



2016 Real Fun Beach Summer
Campaign – Jayna Leach



Partner Roundtables



SAVE THE DATE

UPCOMING PARTNER WORKSHOPS

WEDNESDAY, APRIL 13 9AM

Search Engine Management

THURSDAY, APRIL 14 9AM

Social Media

TUESDAY, MAY 3 9AM

Editorial/ Public Relations

Locations will be determined and announced based on initial RSVP numbers, so please let us know if you'll be able to attend ASAP:

WWW.VISITPANAMACITYBEACH.COM/RSVP

In an effort to inform and support our partners with the changing world of search engine management & optimization, the CVB will be bringing in Senior SEO Analyst at Simpleview Inc., Sandee Jordan to cover a variety of topics including, best practices for SEO on responsive travel websites and Google's new algorithms and what it means for the travel industry.

The CVB is partnering with [Travel Mindset](#) and its blog influencers during our summer advertising campaign. In conjunction with the press trip, the Travel Mindset team will share its travel social media expertise our valued partners.

In celebration of Panama City Beach's 80th Birthday as a destination, the CVB will be hosting a media panel to share insight into travel trends and developments in the tourism industry with our valued partners on Tuesday, May 3.





Kristen Ordonez – Fahlgren Mortine



Summer Media Efforts

Our Markets

Television Markets

Louisville

Nashville

St. Louis

Indianapolis

Print Markets

South East Region

National

International

Digital and Facebook Markets

Alabama

Georgia

Kentucky

Tennessee

Mississippi

Texas (Dallas/Fort Worth,
Houston)

St. Louis

Indianapolis

Facebook Partnership

We established one of the first ever DMO partnerships with Facebook.

Through Mar 31, 2016 we have garnered the following results:

- 23,804,473 impressions delivered
- 0.99% click thru rate
- 1,470,873 total video views
- 1,605,183 engagements (like, share, comments) with posts
- 60,457 site sessions

This campaign will continue running through June 2016.



Digital Media: Performance To Date



Through March 31, we have:

- Generated awareness through 46,660,767 impressions.
- Garnered over 3.5M video views with a video completion rate of 55.92%.
- Achieved a click thru rate of .45% driving users to site, well above the industry average.
- Generated 81,883 site sessions, where users are viewing an average of 1.56 pages for an average duration of 48 seconds.
 - Since last months report site sessions have more than doubled
 - Average time spent on campaign landing page is 1:24

This campaign launched January 18. We will continue to monitor and make optimizations as the campaign continues.

Southwest: High Level Results To Date



Through March 31, 2016 we have garnered the following results:

- 28,361,384 impressions delivered
- 0.04% banner click thru rate
- 13,259,665 total video views
- 0.78% video click thru rate

This campaign will continue running through December 31, 2016.

Pandora Branded Station: High Level Results To Date



Through March 31, 2016 we have garnered the following results:

- 41,428 new listeners
- 17,830 returning listeners
- 8,913 hours of listening time

This campaign will continue running through December 31, 2016.

Additional Opportunities

Marketing Automation Overview



PCB plans to transition from a manual outbound “email blast” strategy to automated, opt-in conversations that lead to conversions.

Shift to single-topic, personalized messages with clear calls-to-action will establish excellent visitor experiences that, over time, build trust and affinity with the PCB brand.

Scrub email lists by removing old and invalid email addresses.

Determine **nurture tracks** along with desired messaging and outcomes for each track:

- Nurture track: Distinct series of email messages designed to move leads through the travel planning cycle
- Each subsequent message is determined by actions taken by lead as a result of previous email communication

Additional Opportunities

With additional dollars we recommend considering partnerships that would help enhance our current strategy



Cooperative Marketing

Continued Programs



Print

- Beaches, Resorts, and Parks
- Softball Magazine

Digital

- Southwest Airlines
- Trip Advisor
- PCB Site Retargeting
- Military Ad Network
- Regional Market Banners
- Travels Guide Inc.
- Consumer Sweepstakes Email

Social

- Facebook Carousel Ad
- Facebook Promoted Posts
- Instagram Takeover

New Programs



Print

- The Griffon

Digital

- Military Dedicated Email
- iExplore Dedicated Email
- BeachGuide.com Dedicated Email
- AL.com Dedicated Email
- AL.com Display Banners
- AL.com Long/Lat Impressions
- AL.com Content Marketing
- AL.com Retargeting

Radio

- Rick & Bubba Partnership





Gina Stouffer – LH&A





Panama City Beach

REAL. FUN. BEACH.

Recent Awards & Accolades

Southern Living



**Condé Nast
Traveler**



- “50 states, 50 dates: Romantic activities around the USA” – USA Today.com, 2016
- “The 10 Best Beaches in Florida” – CondeNastTraveler.com, 2016
- “The South’s Best Beaches” – SouthernLiving.com, 2016
- “Ten Beaches to Visit Now” – National Geographic Traveler, 2016
- “Top 10 U.S. Beaches” – TripAdvisor, 2016

April Events

Orlando Sentinel

March 30, 2016
UMV: 1,835,422

Florida travel calendar for April

April 20-24: Seabreeze Jazz Festival, Panama City Beach. This annual fest features the smooth sounds of contemporary jazz at Pier Park. The event, which typically attracts more than 20,000 fans, offers five days of jazz and a themed dinner cruise. Varied tickets and passes are available. Ticket prices vary. For more information, visit www.seabreezejazzfestival.com.

CMT

March 17, 2016
UMV: 12.9 million

Tickets Still Available for Pepsi Springjam in Florida

Tickets remain on sale for the inaugural Pepsi Springjam music festival taking place April 7-9 in Panama City Beach, Florida, with headliners including [Rascal Flatts](#), [Thomas Rhett](#) and [Chris Young](#).

Young headlines the April 7 show that also features Frankie Ballard, Cam, Drake White & the Big Fire, Blackjack Billy and Mo Pitney. Rhett headlines on April 8 after performances by Jerrod Niemann, Parmalee, Raelynn, Jamie Lynn Spears and Them Dirty Roses. Rascal Flatts will close out the festival on April 8 with Kelsea Ballerini, Brothers Osborne, Old Dominion, Kirstie Lovelady and Chuck Wicks

Additionally, [CMT Hot 20 Countdown](#) is heading to the festival to tape an episode to air the following weekend.

"We are thrilled to have [CMT Hot 20 Countdown](#) at the inaugural Pepsi Springjam music festival," says Dan Rowe, president and CEO of Visit Panama City Beach. "This partnership will give the CMT audience at home a glimpse of great music performed live in Panama City Beach."

"Panama City Beach has a rich tradition with country music and has inspired its share of hits over the years," says [CMT Hot 20 Countdown](#) host Cody Alan. "We are excited to come to Panama City Beach for this year's incredible lineup."

Tickets are available for purchase online and are expected to sell out. Single day tickets start at \$59 and are available while supplies last. Three-day individual general admission tickets start at \$79 and military tickets start at \$69. VIP tickets which grant access to the area directly in front of the main stage start at \$199.

Lodging packages, which include Panama City Beach accommodations for Pepsi Springjam and preferred lodging tickets, begin at \$169 with over 15 individual properties to choose from including beachfront multi-bedroom condominiums overlooking the Gulf. Preferred lodging tickets, available only through package purchase, grant access to the special viewing area between general admission and VIP sections.

Lodging packages and individual ticket information are available at <http://springjampcb.com/>.

Chicago Tribune

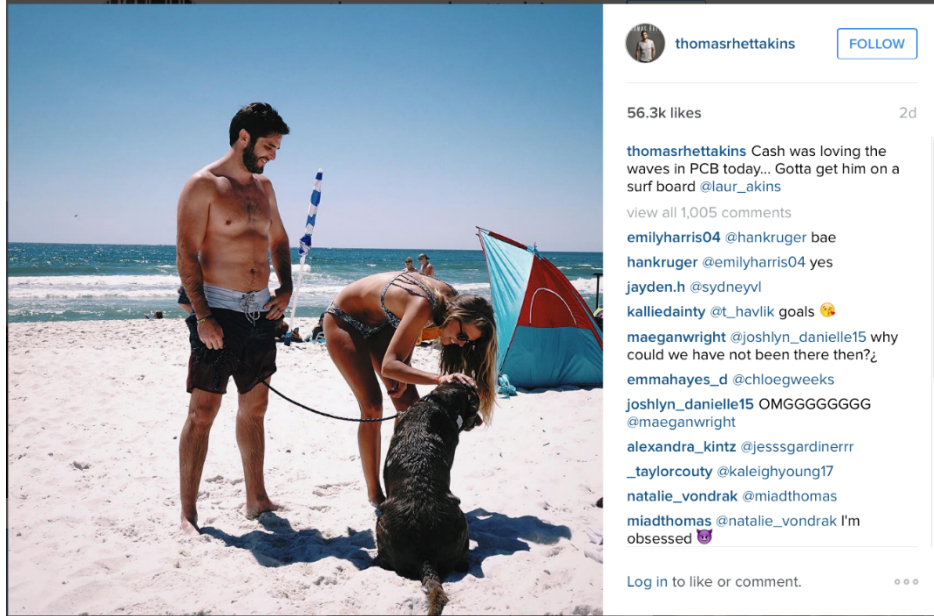
April 3, 2016
Circ.: 781,324

Big events in April

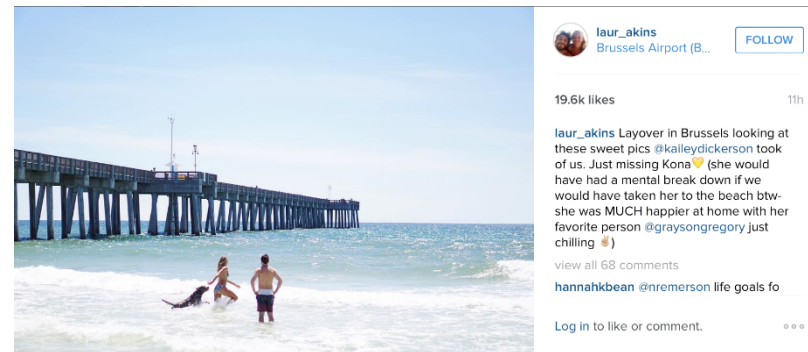
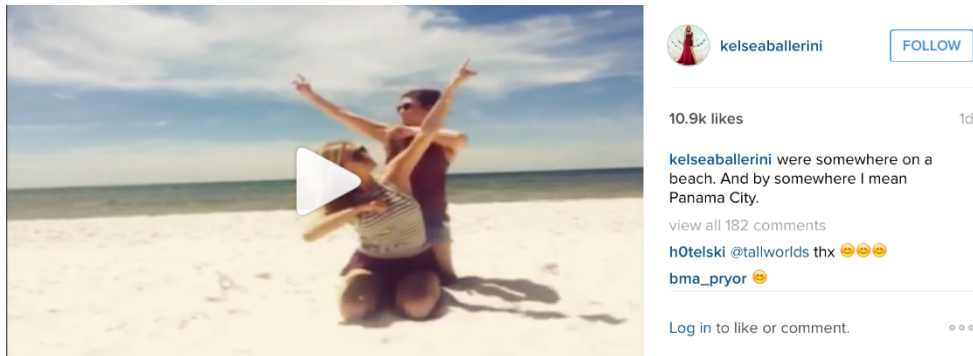
April 7-9: SpringJam Music Festival, Panama City Beach, Fla., www.springjampcb.com. Country lineup led by Chris Young, Rascal Flatts and Jamie Lynn Spears.

Spring Jam Social Media

Artists' posts during and after the festival (mentioning or showing Panama City Beach) reached more than 4 million people



<https://www.facebook.com/thomasrhettmusic/videos>



International Press Trip

- Phil Mack, Keep It Country TV (Europe's only Country Music Channel)
- Deidre Grant, Tour America
- Neil Leslie, Sunday World (Editor) of Ireland's largest newspaper. (Their equivalent to USA Today)



Media Mission: April 20 – 22, 2016

Atlanta, GA:

- Charles Bethea, Wall Street Journal Personal Journal
- Ken Benefield, Southbound
- Apryl Thomas, AAA publications & Southern Hospitality
- Rich Porter, The Weather Channel
- Jan Schroder, TravelGirl Magazine
- Holly Steel, Atlanta Journal Constitution (AJC)

Birmingham, AL:

- Laura Kostelny, Country Living
- Valerie Luss, Southern Living
- Carol Muse Evans, Birmingham Parent

Birmingham
Parent

THE WALL STREET JOURNAL.

INSPIRATION FOR TODAY'S WOMEN
travelgirl
magazine

Atlanta
MAGAZINE

Southern Living
Modern Life. Southern Style.

**The
Weather
Channel**

Southern Hospitality
TRAVELER

**Country
Living**

Southbound

80th Anniversary & Editorial Panel: May 3, 2016



Elizabeth Harryman is the Travel Editor of Westways, the magazine of the Auto Club of Southern California. She's also Travel Editor of the six other AAA magazines that the Auto Club publishes. Prior to joining Westways, she was a Travel Editor for the TODAY show.



Lynn O'Rourke Hayes is a Contributing Columnist covering Family Travel for The Dallas Morning News and is also the owner and editor of FamilyTravel.com.



Karen Cicero is a Contributing Food and Nutrition Editor for Parents Magazine. Prior to joining the publication in 2007, she was the Nutrition Director for Shape Magazine.

“Chasin’ the Sun” Release to Reality



Panama City Beach Announces “Chasin’ the Sun” Fishing Show

PANAMA CITY BEACH, Fla., November 10, 2015 – The white-sand beaches and emerald green waters of [Panama City Beach](#) will be featured on 13 original episodes of a new coastal lifestyle television series entitled “Chasin’ the Sun,” airing in early 2016 on the Sportsman Channel Red Wild + Blue. Visit Panama City Beach is teaming with the Bay County Outdoors production team, whose principals’ credits include work with ESPN Outdoors, NBC Sports, Destination America, and the Sportsman Channel, to produce the show.

The episodes of “Chasin’ the Sun” set to air on the Sportsman Channel are filmed in Panama City Beach and showcase the diverse fishing, diving, and dining opportunities of the area.

“The Sportsman Channel is the fastest growing outdoor network and reaches millions of households across the country,” says Visit Panama City Beach President and CEO Dan Rowe. “Through the ‘Chasin’ the Sun’ series, we’re able to provide America with a glimpse of our beautiful destination while highlighting the many outdoor activities, events, and fun that take place here year round.”

Chasin’ the Sun is hosted by Justin Leake and Aleese Maples. Leake is a native of the Florida panhandle, a licensed captain and owner of a fishing guide service. Maples, also a licensed captain, earned her degree in Environmental Policy before moving to Panama City Beach to make her living as a PADI divemaster. Through the support of Panama City Beach business pillars Half Hitch Tackle and coastal lifestyle clothing retailer Hy’s Toggery, top national brands are being brought to the show, including AFTCO, Guy Harvey Sportswear, Costa sunglasses, YETI Coolers, Shimano, Jackson Kayak, and Yo-Zuri.

Sportsman Channel launched in 2003 and prides itself on providing more hours of fishing and hunting programming than any other network. The 13 episodes shot in Panama City Beach will feature popular fish species such as redfish, cobia, pompano, grouper, snapper, tarpon and kingfish, just to name a few. The show is set to premiere on January 3, 2016 and weekly episodes will air on Sunday afternoons, with replays on Tuesday and Thursday mornings.

Chasin’ the Sun preview: <https://www.youtube.com/watch?v=Uq70Q5GH0Ng>

Chasin’ the Sun website: www.ChasinTheSunTV.com



January 21, 2016
UMV: 45,875

TELEVISION

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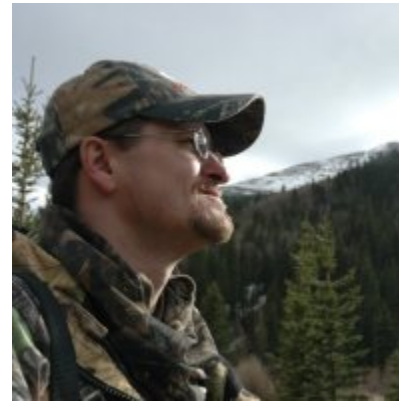
Group Fishing Press Trip: May 12-15, 2016



Gary Garth is a contributing editor for Field & Stream and also a blogger for Gary Garth's Outdoors. His work appears in The Courier-Journal in Louisville, KY and other outlets.



Bryan Hendricks is the Outdoors Editor for the Arkansas Democrat-Gazette in Little Rock, AR and covers Hunting, Fishing and other Outdoor Recreation activities in the "Arkansas Sportsman" column.



Paul Rackley is the Editor for Game & Fish covering Florida Game & Fish, Alabama Game & Fish, Georgia Sportsman and Mississippi/Louisiana Game & Fish.



Tom Bie is Editor in Chief and Publisher of The Drake Magazine and focuses on fishing in the U.S.

Tell the Story

Economic Impact of Year-Round Success

- Accommodations Investment
- Infrastructure Investment
- Air Route Investment

HOTELS
PASSION FOR HOSPITALITY

WALL STREET
JOURNAL

LODGING
sports
DESTINATION MANAGEMENT™
Essential Planning & Location Strategies for Sports Event Organizers

**Florida
Trend**

**Bloomberg
Businessweek**

Summer Consumer Pitch Themes

- Summer Events for All Ages
- Sports Cations for the Whole Family
- Fishing and the Outdoors Activities

Key Markets of Focus :

Dallas	Nashville
Houston	St. Louis
Birmingham	Atlanta
Indianapolis	Chicago

Fall Press Trips

- Pepsi Gulf Coast Jam
- Pirates of the High Seas Fest
- Individual Visits

Birmingham

NASHVILLE
LIFESTYLES

Parents

Southern Living

The Dallas Morning News



**The Atlanta
Journal-Constitution**

Gulf Coast Jam 2016

The Rolling Stone logo is displayed in a stylized, white, serif font with a drop shadow, set against a dark brown rectangular background.

March 1, 2016
UMV: 61,668

Eric Church, Brad Paisley Lead Gulf Coast Jam Lineup

Back for a fourth year, the Pepsi Gulf Coast Jam will bring nearly two dozen country artists and Southern rockers to Frank Brown Park in Panama City Beach, Florida. Eric Church, Brad Paisley, Jake Owen and Lynyrd Skynyrd top the festival's lineup, with more than 75,000 fans expected to attend the three-day event over Labor Day weekend.

Brett Eldredge, the Band Perry, Granger Smith, Sara Evans, Tyler Farr, A Thousand Horses, *Nashville* TV star Charles Esten, Neal McCoy, Mark Chesnutt, Darryl Worley, Colt Ford, Dylan Scott and Craig Campbell are also slated to play the Jam. Located blocks away from the Gulf of Mexico, the festival is one of the more picturesque country concerts of the year, as well

as one of the longest-running in the Bible Belt.

Last year, Lady Antebellum, Keith Urban and Miranda Lambert all headlined the festival. When the Gulf Coast Jam returns on September 2nd, it'll be part of a slimmed-down country festival season, with similar events like *FarmBorough* and Big Barrel throwing in the towel after one-off events last year. Still, other festivals appear to be thriving, with Washington state's mid-summer Watershed Festival selling out the first of its two weekends.

The Chicago Tribune logo is written in a classic, blue, serif font.

March 28, 2016
UMV: 16.8 million

11 summer vacation ideas - and why you should book now

•Florida is more than just Mickey Mouse. The Panhandle area boasts white-sand beaches galore, among other attractions. Fans of the Blue Angels don't have to wait for the aerobatic team to come to an air show near them. The Angels are based in Pensacola, and when they're not on the road, they do practice shows from March until mid-November at Naval Air Station Pensacola. The National Naval Aviation Museum has a viewing area, or just spread your towel on the sand at a beach and enjoy the show. Farther east from Pensacola, country music fans can get their fix Sept. 2-4 at the Pepsi Gulf Coast Jam in Panama City Beach. Headliners this year are Brad Paisley, Eric Church and Jake Owen. Info: www.gulfcoastjam.com



Sandee Jordan - Simpleview



Organic Performance Review

Sandee Jordan
Senior SEO Analyst



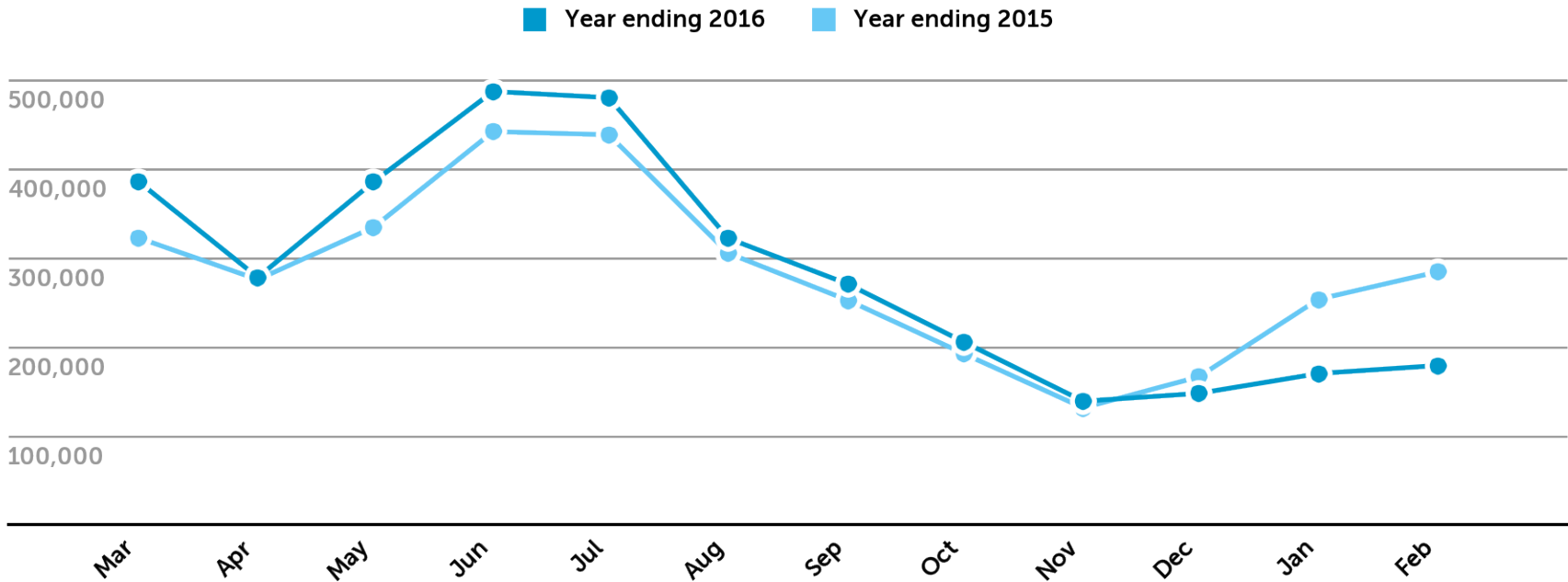
Agenda

- › Year over Year Performance
- › Trends in DMO Search Traffic
- › Measuring the Effect
- › Our Response



Traffic Trends

YoY Sessions by Month

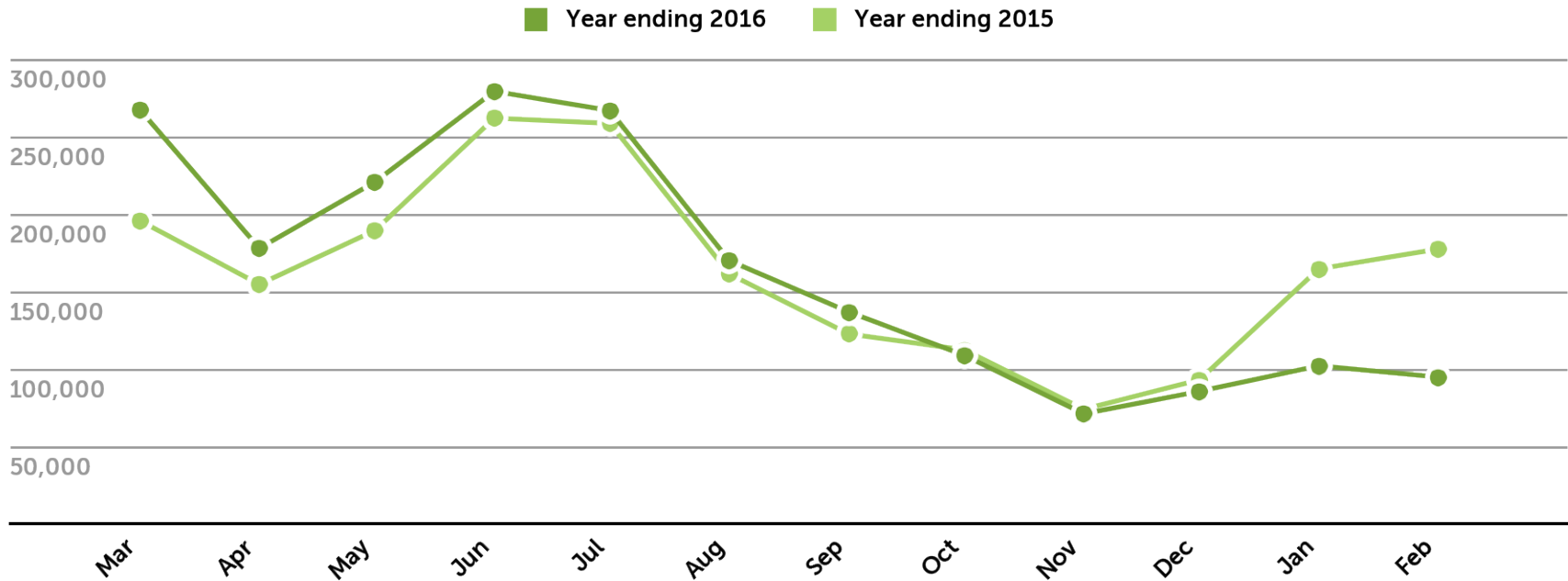


YoY Growth: 2%



Traffic Trends

YoY Organic Search Sessions by Month

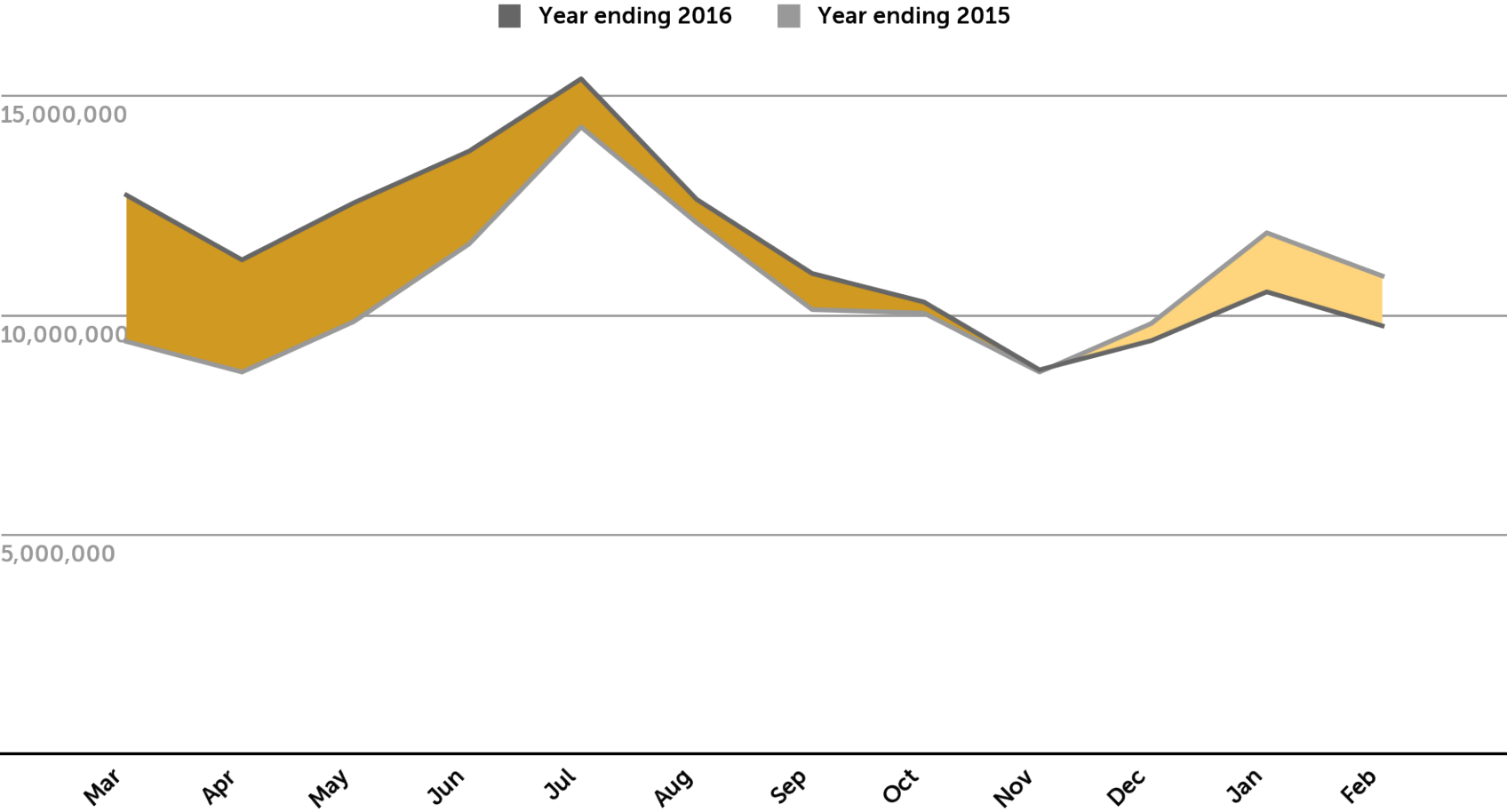


YoY Growth: 1%

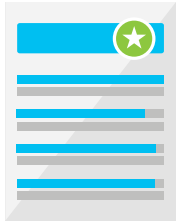


Industry Organic Trends

YoY industry Search Sessions by Month



Traffic Sources



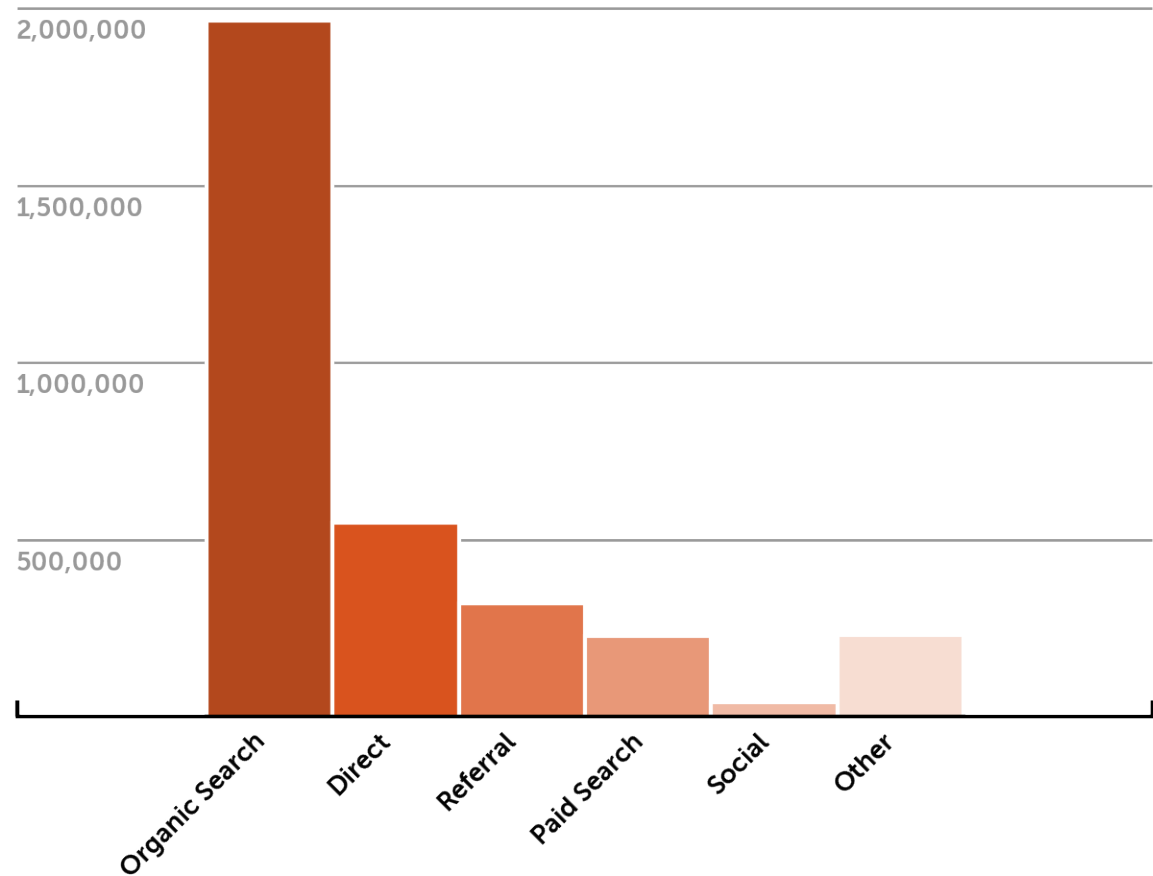
Source Analysis:

Organic Search traffic is the number one source of traffic to your website.

Continued growth in this traffic medium is dependent on a successful SEO program.

In 2016 we have an additional focus on social media content to boost year over year visitation.

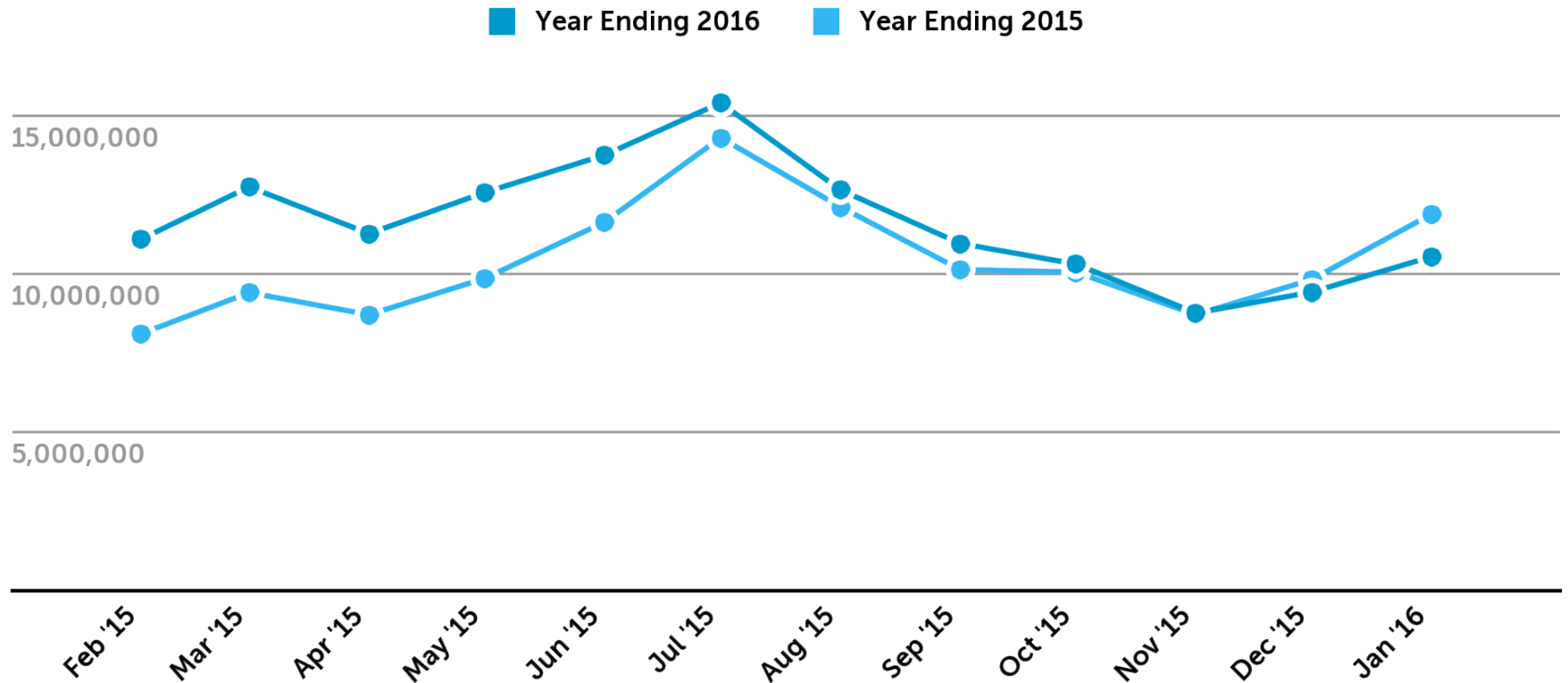
Sessions by Medium



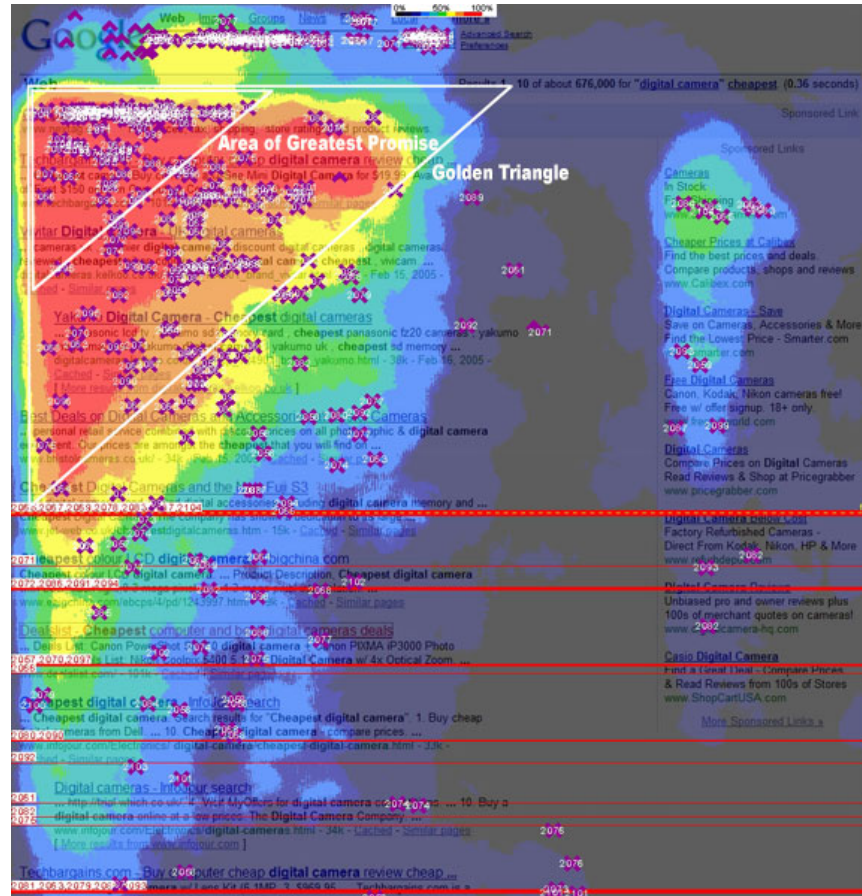
Trends in DMO Search Traffic

Shrinking Organic Search

DMO Organic Search Traffic Trend



The Golden Triangle



SERPS CHANGES



“Events” SERP

Google events in panama city beach Desktop

All Maps News Shopping Images More Search tools

New Events Carousel
Panama City Beach / Events

Fri, Apr 8 12:00 PM	Jamie Lynn Spears Aaron Bessant Park	Sat, Apr 9 2:00 PM	Old Dominion
Fri, Apr 8 7:00 PM	Jerrod Niemann	Fri, Apr 15 12:00 PM	Audien Pier Park
Sat, Apr 9 7:00 PM	Brothers Osborne The Resort Collection	Fri, Apr 15 7:00 PM	Seven Lions
Sat, Apr 9	Rascal Flatts Aaron Bessant Park	Fri, Apr 8 5:00 PM	Live Music, H Acme Ice Hous

Panama City Beach Events | Mardi Gras, Live Music
www.visitpanamacitybeach.com/events/ #1 Organic result...
From pirate festivals to mardi gras, Panama City Beach has a variety of exciting events for visitors and locals alike. View our local events calendar.

Events and things to do in Panama City Beach, FL - concerts ...
eventful.com/panamacitybeach/events
Find things to do in Panama City Beach, FL. Eventful provides the most popular

Events panama city beach Mobile

ALL MAPS NEWS IMAGES VIDEOS SHOPPI

Panama City Beach / Events

Jamie Lynn Spears Aaron Bessant Park	Fri, Apr 8 12:00 PM	>
Jerrod Niemann	Fri, Apr 8 7:00 PM	>
Brothers Osborne The Resort Collection	Sat, Apr 9 7:00 PM	>
Rascal Flatts Aaron Bessant Park	Sat, Apr 9	>

Panama City Beach Events | Mardi Gras, Live Music
www.visitpanamacitybeach.com/events #1 Organic result...
Mobile-friendly - From pirate festivals to mardi gras, Panama City Beach has a variety of exciting events for visitors and locals alike.

SERPS CHANGES






“Things to Do” SERP


Google things to do in panama city beach Desktop



All Maps Shopping Images News More Search tools

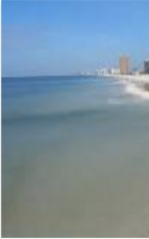
New Carousel Now Expanded to Other Searches

Panama City Beach / Points of interest

Gulf World Marine Park Tropical garden & sea life attraction		St. Andrews State Park Swimming, boating & camping resource
Shipwreck Island Waterpark Tropical-themed water park		Miracle Strip Amusement Park Amusement park
Pier Park Shopping		Man in the Sea Museum Scuba diving history & science

WonderWorks Things to do - WonderWorksonline.com
Ad www.wonderworksonline.com/ 
Visiting Panama City Beach? WonderWorks is the best thing to do
Buy Tickets Online - Ropes Challenge Course - Lazer-Tag
📍 9910 Front Beach Rd, Panama City Beach, FL - (850) 249-7000

The Top 10 Things to Do in Panama City Beach ...
https://www.tripadvisor.com/Attractions-g34543-Activities-P...  TripAdvisor 
Book your tickets online for the top things to do in Panama City Beach, Florida on



Google things to do panama city beach Mobile

ALL MAPS IMAGES NEWS VIDEOS SHOPPING


Panama City Beach / Points of interest

Gulf World Marine Park
Tropical garden & sea life attraction

Shipwreck Island Waterpark
Tropical-themed water park

Pier Park
Shopping

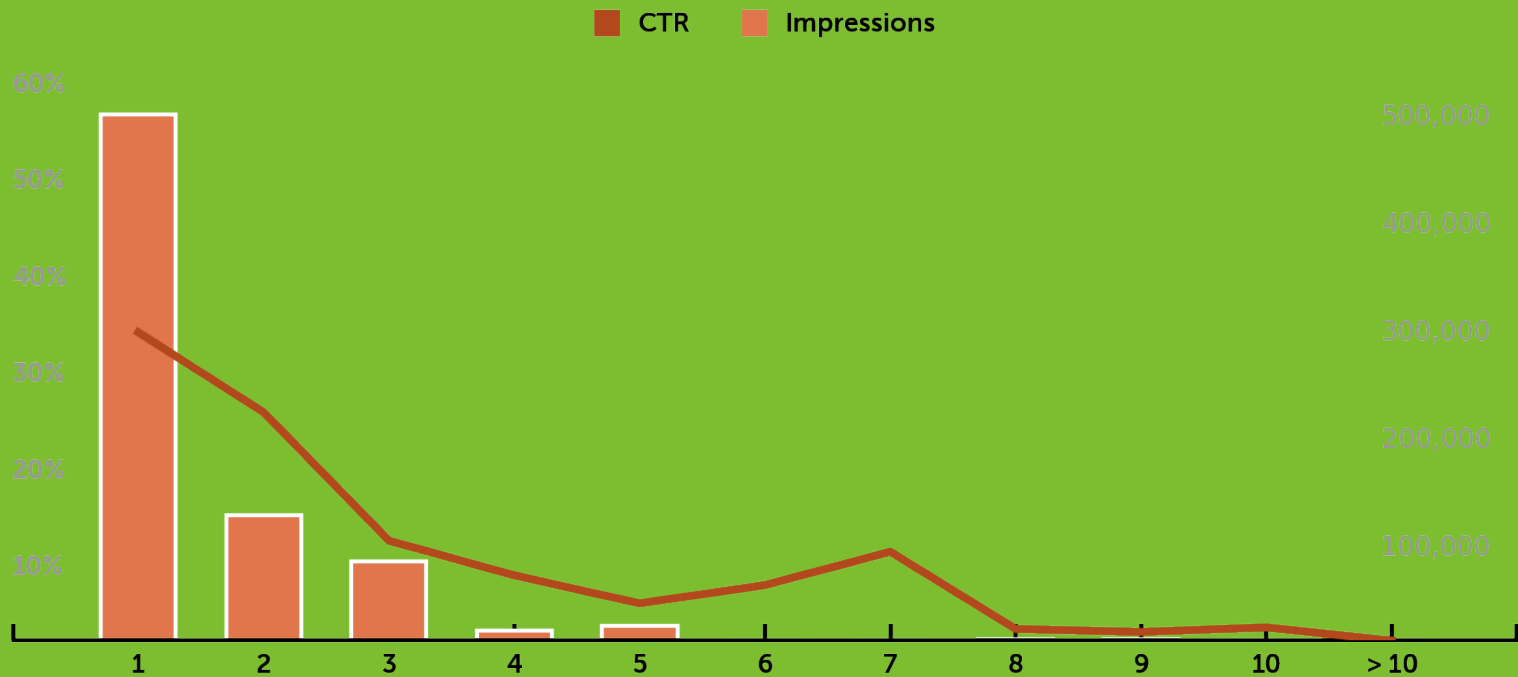
The Top 10 Things to Do in Panama City Beach - TripAdvisor - Panama City Beach, FL Attractions - Find What to Do Today, This Weekend, or in April
TripAdvisor > Attractions-g34543-Activi... #1 Organic result



Measuring the Effect

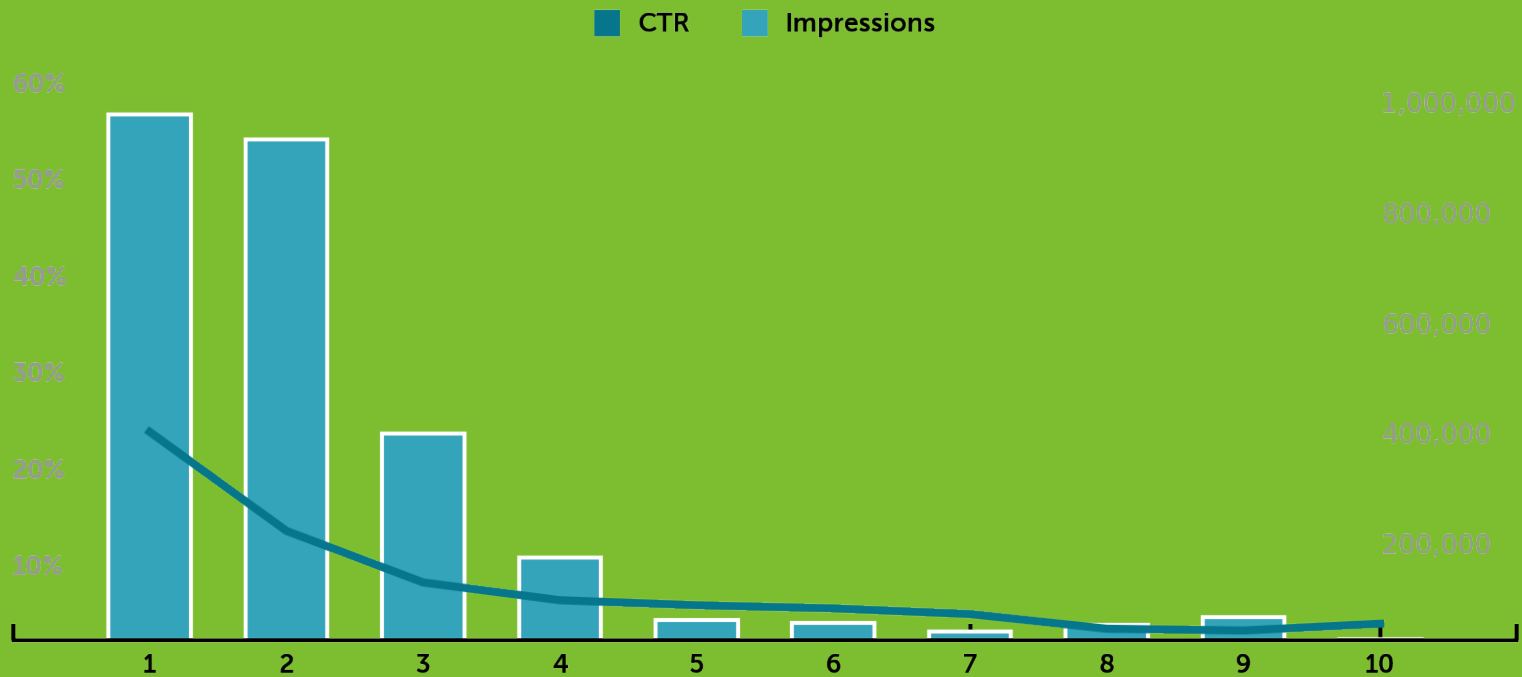
CTR: “Events”

CTR & Impressions by Rank: Events



CTR: “Things to Do”

CTR & Impressions by Rank: Things to Do



PCB & Organic Search

What do these SERP elements have in common?

Hampton Inn & Suites Panama City...
Days Inn Panama City Beach/Ocean Front
Holiday Inn Resort

Sun, Apr 17

Price ▾ Rating ▾ Hotel class ▾

Holiday Inn Resort Panama City Beach
4.3 ★★★★★ · 3-star hotel
Modern rooms with balconies & free WiFi
11127 Front Beach Rd
Free Wi-Fi

Hampton Inn & Suites Panama City Beach
4.2 ★★★★★ · 2-star hotel
Modern hotel with an outdoor pool
13505 Panama City Beach Pkwy

Panama City Beach
City in Florida

Panama City Beach is a waterfront town and vacation destination in northwestern Florida. It's known for miles of sandy beaches fronting the Gulf of Mexico and raucous spring-break parties. Popular theme parks include Gulf World Marine Park, offering swimming with dolphin experiences, and Shipwreck Island Waterpark, featuring waterslides and pools. St. Andrews State Park is one of 2 protected nature preserves

[view flights](#)

Panama City Beach / Events

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Sat, Apr 9 7:00 PM	Brothers Osborne The Resort Collection	Fri, Apr 15 7:00 PM	Seven Lions	Sat, Apr 9 6:00 AM	Farmer's Market to the Tab Rosemary Beach Cottage Rentl
Sat, Apr 9	Rascal Flatts Aaron Bessant Park	Fri, Apr 8 5:00 PM	Live Music, Happiest Hours... Acme Ice House	Sun, Apr 10 11:00 PM	Wacky Hair Creations Rosemary Beach Cottage Rentl



PCB & Organic Search

All present easily
parsed, mostly
factual information

Panama City Beach
City in Florida

Panama City Beach is a waterfront town and vacation destination in northwestern Florida. It's known for miles of sandy beaches fronting the Gulf of Mexico and raucous spring-break parties. Popular theme parks include Gulf World Marine Park, offering swimming with dolphin experiences, and Shipwreck Island Waterpark, featuring waterslides and pools. St. Andrews State Park is one of 2 protected nature preserves

Panama City Beach / Events

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Fri, Apr 8 7:00 PM	Jerrold Niemann	Fri, Apr 15 12:00 PM	Audien Pier Park	Thu, Apr 14 5:00 PM	Live Music, Ladies' Night, . Acme Ice House km/h), 24% Humidity
Sat, Apr 9 7:00 PM	Brothers Osborne The Resort Collection	Fri, Apr 15 7:00 PM	Seven Lions	Sat, Apr 9 6:00 AM	Farmer's Market to the Tab Rosemary Beach Cottage Rent
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Our Response

Editorial Content Is...

- › Hard to make it good
 - › Local experts are best equipped
- › Not automatable
- › Not easily parsed and spit back out



...Be a Friend



RESPONSE



...Editorial Content

PANAMA CITY BEACH BLOG

FIND THE FUN!

Thursday, March 17, 2016 10:48 AM by Visit Panama City Beach



"Insiders' Tips" from the locals

We've gathered the best local advice to help you get the most out of your Panama City Beach vacation.

1. Local [fishing guides](#) can teach you how to fish from a kayak or stand up paddleboard. They promise fish look bigger caught this way! Pier fishing is easy and affordable fun, and a good captain on a chartered trip can "put you on the bite" no matter the season!
2. When [renting a boat](#), ask how to recognize shallow water, and get a few pointers on the rules of the road to avoid running aground. Consider docking your boat at a waterfront restaurant and enjoying a great meal on your way to [Shell Island](#)!



Questions?