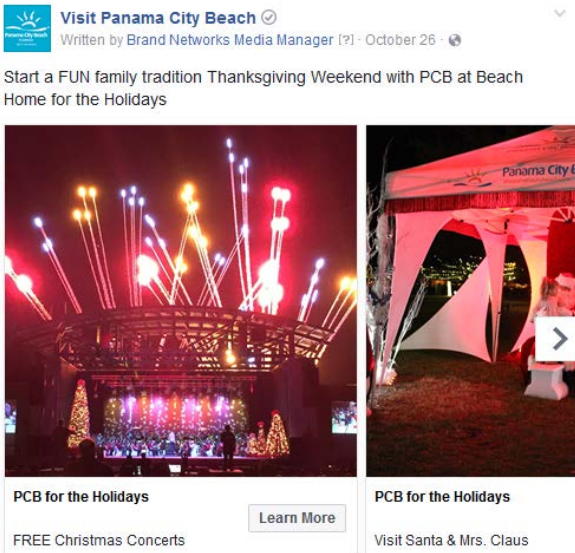
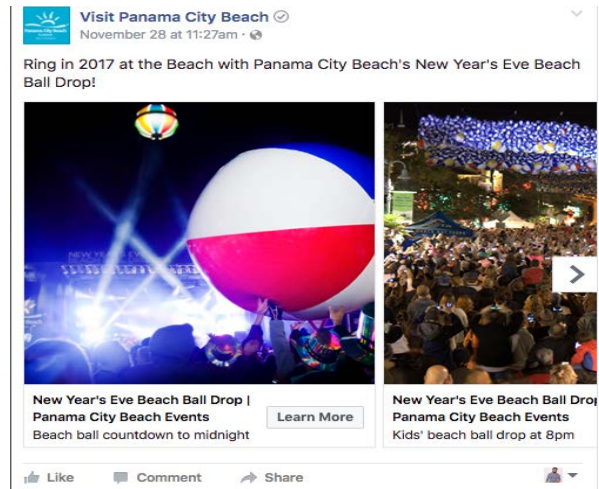
13,980,750

Links Clicks:

180,822

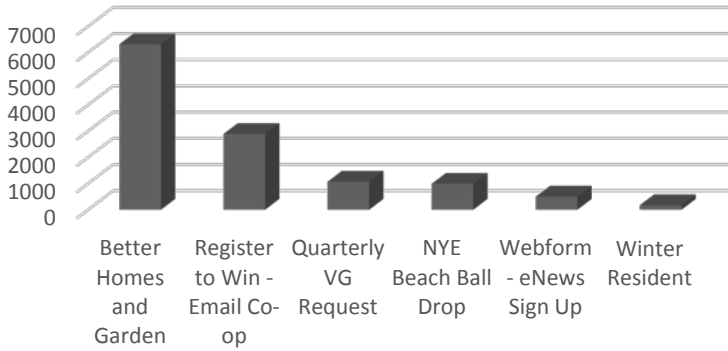
CTR: 1.29%*

*Industry Benchmark is 0.87%

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

December Subscriptions	604
Total Subscriptions	25,799
Mailed to date (2016)	143,491

**AIRPORT ACTIVITY
Deplanements**

<u>October</u>	<u>October</u>
<u>2016</u>	<u>2015</u>
40,279	39,080
<u>YTD 2016</u>	<u>YTD 2015</u>
390,839	390,048

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

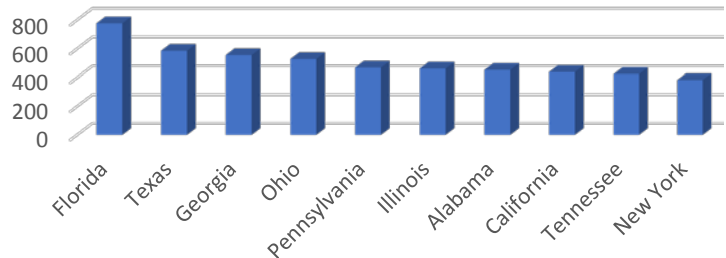
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
2,003	723

PANDORA RADIO

December impressions: 1,025,972
 Unique listeners 2016: 154k
 Avg. of 17.05 minutes per session

INQUIRIES – Top States



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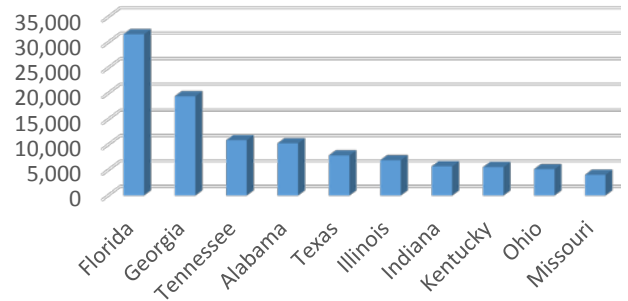
January 2017 Activity Dashboard

WEBSITE DATA

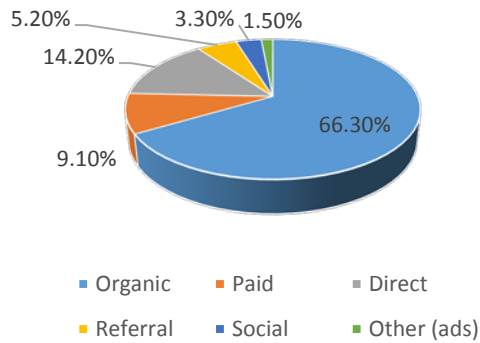
WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	158,375	154,815
Length of Session (minutes)	2:33	2:42
Page Views Per Session	2.45	2.91
% of Unique Visits	70.55%	72.31%

WEBSITE VISITORS Top States



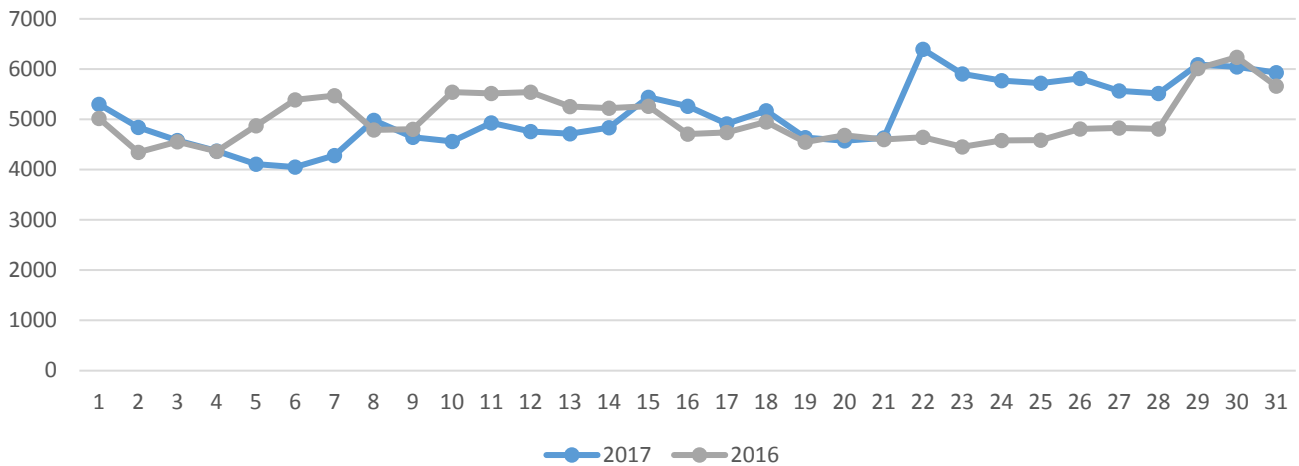
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	44,944	6. placetostay/beachhouses	11,874
2. webcam	25,786	7. attractions&entertainment	11,460
3. thingstodo	21,857	8. placetostay/condos	10,243
4. events	18,481	9. attractions	8,808
5. placetostay	16,282	10. restaurants	7,745

WEBSITE TRAFFIC – January 2016 vs. 2017



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media **12,917,928**

Earned Media 42,898,491

PR Coverage Includes:

CONDÉ NAST

meetings
PEOPLE + PLACES TODAY

YAHOO!

lonely planet

TWITTER

@Visit_PCB New Followers: 525
Impressions: 85.4K
Total Followers: 33.7K

@ChasinTheSunTV New Followers: 8
Impressions: 10.5K
Total Followers: 158

INSTAGRAM

@Visit_PCB New Followers: 200
Total: 17.5K

@ChasinTheSunTV New Followers: 20
Total: 286

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 447,412

Total Impressions: 2,550,245

City	Your Fans
Columbus, GA	5,132
Marietta, GA	4,803
Tallahassee, FL	3,969
Nashville, TN	3,778
Panama City, FL	3,710
Atlanta, GA	3,463
Dothan, AL	3,462
Louisville, KY	3,263
Panama City Beach, FL	2,899
Montgomery, AL	2,344

Chasin' the Sun TV

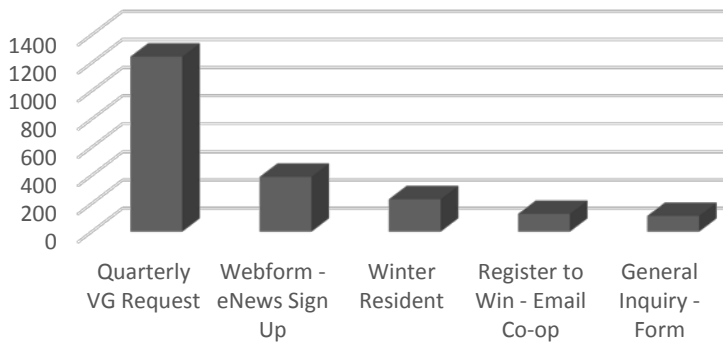
Likes: 1,857

Total Impressions: 63,205

City	Your Fans
Panama City, FL	134
Lynn Haven, FL	86
Panama City Beach, FL	85
Upper Grand Lagoon, FL	71
Panama City, Panamá ...	49
Southport, FL	30
Lower Grand Lagoon, FL	28
Callaway, FL	19
Bayou George, FL	17
Parker, FL	16

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

December Subscriptions	1,233
Total Subscriptions	27,186
Mailed to date (2017)	

AIRPORT ACTIVITY Deplanements

<u>November</u> <u>2016</u>	<u>November</u> <u>2015</u>
32,009	30,718
<u>YTD 2016</u>	<u>YTD 2015</u>
422,848	420,766

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

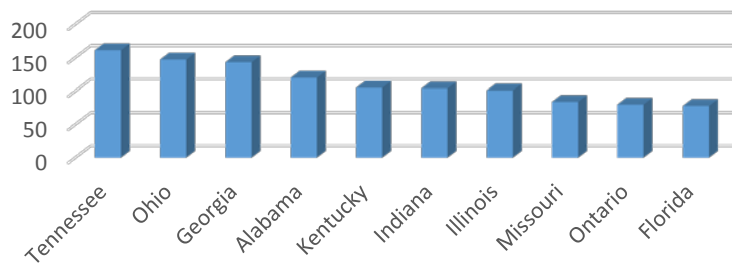
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
3,328	700

PANDORA RADIO

December impressions:	1,025,972
Unique listeners 2016:	154k
<i>*Campaign launched 1/27/17</i>	

INQUIRIES – Top States/Provinces



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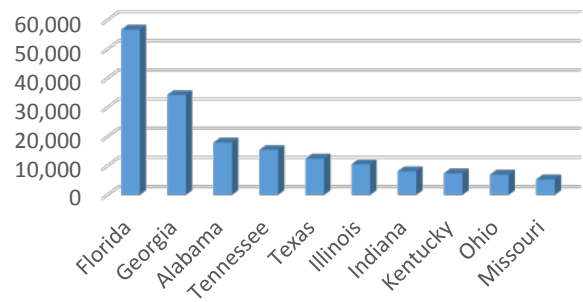
FEBRUARY 2017 ACTIVITY DASHBOARD

WEBSITE DATA

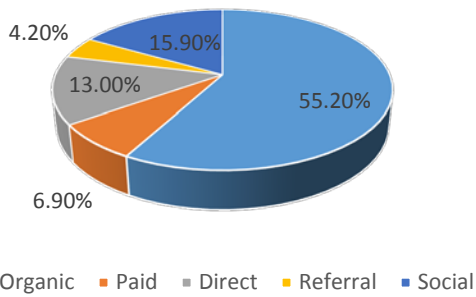
WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	237,272	173,624
Length of Session (minutes)	2:07	2:24
Page Views Per Session	2.22	2.56
% of Unique Visits	71.17%	73.95%

WEBSITE VISITORS Top States



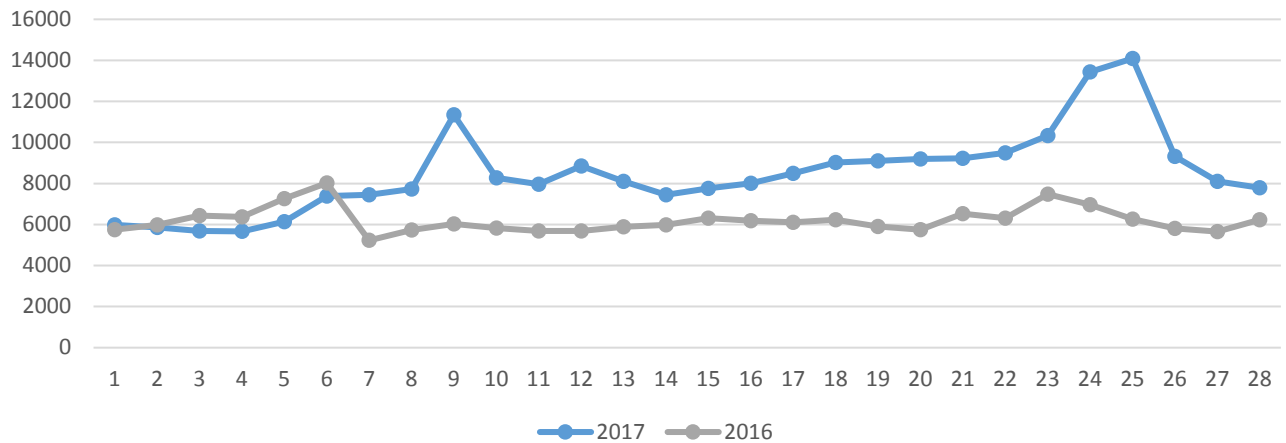
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	48,449	6. events	24,152
2. thingstodo	27,749	7. mardigras/festivalschedule	22,471
3. webcam	26,379	8. mardigras	21,584
4. spring-getaways	24,408	9. restaurants	20,985
5. placestostay	24,337	10. attractions&entertainment	14,387

WEBSITE TRAFFIC – February 2016 vs. 2017



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 13,876,925

Earned Media 197,027,500

PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 1,100
Impressions: 83.5K
Total Followers: 34.3K

@ChasinTheSunTV New Followers: 12
Impressions: 3,463
Total Followers: 162

INSTAGRAM

@Visit_PCB New Followers: 700
Total: 18K

@ChasinTheSunTV New Followers: 83
Total: 349

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 455,590

Total Impressions: 18,034,714

City	Your Fans
Columbus, GA	5,179
Marietta, GA	4,957
Tallahassee, FL	4,038
Nashville, TN	3,924
Panama City, FL	3,773
Atlanta, GA	3,492
Dothan, AL	3,470
Louisville, KY	3,274
Panama City Beach, FL	2,999
Montgomery, AL	2,425

Chasin' the Sun TV

Likes: 1,883

Total Impressions: 78,635

City	Your Fans
Panama City, FL	140
Panama City Beach, FL	86
Lynn Haven, FL	85
Upper Grand Lagoon, FL	69
Panama City, Panamá ...	49
Southport, FL	30
Lower Grand Lagoon, FL	27
Callaway, FL	19
Parker, FL	16
Bayou George, FL	16

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

16,733,937

CTR: 0.57%

 **Visit Panama City Beach** shared their event. 
Sponsored · 

This March 24-25, enjoy craft beer, spirits and food. Special guests: The Avett Brothers.



24
MAR

UNwineD

Mar 24 - Mar 25 · Visit Panama ...

3,437 people interested · 407 g...



 **Visit Panama City Beach** 
Written by Brand Networks [?] · February 22 at 4:31pm · 

There's so much to see and do – discover why Panama City Beach is #RealFunBeach



Plan Your Spring Getaway

Learn More



Family Fun Things

 **Visit Panama City Beach** 
Written by Brand Networks [?] · March 1 at 3:05pm · 

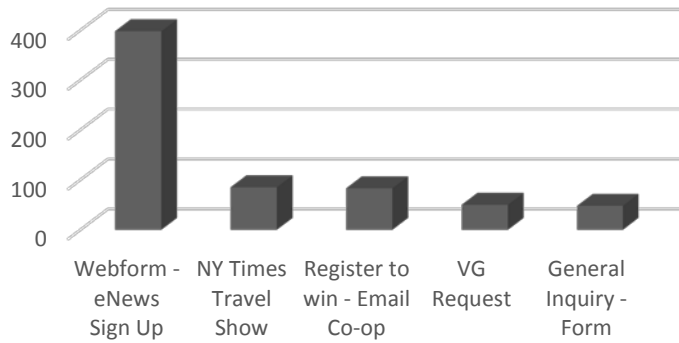
Best. Beach vacation. Ever. Panama City Beach offers every kind of FUN imaginable!



Learn More

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

February Subscriptions	1,628
Total Subscriptions	28,910
Mailed to date (2017)	10,379

**AIRPORT ACTIVITY
Deplanements**

<u>December</u>	<u>December</u>
<u>2016</u>	<u>2015</u>
26,866	26,467
<u>YTD 2016</u>	<u>YTD 2015</u>
449,714	447,233

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

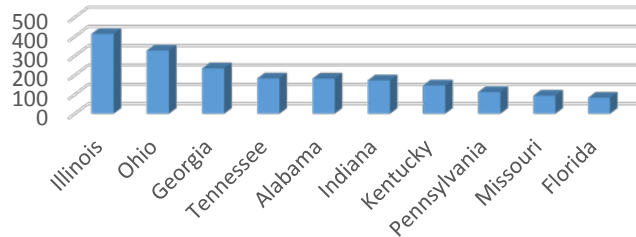
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
3,158	680

PANDORA RADIO

February data not yet available.

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.

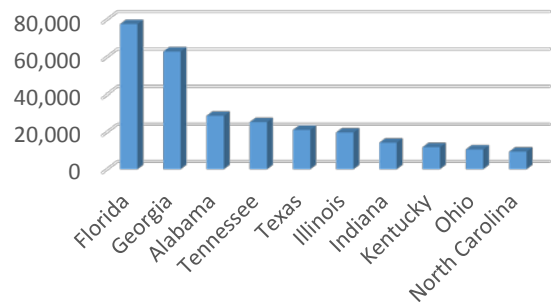
MARCH 2017 ACTIVITY DASHBOARD

WEBSITE DATA

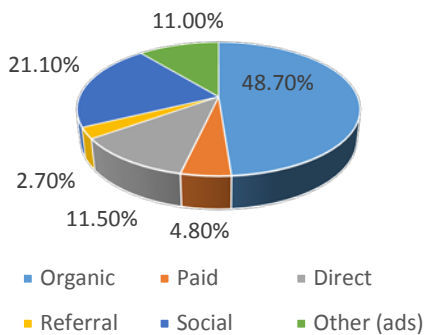
WEBSITE ACTIVITY

	<u>2017</u>	<u>2016</u>
Number of Sessions	384,837	296,946
Length of Session (minutes)	1:53	2:20
Page Views Per Session	1.98	2.25
% of Unique Visits	74.82%	69.82%

WEBSITE VISITORS Top States



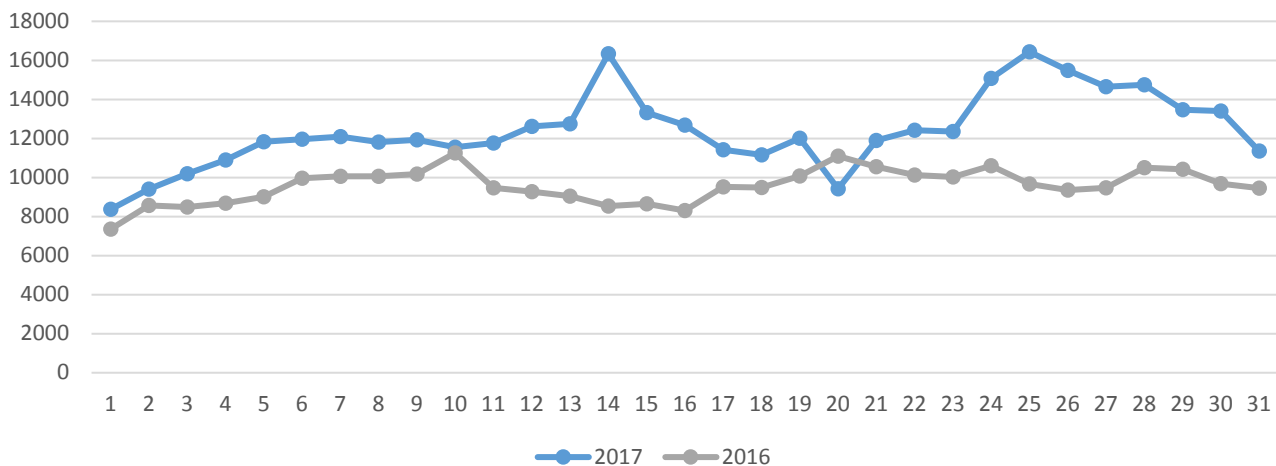
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. spring-getaways	66,178	6. events	30,010
2. homepage	60,462	7. restaurants	26,677
3. webcam	53,127	8. fishingcharters	25,808
4. thingstodo	38,347	9. attractions&entertainment	23,305
5. placestostay	35,279	10. unwined	17,254

WEBSITE TRAFFIC – March 2016 vs. 2017



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 13,245,548

Earned Media 159,788,402

PR Coverage Includes:

Southern Living



ZAGAT.



TWITTER

@Visit_PCB New Followers: 614
Impressions: 64.6K
Total Followers: 34.5K

@ChasinTheSunTV New Followers: 6
Impressions: 1,602
Total Followers: 168

INSTAGRAM

@Visit_PCB New Followers: 400
Total: 18.4K

@ChasinTheSunTV New Followers: 35
Total: 384

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 464,783

Total Impressions: 27,695,683

City	People Reached
Jacksonville, FL	87,201
Chicago, IL	80,938
Houston, TX	73,667
Miami, FL	70,478
Atlanta, GA	68,547
Nashville, TN	53,922
Marietta, GA	52,894
Charlotte, NC	50,340
Memphis, TN	45,553
New York, NY	41,438

Chasin' the Sun TV

Likes: 1,912

Total Impressions: 40,185

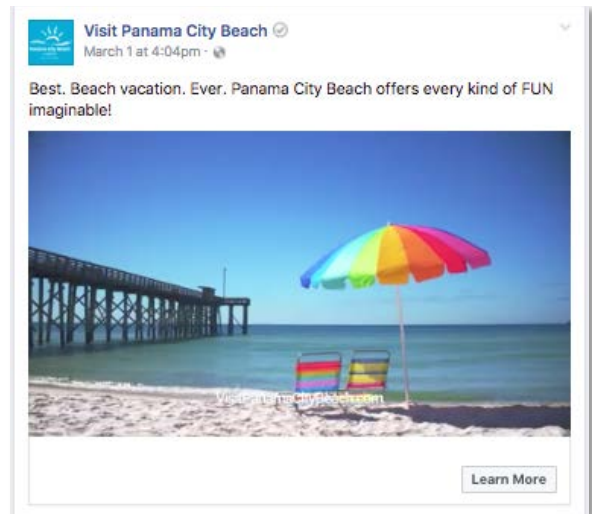
City	People Reached
Panama City, FL	854
Panama City Beach, FL	444
Lynn Haven, FL	206
Jacksonville, FL	154
Upper Grand Lagoon, FL	140
Milledgeville, GA	125
Dothan, AL	98
Fort Walton Beach, FL	93
Callaway, FL	71
Tallahassee, FL	70

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

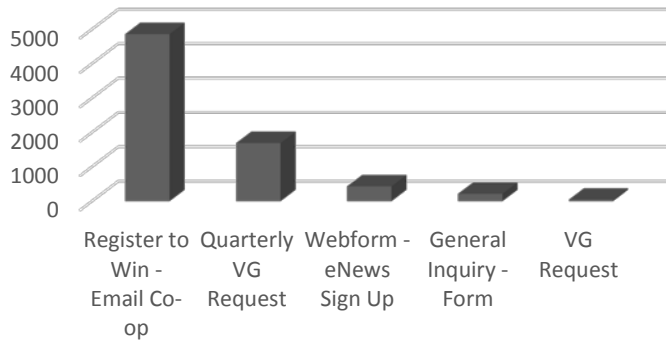
23,913,750

CTR: 0.81%



VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

March Subscriptions	1,938
Total Subscriptions	31,467
Mailed to date (2017)	45,149

AIRPORT ACTIVITY Deplanements

<u>January</u>	<u>December</u>
<u>2017</u>	<u>2016</u>
22,383	21,792
<u>YTD 2017</u>	<u>YTD 2016</u>
22,383	21,792

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

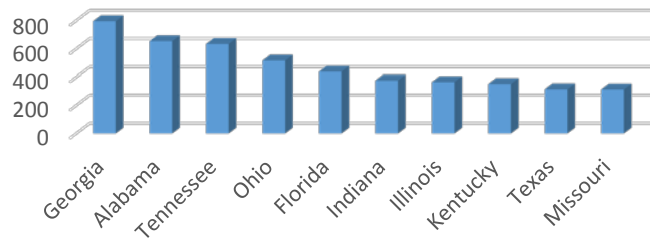
VISITORS

Visitor Info Center	Airport Desk
2,748	1,141

PANDORA RADIO

March unique listeners:	4,356
March hours listened:	2,921
CTR:	0.25%

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.

April 2017 Activity Dashboard

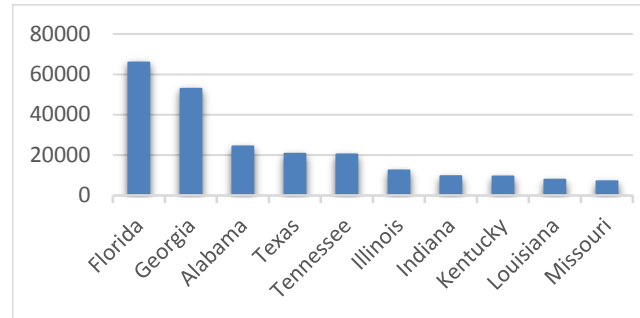
WEBSITE DATA

WEBSITE ACTIVITY

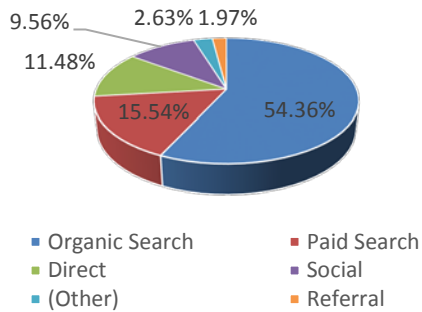
	2017	2016
Number of Sessions	293,438	259,681
Length of Session (minutes)	2:08	2:29
Page Views Per Session	2.02	2.27
% of Unique Visits	73.10%	66.57%

WEBSITE VISITORS

Top States



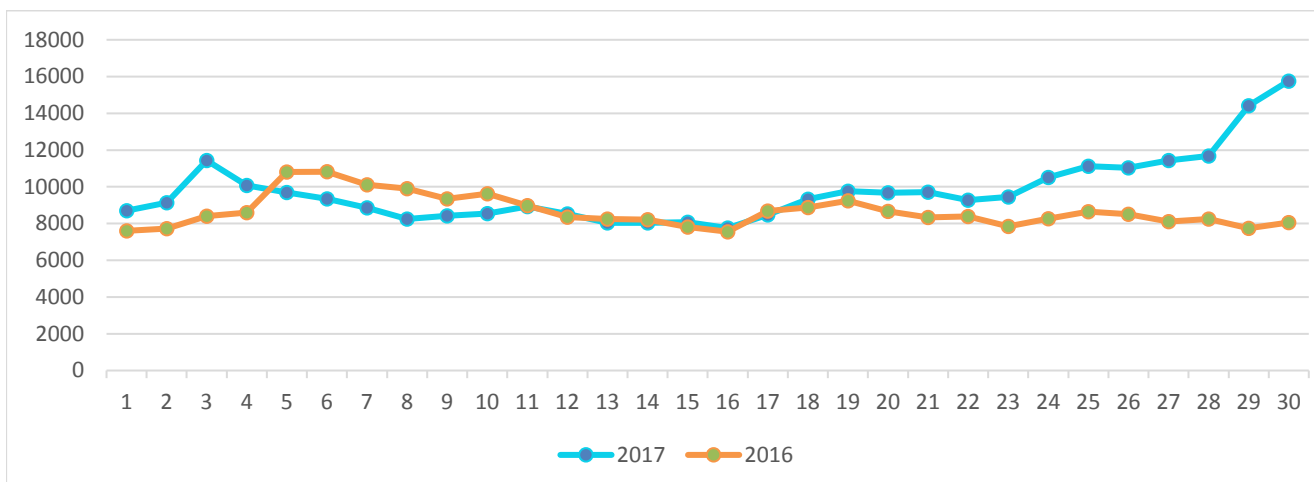
WEBSITE TRAFFIC SOURCES



TOP WEB PAGES

1. homepage	60,162	6. placestostay	17,370
2. webcam	50,776	7. springgetaways	16,518
3. thingstodo	36,203	8. attractions	15,132
4. events	28,288	9. rental properties	12,837
5. attractions&entertainment	17,923	10. restaurants	11,086

WEBSITE TRAFFIC - April 2016 vs. 2017



MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 5,757,017
 Earned Media 10,185,655
 PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 588
 Impressions: 143K
 Total Followers: 35.4K
 @ChasinTheSunTV Impressions: 1,077
 Total Followers: 168

INSTAGRAM

@Visit_PCB New Followers: 500
 Total: 18.9K
 @ChasinTheSunTV New Followers: 8
 Total: 392

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 470,641

Total Impressions: 15,768,179

City	People Reached
Houston, TX	170,788
Miami, FL	100,486
Jacksonville, FL	99,251
Chicago, IL	92,231
Dallas, TX	84,201
Atlanta, GA	50,103
Nashville, TN	43,037
Marietta, GA	42,210
Philadelphia, PA	41,909
San Antonio, TX	39,971

Chasin' the Sun TV

Likes: 1,941

Total Impressions: 64,900

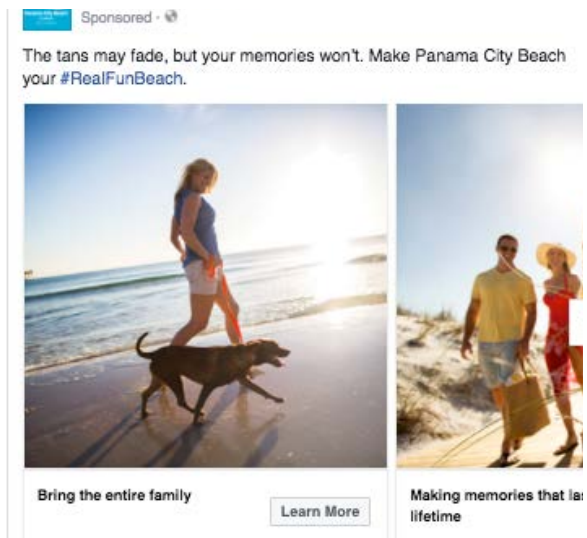
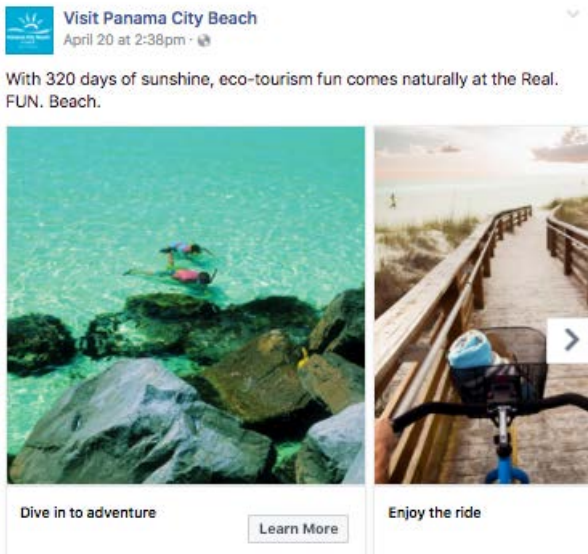
City	People Reached
Panama City, FL	863
Panama City Beach, FL	402
Seattle, WA	237
Lynn Haven, FL	208
Montreal, QC, Canada	171
Calgary, AB, Canada	154
Toronto, ON, Canada	153
Jacksonville, FL	143
Upper Grand Lagoon, FL	142
New York, NY	115

FACEBOOK & INSTAGRAM—PAID

Facebook Impressions:

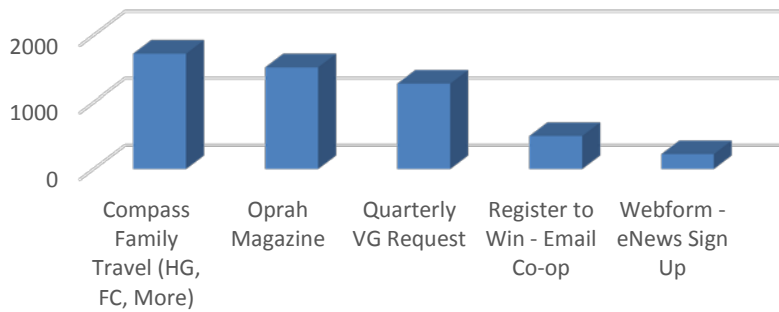
11,813,452

CTR: 0.57%



VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

April Subscriptions	1,332
Total Subscriptions	32,487
Mailed to date (2017)	17,230

AIRPORT ACTIVITY Deplanements

<u>March</u> <u>2017</u>	<u>March</u> <u>2016</u>
41,967	41,864
<u>YTD 2017</u>	<u>YTD 2016</u>
89,949	90,844

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

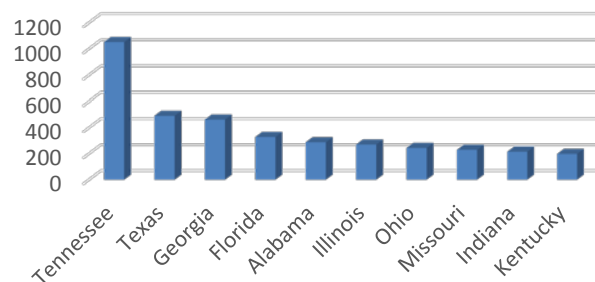
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,836	1,181

PANDORA RADIO

April unique listeners: 2,354
April hours listened: 4,169
CTR: 0.12%

INQUIRIES - Top States



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May 2017 Activity Dashboard

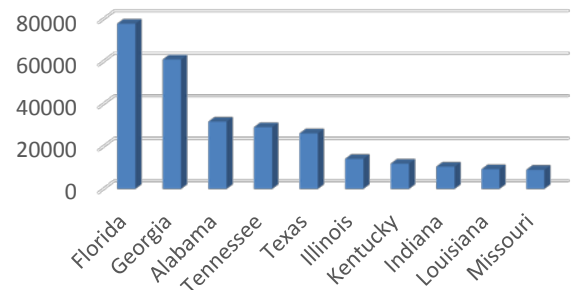
WEBSITE DATA

WEBSITE ACTIVITY*

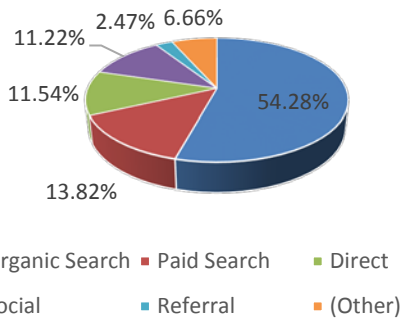
	2017	2016
Number of Sessions	350,346	399,488
Length of Session (minutes)	2:12	2:11
Page Views Per Session	2.07	2.15
% of Unique Visits	71.94%	63.5 %

WEBSITE VISITORS

Top States



WEBSITE TRAFFIC SOURCES

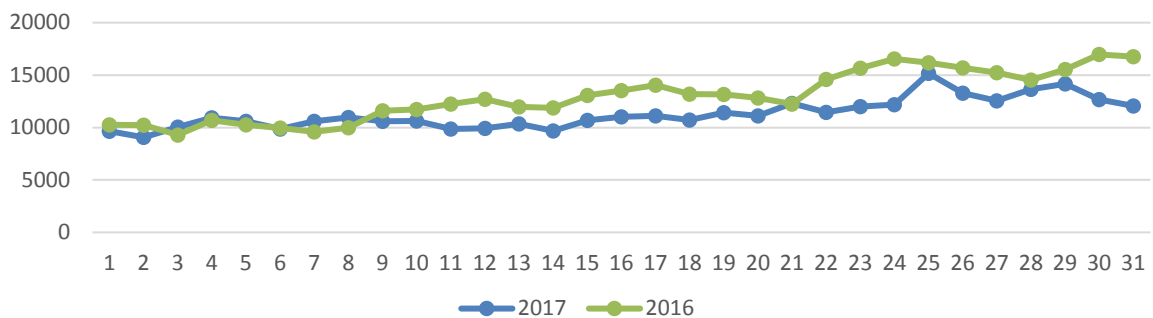


TOP WEB PAGES

1. homepage	79,078	6. placestostay	20,277
2. webcam	62,628	7. attractions	19,114
3. thingstodo	44,005	8. springgetaways	18,864
4. events	35,154	9. restaurants	15,922
5. attractions&entertainment	27,514	10. rental properties	14,760

WEBSITE TRAFFIC - May

2016 vs 2017



*A SSL certificate was purchased for the website which allowed it to transition from an HTTP to an HTTPS encryption. HTTPS provides visitors a more secure connection than the HTTP version. As a result, Google is planning an update to its Chrome browser whereby only sites using HTTPS can retrieve a person's geographic location. Due to this, VisitPanamaCityBeach.com has transitioned to the secure server and as expected there was a slight drop in traffic with this transition. We are monitoring site traffic and don't expect this update to effect next month's website traffic.

MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 21,146,577
 Earned Media 65,016,996

PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 346
 Impressions: 79.5k
 Total Followers: 35.8K

@ChasinTheSunTV New Followers: 3
 Impressions: 713
 Total Followers: 168

INSTAGRAM

@Visit_PCB New Followers: 700
 Total: 19.6K

@ChasinTheSunTV New Followers: 35
 Total: 427

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 477,858

Total Impressions: 21,358,779

City	Your Fans
Marietta, GA	6,562
Atlanta, GA	6,163
Columbus, GA	5,613
Nashville, TN	5,368
Panama City, FL	5,133
Tallahassee, FL	4,489
Louisville, KY	4,052
Houston, TX	3,971
Dothan, AL	3,928
Montgomery, AL	3,606

Chasin' the Sun TV

Likes: 2,017

Total Impressions: 69,536

City	Your Fans
Panama City, FL	237
Panama City Beach, FL	124
Lynn Haven, FL	65
Upper Grand Lagoon, FL	51
Panama City, Panamá ...	46
Jacksonville, FL	41
Southport, FL	22
Marietta, GA	21
Lower Grand Lagoon, FL	17
Tallahassee, FL	16



FACEBOOK & INSTAGRAM—PAID

**Facebook Impressions:
16,916,922**

CTR: 0.52%

Visit Panama City Beach
Sponsored · 🌐



The tans may fade, but your memories won't. Make Panama City Beach your #RealFunBeach.

Bring the entire family [Learn More](#) Making memories that last a lifetime

Visit Panama City Beach
April 20 at 2:38pm · 🌐



With 320 days of sunshine, eco-tourism fun comes naturally at the Real. FUN. Beach.

Dive in to adventure [Learn More](#) Enjoy the ride

Visit Panama City Beach
April 28 at 10:36am · 🌐

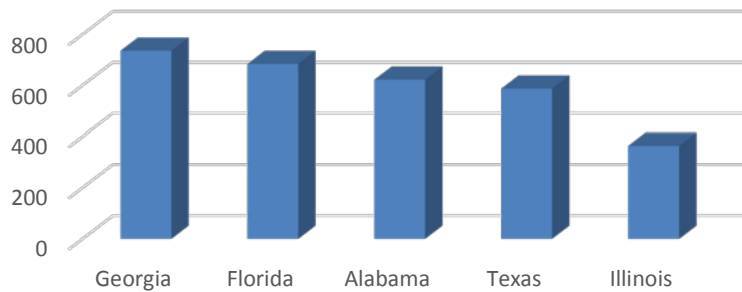
Crave adventure? Find an endless supply by the sparkling waters of your #RealFunBeach.

Fun in the sun [Learn More](#) Heart-racing fun

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

May Subscriptions	1,320
Total Subscriptions	34,385
Mailed to date (2017)	34,724

AIRPORT ACTIVITY Deplanements

<u>April</u>	<u>April</u>
<u>2017</u>	<u>2016</u>
41,967	41,864
<u>YTD 2017</u>	<u>YTD 2016</u>
89,949	90,844

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

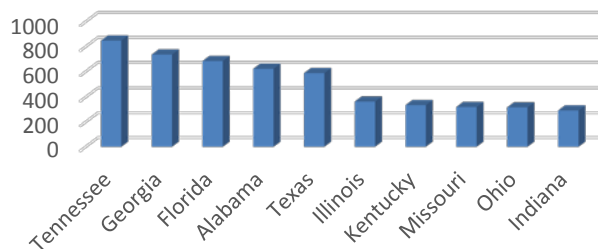
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
1,972	1,427

PANDORA RADIO

May unique listeners: 4,564
May hours listened: 2,658
CTR: 0.11%

INQUIRIES - Top States



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June 2017 Activity Dashboard

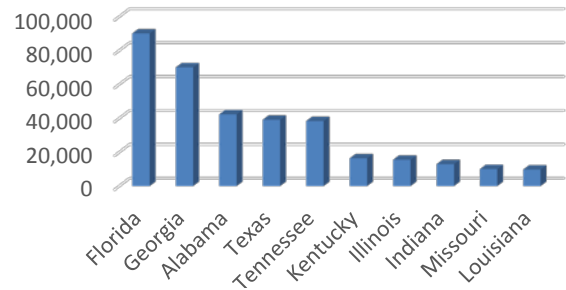
WEBSITE DATA

WEBSITE ACTIVITY*

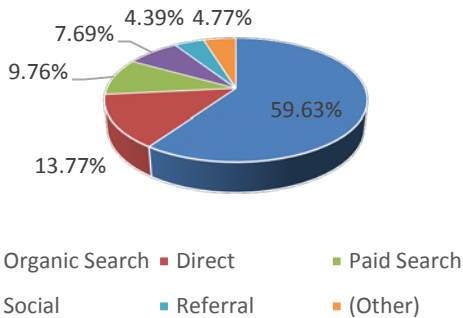
	2017	2016
Number of Sessions	424,857	411,787
Length of Session (minutes)	2:05	2:32
Page Views Per Session	2.22	2.26
% of Unique Visits	71.28%	61.4 %

WEBSITE VISITORS

Top States



WEBSITE TRAFFIC SOURCES

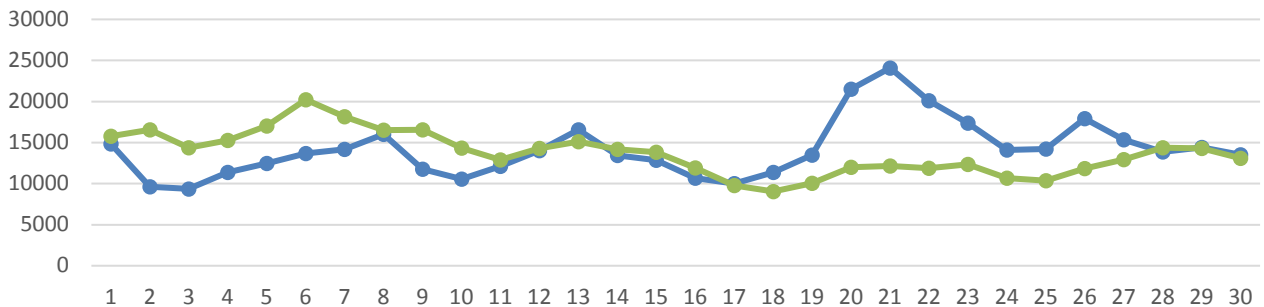


TOP WEB PAGES

1. webcam	109,199	6. placestostay	22,670
2. homepage	73,042	7. attractions	21,519
3. thingstodo	44,296	8. make it yours	19,831
4. events	34,139	9. CTS/register tow in	17,391
5. attractions&entertainment	24,341	10. rental properties	16,499

WEBSITE TRAFFIC - June

2016 vs. 2017



*A SSL certificate was purchased for the website which allowed it to transition from an HTTP to an HTTPS encryption. HTTPS provides visitors a more secure connection than the HTTP version. As a result, Google is planning an update to its Chrome browser whereby only sites using HTTPS can retrieve a person's geographic location. Due to this, VisitPanamaCityBeach.com has transitioned to the secure server and as expected there was a slight drop in traffic with this transition. We are monitoring site traffic and don't expect this update to effect next month's website traffic.

MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 5,030,083
 Earned Media 66,913,890
PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 928
 Impressions: 149k
 Total Followers: 36.8K

@ChasinTheSunTV New Followers: 9
 Impressions: 1,401
 Total Followers: 180

INSTAGRAM

@Visit_PCB New Followers: 900
 Total: 20.5K

@ChasinTheSunTV New Followers: 24
 Total: 451

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 491,848

Total Impressions: 11,448,169

City	Your Fans
Marietta, GA	6,959
Houston, TX	5,558
Columbus, GA	5,520
Nashville, TN	5,319
Atlanta, GA	5,162
Panama City, FL	4,680
Tallahassee, FL	4,183
Louisville, KY	4,019
Dothan, AL	3,812
Montgomery, AL	3,601

Chasin' the Sun TV

Likes: 3,283

Total Impressions: 55,830

City	Your Fans
Panama City, FL	239
Panama City Beach, FL	134
Lynn Haven, FL	77
Upper Grand Lagoon, FL	57
Panama City, Panamá ...	48
Jacksonville, FL	42
Houston, TX	37
Marietta, GA	32
Southport, FL	25
Montgomery, AL	21

FACEBOOK & INSTAGRAM—PAID

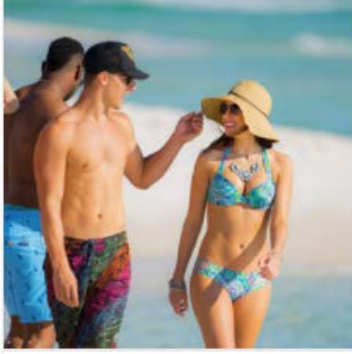

Facebook Impressions:

14,267,561

CTR: 1.24%

Visit Panama City Beach
April 28 at 10:35am · 🌐



When you're looking for a romantic escape, find relaxation and fun at the #RealFunBeach

Enjoy the view [Learn More](#) Dance the night away

Visit Panama City Beach
June 10 at 3:15am · 🌐



Ready for an eco-adventure? You'll discover countless ways to make it your #RealFunBeach

Enjoy our natural wonders [Learn More](#) Explore uncharted territory

Visit Panama City Beach
Sponsored · 🌐

Your family will never run out of ways to make it your #RealFunBeach

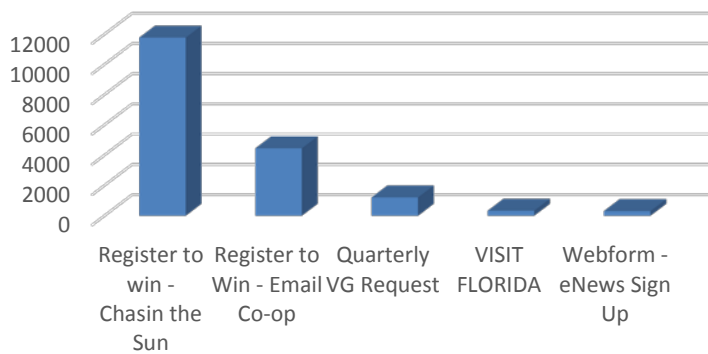
Have fun sunup to sundown [Learn More](#) Enjoy mouthwatering seafood

Visit Panama City Beach
April 20 at 2:38pm · 🌐

Visit Panama City Beach
April 28 at 10:35am · 🌐

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

June Subscriptions	2,173
Total Subscriptions	38,216
Mailed to date (2017)	57,803

AIRPORT ACTIVITY Deplanements

<u>May</u>	<u>May</u>
<u>2017</u>	<u>2016</u>
50,130	46,764
<u>YTD 2017</u>	<u>YTD 2016</u>
184,093	178,048

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

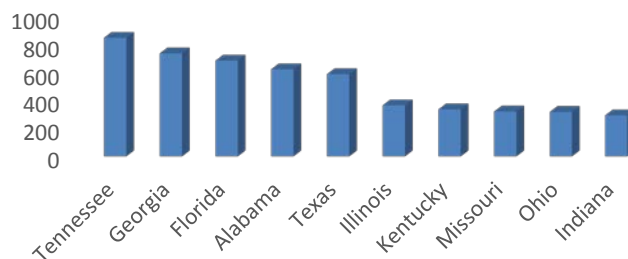
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
2,656	974

PANDORA RADIO

June unique listeners: 4,305
June hours listened: 2,995
CTR: 0.11%

INQUIRIES - Top States



July 2017 Activity Dashboard

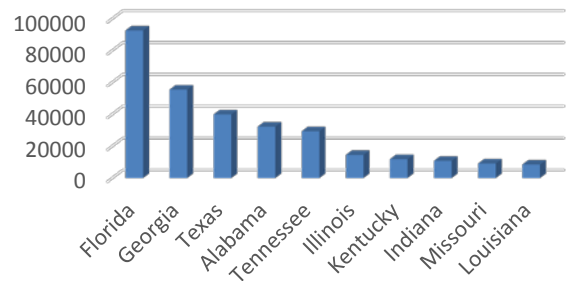
WEBSITE DATA

WEBSITE ACTIVITY*

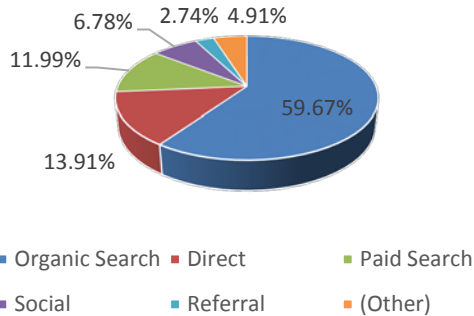
	2017	2016
Number of Sessions	376,811	398,901
Length of Session (minutes)	2:13	2:13
Page Views Per Session	2.01	2.05
% of Unique Visits	69.03%	65.30%

WEBSITE VISITORS

Top States



WEBSITE TRAFFIC SOURCES

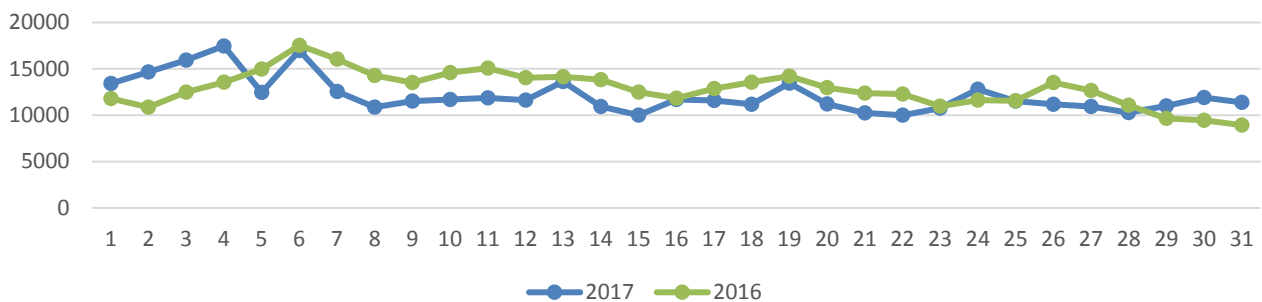


TOP WEB PAGES

1. webcam	73,853	6. attraction&entertainment	22,290
2. homepage	53,669	7. attractions	20,127
3. thingstodo	41,257	8. register to win	18,544
4. events	30,320	9. beaches/shell island	17,002
5. make it yours	25,998	10. places to stay	16,801

WEBSITE TRAFFIC - June

2016 vs. 2017



*A SSL certificate was purchased for the website which allowed it to transition from an HTTP to an HTTPS encryption. HTTPS provides visitors a more secure connection than the HTTP version. As a result, Google is planning an update to its Chrome browser whereby only sites using HTTPS can retrieve a person's geographic location. Due to this, VisitPanamaCityBeach.com has transitioned to the secure server and as expected there was a slight drop in traffic with this transition. We are monitoring site traffic and don't expect this update to effect next month's website traffic.

MEDIA DATA

MEDIA IMPRESSIONS

Paid Media 7,392,807
 Earned Media 68,659,775
PR Coverage Includes:



TWITTER

@Visit_PCB New Followers: 432
 Impressions: 85.5k
 Total Followers: 37.2K

 @ChasinTheSunTV New Followers: 2
 Impressions: 925
 Total Followers: 184

INSTAGRAM

@Visit_PCB New Followers: 600
 Total: 21.1K

 @ChasinTheSunTV New Followers: 38
 Total: 489

FACEBOOK—ORGANIC

Visit Panama City Beach

Likes: 512,552

Total Impressions: 29,480,061

City	Your Fans
Marietta, GA	6,959
Houston, TX	5,558
Columbus, GA	5,520
Nashville, TN	5,319
Atlanta, GA	5,162
Panama City, FL	4,680
Tallahassee, FL	4,183
Louisville, KY	4,019
Dothan, AL	3,812
Montgomery, AL	3,601

Chasin' the Sun TV

Likes: 3,337

Total Impressions: 96,982

City	Your Fans
Panama City, FL	282
Panama City Beach, FL	164
Lynn Haven, FL	70
Panama City, Panamá ...	46
Upper Grand Lagoon, FL	45
Jacksonville, FL	42
Houston, TX	37
Marietta, GA	28
Southport, FL	22
Tallahassee, FL	21

FACEBOOK & INSTAGRAM—PAID

**Facebook Impressions:
22,768,981**

CTR: 1.07%



In July, we reached a milestone of 500,000 likes on our Facebook page and celebrated by partnering with local businesses for a week-long prize giveaway to thank our loyal followers.

 **Visit Panama City Beach**
Sponsored · 

Romance, relaxation and fun are waiting for you at the #RealFunBeach.



Play in the sun

[Learn More](#)

Dive into romance

 **Visit Panama City Beach**
Sponsored · 

Family time is more fun under the sun. Make it your #RealFunBeach.



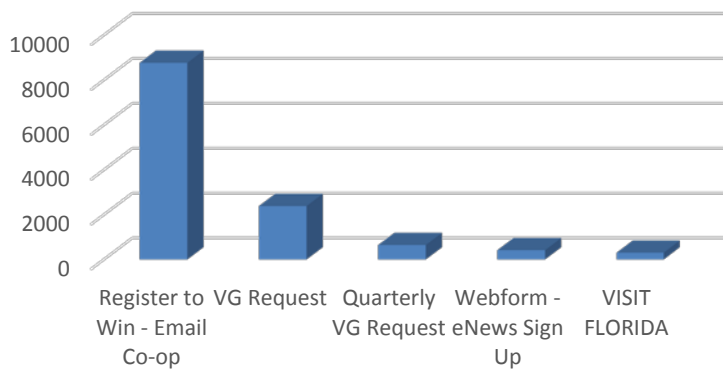
Unwind and play

[Learn More](#)

Sun, sand & fun

VISITOR DATA

INQUIRIES --Top Sources



VISITOR GUIDES

July Subscriptions	869
Total Subscriptions	39,177
Mailed to date (2017)	62,756

AIRPORT ACTIVITY Deplanements

<u>June</u>	<u>June</u>
<u>2017</u>	<u>2016</u>
51,376	48,251
<u>YTD 2017</u>	<u>YTD 2016</u>
235,469	226,299

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

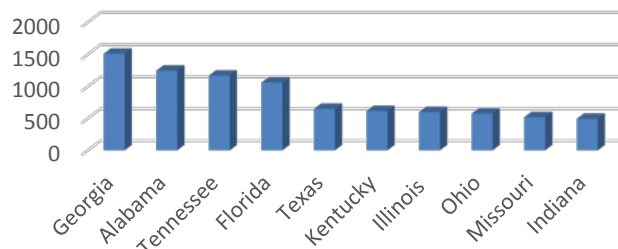
VISITORS

<u>Visitor Info Center</u>	<u>Airport Desk</u>
2,457	1,325

PANDORA RADIO

July unique listeners: 3,041
July hours listened: 4,457
CTR: 0.11%

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.