

MEDIA PLAN

FY27

2027 | PANAMA CITY BEACH



PRESENTED JULY 30, 2026

TODAY'S AGENDA

Media Strategy & Measurement

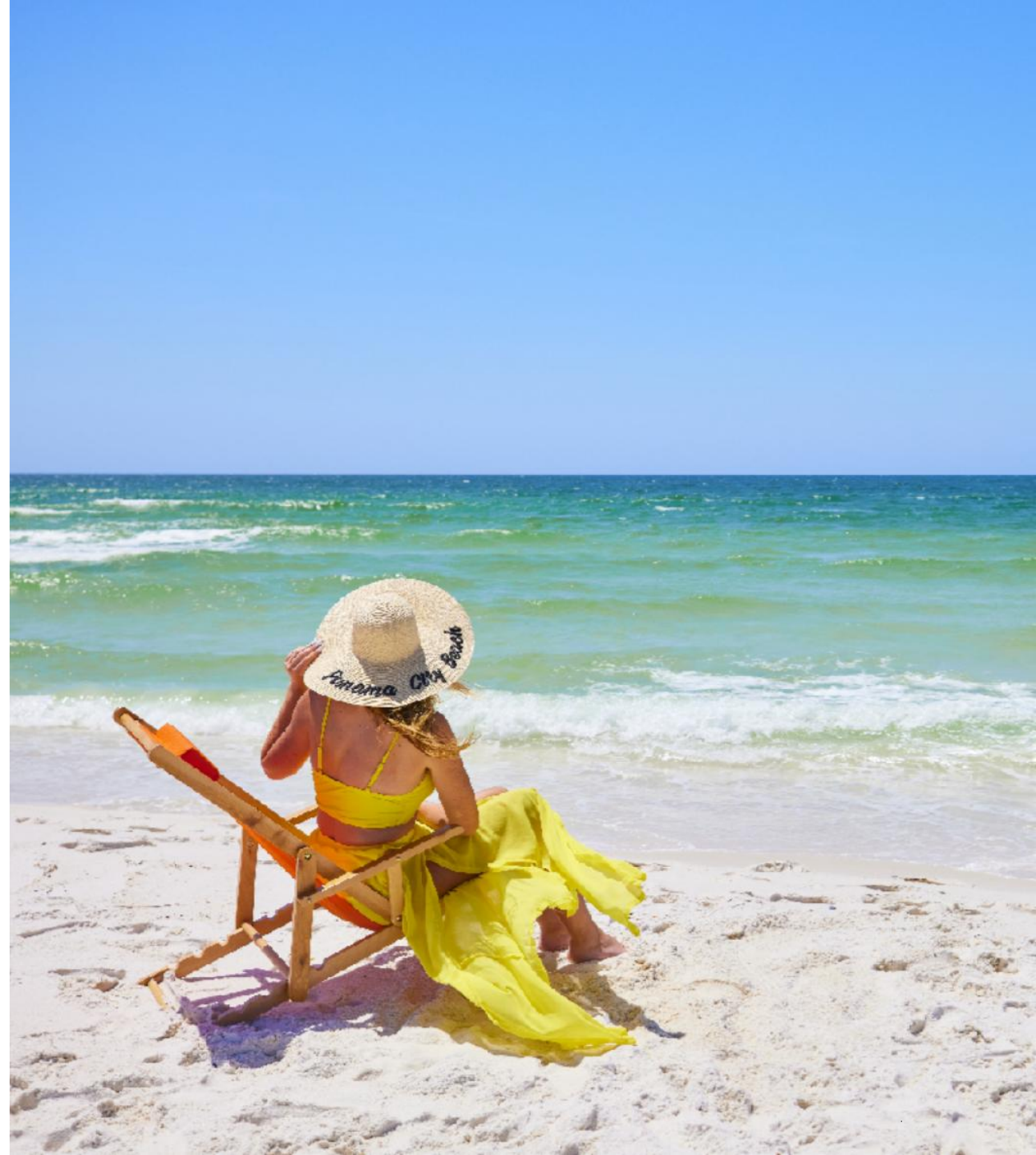
- Audience
- Market Recommendation

Media Plan Recommendation

- Paid Social
- Partners
- Winter Residents
- Always On
- Fun For All
- Anti Takeovers
- Sales and Sports
- Double Red Flag/Beach Safety
- Rising Tide Scholarship

Quarterly Plans

Next Steps



MEDIA STRATEGY

FY27 MEDIA STRATEGY

Objective: Enhance brand awareness and perception of Panama City Beach among targeted audiences in both core and emerging markets, while embracing adaptability and innovation in all executions.

- Support New Initiatives
- Maintain Impact within Existing Initiatives
- Align media investment with audience behavior
- Flexible Buying
- Pulse Campaigns and Event Support
- Competitive Conquesting
- Optimize Campaigns
- Data-Driven Decisions

Measurement of Success

For paid media performance we will monitor these metrics as indicators of success:

- New sessions to website
- Engagement metrics



WHAT'S DIFFERENT IN FY27

- Flat media budget working across a broader range of campaigns and initiatives
 - Thoughtful reductions in some areas to create room for new priorities and maintain comprehensive support throughout the year
 - The plan was carefully refined based on data, performance, and learnings from previous years
- Key Highlights
 - No Gulf Coast Air Show in FY27, budget reallocated
 - Adding several Paid Social efforts & extending some for annual presence (Merch Store, Sports Park, For the Love of PCB)
 - Reserving funds to support upcoming new efforts like Coffee Trail and Boardwalk Sign Sweepstakes
 - Strategic investment reductions across Pinterest, Competitive Conquering Display, and Priceline/Booking.com based on performance history

REACHING OUR KEY AUDIENCE SEGMENTS

Prospecting first-time visitors and retargeting past visitors giving them another reason to visit to PCB, we align campaign timing, messaging, and targeting to reach core segments during their unique planning windows.



Summer Families



Young Families



Couples



Winter Residents



Long Weekend
Families



Sports Families

CAMPAIGNS FY27

Overview of all initiatives supported with paid media to promote visitation and awareness of the destination

1. MIY
2. Competitive Conquesting
3. Winter Residents
4. UNwined
5. Mardi Gras
6. Pirate's Fest & Renaissance Fest
7. Beach Home for the Holidays
8. Beach Ball Drop
9. I am Thankful Boosted Posts
10. Christmas Travel/Gift of Here
11. 12 Stays of Xmas Boosted Posts
12. Valentine's Day
13. Co-Op
14. Mother's Day
15. Direct Flights
16. Snapper Season
17. Chasin the Sun
18. Visitor's Guide Lead Gen
19. PCB Perks
20. Double Red Flags
21. Beach Flag Safety
22. Tourism Scholarship Program
23. Weddings
24. Sales Department Support
25. Sports Department Support
26. Anti-Takeovers
27. Sports Park Paid Social **NEW*
28. PCB Merch Store **NEW*
29. For the Love of PCB **NEW*



PULSE & EVENTS



Pulse Campaigns

Thanksgiving

Holidays

Winter Residents

Mother's Day

Valentine's Day

PCB Perks

Snapper Season

Events

Pirate's Fest

Beach Home for the Holidays

Beach Ball Drop

Mardi Gras

UNwineD



MARKETS

MARKET SCORING

Key Takeaways

- New Orleans visitation peaks in very specific months
- New Orleans is currently in our Always On set
- Recommend moving to Seasonal based on visitation patterns

Which markets fell out of the top 25 and why

Dropped Top-25 Markets - Monthly Data Presence (FY26)														
Market	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	# Mos	Qualifies (≥6)
Mobile / Pensacola			•	•	•							•	4	No
Orlando				•									1	No
Miami													0	No
New Orleans				•				•			•		3	No
Dallas–Ft. Worth			•			•		•			•		4	No
Houston			•	•		•	•	•					5	No

Recommendation: Orlando, Miami, and New Orleans may not command any investment or attention. We see very little to no visitation or channel engagement with these markets. TX markets and Mobile/Pensacola are visiting and engaging, but very seasonally.

VACATION RENTAL FEEDER MARKETS



Note: this is vacation rental lodging data only; it does not include hotel lodging data

Key Takeaways

- AL, GA, TN remain crucial and top three states
- Michigan, Wisconsin, Minnesota remain key winter residents markets (added in FY26)
- Washington State = the Seattle/Expedia Attribution
- NY and D.C. dropped to rank #25 and #54: these visitors likely stay in hotels over rentals

RANK	Country	State	Guest Checkins	Avg. Booking Window	Avg. Length of Stay	ADR (Total)	Guest Nights
1	US	Georgia	8,854	53	4	\$355	39,932
2	US	Tennessee	5,699	66	5	\$337	30,967
3	US	Alabama	5,322	49	4	\$356	21,978
4	US	Kentucky	2,899	71	6	\$320	17,499
5	US	Indiana	2,312	78	7	\$260	17,015
6	US	Florida	1,726	67	4	\$313	8,260
7	US	Illinois	1,423	86	7	\$255	11,042
8	US	Texas	1,274	78	5	\$445	6,837
9	US	Ohio	1,245	101	8	\$273	10,346
10	US	Missouri	1,073	97	7	\$301	7,529
11	US	Louisiana	913	71	4	\$405	4,242
12	US	Michigan	890	114	13	\$173	11,647
13	US	Washington	835	54	4	\$257	4,061
14	US	Mississippi	824	58	4	\$368	3,741
15	US	Wisconsin	724	143	16	\$149	12,174
16	US	Arkansas	614	75	5	\$375	3,373
17	US	California	533	52	5	\$329	2,573
18	US	North Carolina	424	71	6	\$333	2,516
19	US	Minnesota	419	177	20	\$147	8,509
20	US	South Carolina	397	63	5	\$343	2,167

Website attribution performance by DMA/Metro Area

Tourism Economics | Exposure: Nov. 24, 2025–May 31, 2026 | Visits: Nov. 26, 2025–May 31, 2026

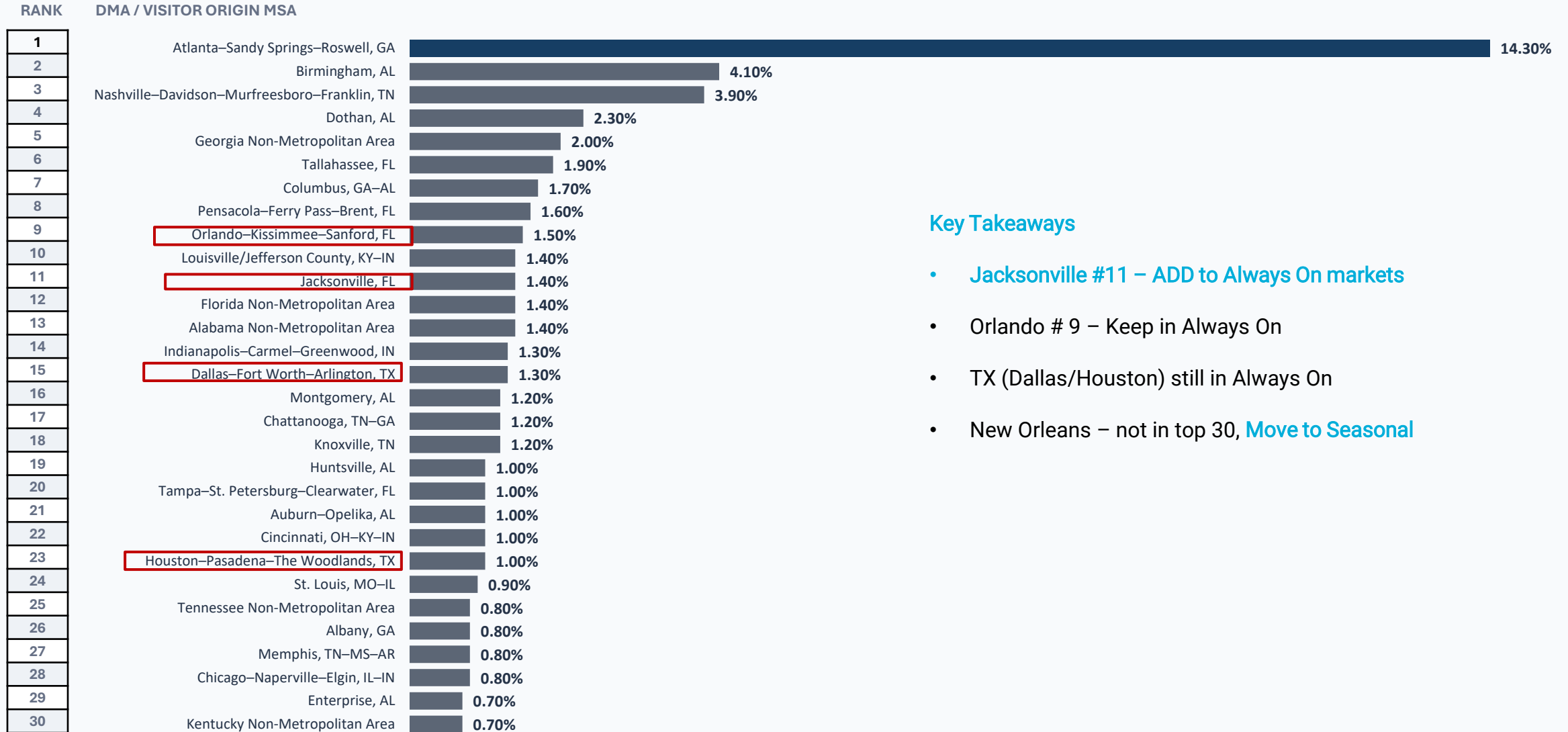
RANK	DMA / METRO AREA	MEASURABLE IMPRESSIONS	OBSERVED VISITS	VISITS PER 1,000
1	Panama City, FL	118,325	7,874	66.5
2	Atlanta, GA	257,743	2,125	8.2
3	Orlando–Daytona Beach–Melbourne, FL	219,497	1,906	8.7
4	Tallahassee, FL–Thomasville, GA	49,416	1,275	25.8
5	Tampa–St. Petersburg (Sarasota), FL	181,849	1,191	6.5
6	Birmingham (Anniston and Tuscaloosa), AL	107,315	925	8.6
7	Nashville, TN	100,651	823	8.2
8	Mobile, AL–Pensacola (Ft. Walton Beach), FL	51,318	817	15.9
9	Jacksonville, FL	57,048	706	12.4
10	Montgomery–Selma, AL	39,750	394	9.9
11	Indianapolis, IN	75,176	386	5.1
12	Huntsville–Decatur (Florence), AL	43,155	367	8.5
13	Chicago, IL	120,737	332	2.7
14	Knoxville, TN	47,750	270	5.7
15	Detroit, MI	58,061	265	4.6
16	Louisville, KY	45,240	239	5.3
17	New York, NY	246,340	236	1.0
18	Minneapolis–St. Paul, MN	47,004	233	5.0
19	St. Louis, MO	64,405	221	3.4
20	Cleveland–Akron (Canton), OH	37,748	209	5.5
21	Columbus, OH	39,887	207	5.2
22	Miami–Fort Lauderdale, FL	41,108	196	4.8
23	Dallas–Ft. Worth, TX	122,514	195	1.6
24	New Orleans, LA	56,380	193	3.4
25	Cincinnati, OH	47,155	181	3.8
26	Memphis, TN	38,689	168	4.3
27	Houston, TX	95,082	137	1.4
28	Philadelphia, PA	77,711	126	1.6
29	Washington, DC (Hagerstown, MD)	57,758	103	1.8
30	Boston, MA (Manchester, NH)	48,618	44	0.9

Key Takeaways

- Orlando still relevant – Keep in Always On
- Tallahassee still relevant – Keep in Always On
- **Jacksonville #9 – ADD to Always On markets**
- TX (Dallas/Houston) still in Always On
- NY rank #17 – Keep in Seasonal
- DC #29 – Keep in Seasonal
- New Orleans # 24 – **Move to Seasonal**

Top Visitor Origin MSAs

% share of trips: Time Period October 1, 2025 – May 31, 2026



Key Takeaways

- Jacksonville #11 – ADD to Always On markets
- Orlando # 9 – Keep in Always On
- TX (Dallas/Houston) still in Always On
- New Orleans – not in top 30, Move to Seasonal

FY27 MARKETS

- Continue to target state-level for Georgia, Alabama, Tennessee
- Move New Orleans to Seasonal (from Always On)
- Add Jacksonville to Always On

Always On

Core markets representing majority of year-round visitation.

Georgia Atlanta Columbus Albany Macon	Tennessee Chattanooga Nashville Knoxville
Alabama Birmingham Dothan Huntsville Mobile Montgomery Auburn Tuscaloosa	Other Tallahassee Tampa Orlando Jacksonville Dallas Houston Chicago St. Louis Louisville Indianapolis

Seasonal

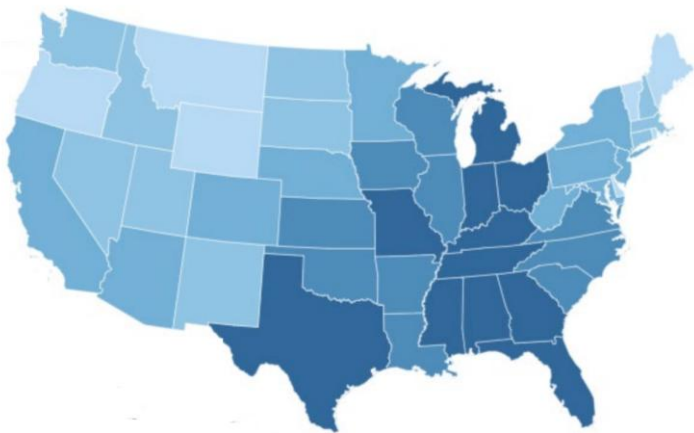
These markets travel to PCB in certain months and seasons and are included in media tactics at appropriate times of year.

Baton Rouge
Cincinnati
Detroit
New York
Washington, DC (holiday)
Jackson, MS
Lexington, KY
New Orleans

Opportunity

These markets are flexed as we see opportunity to reach competitor destination visitors, reach new visitors, and retarget those showing interest.

Austin
Newark
Columbus, OH
Kansas City
Little Rock
San Antonio
Lafayette, LA
Philly
Boston
Hattiesburg, MS

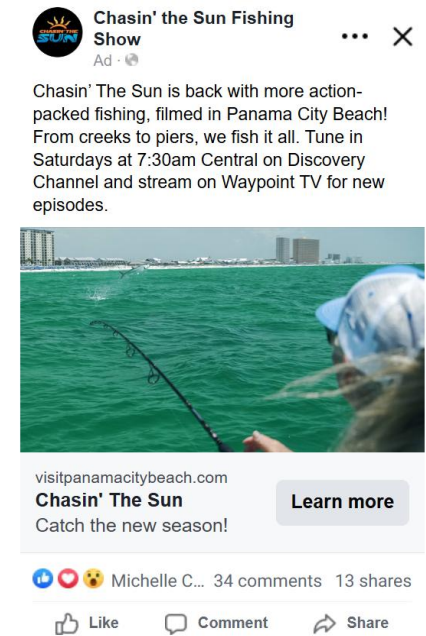


PAID SOCIAL

PAID SOCIAL: FY26 RECAP



- Tested two **new** social platforms in FY26 as part of the Anti-Takeover initiative: **Snapchat** & **TikTok**
- Top-performing Meta creative types in FY26 (through June):
 - Traffic campaigns: **Story ads** (9x16 images or videos)
 - Likes campaigns: **Video ads**
 - Event Response campaigns: **Static image ads**
- Chasin' the Sun Campaigns
 - The **HIGHEST** performing traffic campaigns in FY26 (through June), driving an overall **3.43% CTR**
 - The Jumping Fish image ad drove the **HIGHEST** overall CTR of any Meta ad in FY26 at **3.48%**
- Boosted Posts Engagement Rate
 - In previous years, we posted 8 images and 1 video leading up to Thanksgiving
 - In FY26, we posted 5 videos leading up to Thanksgiving and saw our **post engagements increase 350%**
- Pinterest Highlights
 - Weddings delivered an overall CTR of 1.19%, a **7% CTR increase** over FY25
 - Holiday delivered an overall CTR of 1.38%, a **41% CTR increase** of FY25

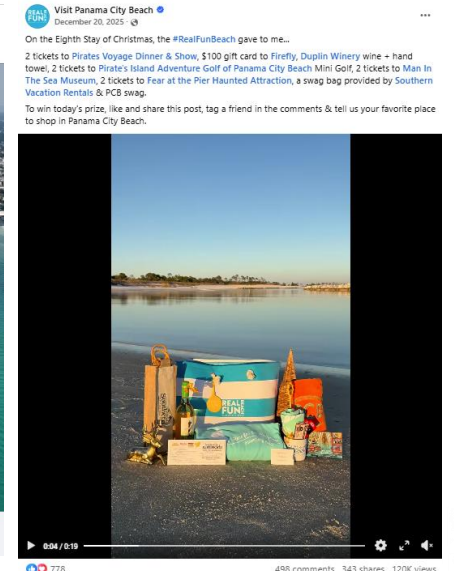
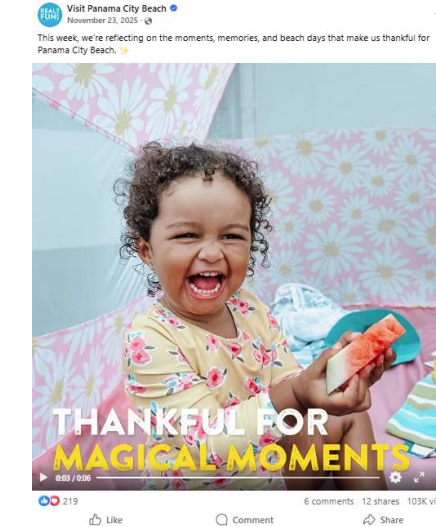


PAID SOCIAL: FY27 REC



In FY27, we will support **33 campaigns** in paid social. Along with:

- Expand and **evolve** campaigns like:
 - Sports Park
 - For the Love of PCB
 - UK Retargeting
- **Support NEW initiatives** in paid social like
 - PCB Merch Store
 - Boardwalk Sign Sweepstakes
 - Coffee Trail
- Recommend **boosting videos for Thanksgiving/Gift of here** as videos increased engagement by 350%
- Continue to support Anti-Takeover campaigns with the same social channels, as proven effective
- Continue to optimize and refine our targeting & retargeting tactics & consistent creative refreshes



PAID SOCIAL CAMPAIGNS FY27

1. MIY (Meta/ Pinterest)
2. Page Likes
3. Visitor's Guide
4. Event Carousels
5. Direct Flights
6. Chasin the Sun
7. [Merch Store](#)
8. Winter Residents
9. Competitive Conquesting
10. Pirate's Fest
11. Beach Home for the Holidays
12. Boosted Thanksgiving Posts
13. Gift of Here
14. Boosted Christmas Posts
15. Beach Ball Drop
16. Weddings (Meta/Pinterest)
17. LinkedIn Sales Team Support
18. Mardi Gras
19. UNwineD
20. Valentine's Day
21. Mother's Day
22. Snapper Season
23. PCB Perks
24. Rising Tides Scholarship
25. [Sports Park](#)
26. [For the Love of PCB](#)
27. [UK Retargeting](#)
28. [Boardwalk Sign Sweepstakes](#)
29. [Beachside Views and Coffee Brews](#)
30. Double Red Flags
31. Beach Safety Education
32. Anti-Takeover Teens
33. Anti-Takeover Parents of Teens

Visit Panama City Beach
June 18 at 11:57 AM · 🌐

Sugar white sand and turquoise waters await! Time to plan your Panama City Beach vacation getaway.

MAKE IT YOURS
REAL FUN BEACH
PANAMA CITY BEACH

VISITPANAMACITYBEACH.COM
Make It Yours!
At The Real. FUN. Beach.

4 shares 134K views

Visit Panama City Beach
May 5 · 🌐

We love this place - that's why we take care of it.

Visit Panama City Beach
June 25 at 4:02 PM · 🌐

Soak up the sun and the fun! Plan your trip to Panama City Beach and experience our vibrant events year-round.

Summer Concert Series
June - August on Thursdays

Real. Fun. Fourth.
July 3-5

Sunset
Sept 18

SPORTS PARK SUPPORT



Sports Park Social Campaigns began in FY26, we recommend continuing the Sports Park social campaigns to help support the Sports Park by building awareness to stakeholders and the importance it holds within the community

- **Flight:** 1Q-3Q
- **Tactic:** Meta
- **Budget:** \$30,000

Supporting the Publix Sports Park through 3 campaigns:

1. General Publix Sports Park Traffic Campaign

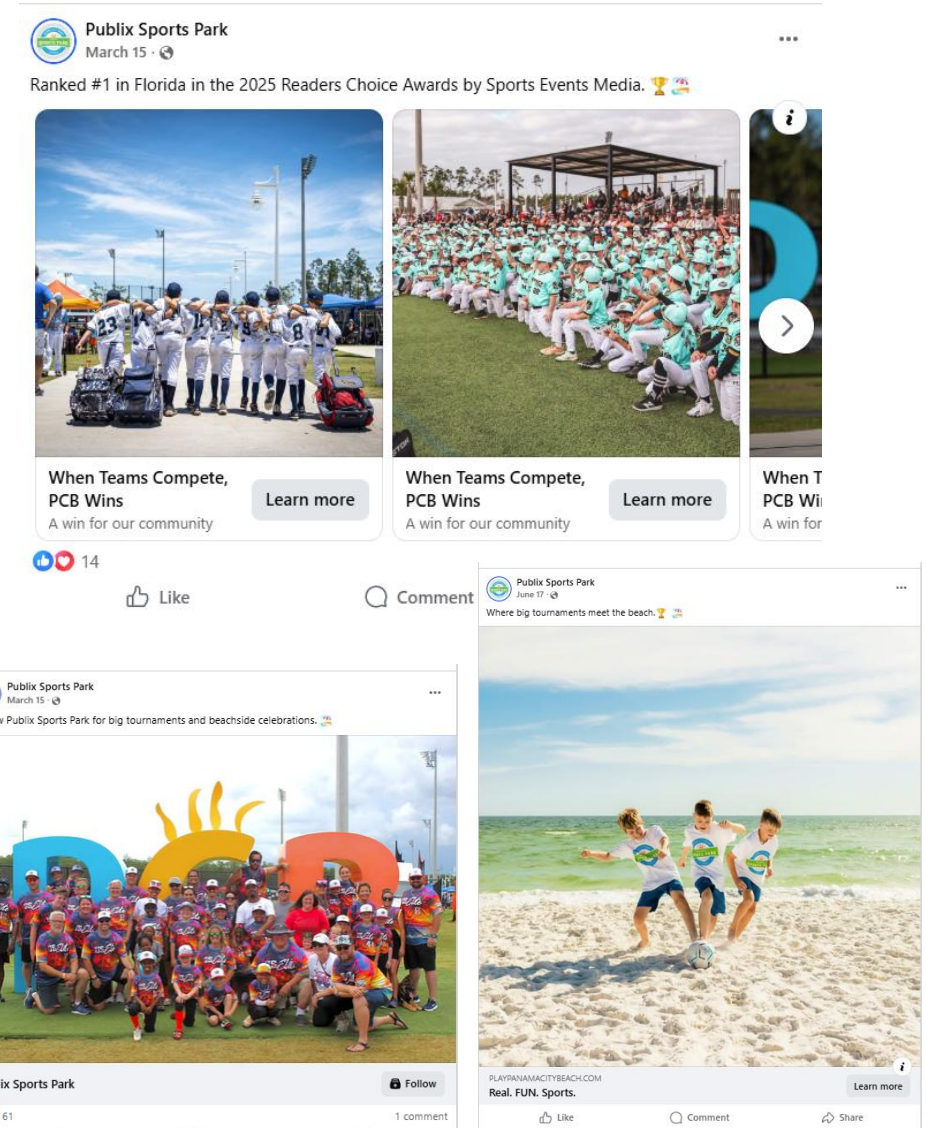
- Showcasing Events, Offerings at the Park, Atmosphere
- Attract rightsholders on our continued attractive events and fields

2. Local Community Traffic Campaign

- Showcasing the Local Economic Impact & Community Wins

3. Sports Park Likes Campaign

- Increase page viewership
- Intentionally grow followers and page likes by promoting content to new audiences



FOR THE LOVE OF PCB



- For the Love of PCB started in FY26 and will continue to drive awareness, understanding and community support for Visit Panama City Beach's tourism efforts and the value tourism brings to the local community in FY27
- This campaign will be Geo-fenced to PCB
- Flighting strategy: to let event paid social campaigns take priority in 4Q26, we will launch this in 1Q27. This will avoid overlap and prevent ad saturation in the local market.



TACTIC	BUDGET	GEO	FLIGHT
Social Media	\$38,000	PCB	1Q27 – 3Q27
Local TV WMBB, WJHG, WPCT	\$25,000	PCB	1Q27 – 3Q27
TOTAL	\$63,000		



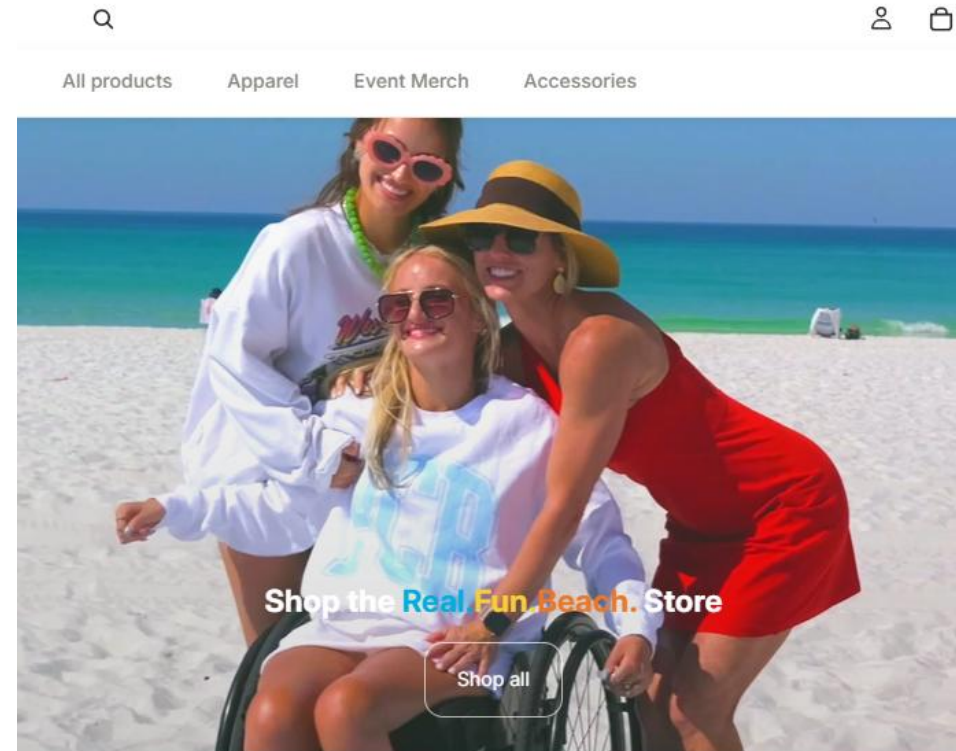
PCB MERCH STORE



The PCB Merch Store Meta campaign will work to drive people to the Shopify page in hopes they make a purchase from the PCB Merch Store

<https://panama-city-beach.myshopify.com/>

- **Flight:** Always On
- **Tactic:** Meta
- **Audience:** Anyone who has engaged with the PCB page in the past 180 days
- **Budget:** \$50,000

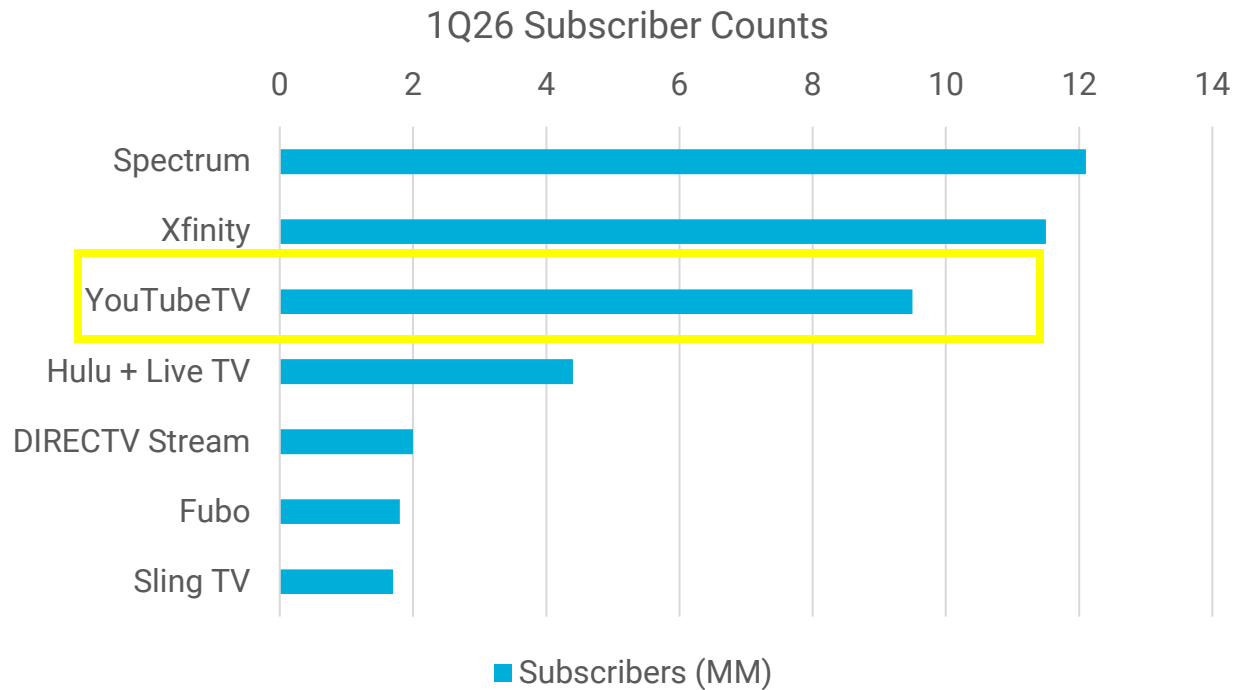


Featured products



PARTNERS

YOUTUBE TV



- Of all streaming services with LIVE TV, YouTube TV has the most reach and most subscribers
- Projections for continued growth indicated YouTubeTV will surpass Xfinity and Spectrum for # of subscribers in 2027
- For the first time in US television history, the largest pay-TV operator will be a virtual provider
- MRI-Simmons Data for W25-54 beach travelers who live in AL, GA, TN over-index for reach and use:
 - 128 index as compared to national average



YOUTUBE TV



- What is it? Linear TV/live cable content across all devices, in a streaming TV format
- Non-Skippable 15's
 - Recommend using two versions of :15 second TV spot
 - More cost-efficient than a :30
- Reach women during key times: colder months, awards shows, as they are planning for family spring/summer travel
 - Budget: \$75K
 - Flight: February – April (3 months)
 - Audience: W25-54 & Google Affinity Data: Beachbound Travelers
 - Geos: AL, GA, TN
 - Estimated Imps: 1.25 MM



VISIT FLORIDA CO-OP FLORIDAYS

- Support Visit Florida and leverage their 50% match offer
- Multiple tactics included
- Creative exposure is greater than past VF offerings

PCB Investment: \$100K

- *matched by VF for a total value of \$200K*

Media Distribution Channels:

- YouTube
- Social Display (via Teads)
- CTV: Disney+, Netflix, Peacock, Prime Video

Flight: 8 weeks, February 1st – March 26th, 2027

Audience Targeting: Travel Intenders

Geo: National

Creative:

- PCB assets with the “Live more Floridays” logo



VISIT **FLORIDA**

LIVE MORE
FLORIDAYS



peacock

NETFLIX

Disney+

YouTube

prime
video



EPSILON: COMP CONQUESTING



- 2026 campaign drove 775 room nights, according to the Net Economic Impact Report
- Utilize this for **Competitive Conquesting**, target people we know have stayed in hotels in our competitive destination set. Reach people who have stayed 6+ months ago, who may be looking to book another beach trip
- Can incorporate those who have stayed at vacation rentals as well (not AirBnB), per board member question

Budget: \$50,000

Flight: February 1st – March 31st 2027 (1Q27 - 2 months)

Targeting: travelers to PCB's competitive destinations with a **hotel stay or vacation rental** stay over 6 months ago

Tactics: Display & Video

Creative Message: Competitive Conquesting



Programmatic Display



Programmatic Pre-Roll

THE KNOT

- Continues to be a strong driver of traffic & engagement
- Reach a new audience every year; keep PCB top of mind for newly engaged couples
- Mobile Scroller delivered 0.25% CTR in FY26
- TikTok video post delivered a 1.15% engagement rate and 0.71% CTR in FY26

Budget: \$60,000 **flat to last year*

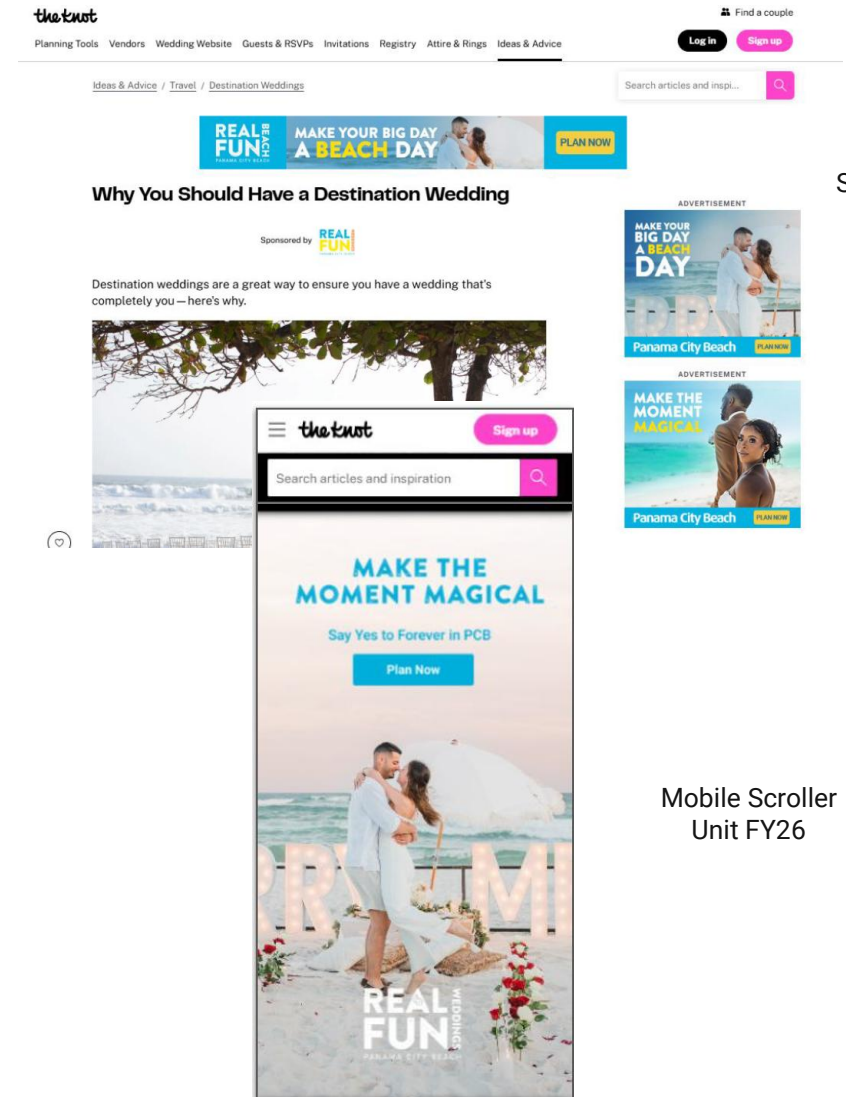
Flight: October 1st, 2026 – January 31st, 2027

Targeting: Newly Engaged Audience

Campaign Elements:

- **Editorial Article Sponsorship**
 - *"Why You Should Have a Destination Wedding"*
 - Traffic Drivers, 100% SOV Banners, Pinterest Post
- **Two Targeted Emails:**
 - Travel Category: deployed October 15
 - Travel Category: deployed December 17
- **Social Media:**
 - TikTok Sponsored Post on October 7
- **Display Ads**
 - Custom Mobile Scroller Unit
 - Display Ads Run of Site
- **Added Value**
 - Mobile-first display ads, 978K imps
 - \$7,800 value

the knot



Editorial
Sponsorship
FY26

Mobile Scroller
Unit FY26

SOUTHERN LIVING

Southern Living

TOTAL FY27 INVESTMENT: \$369,916

PRINT: \$284,916

Rates are flat to last year!

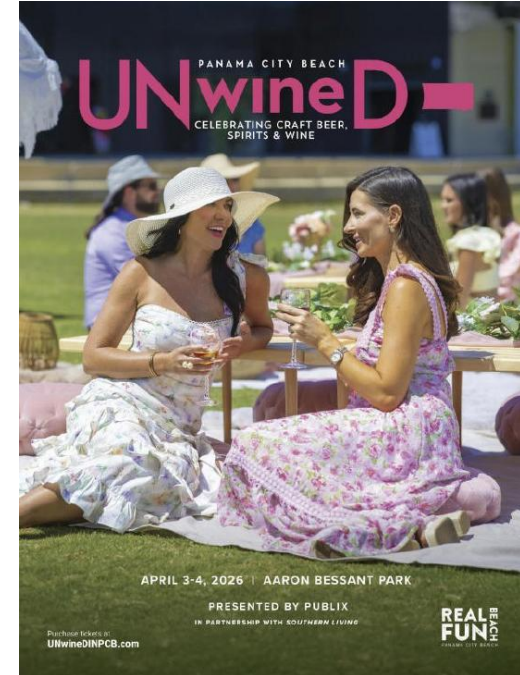
- Southern Living: **December** Issue
 - Added Value: National & Far Forward Placement
- Southern Living: **Jan/Feb** Issue (Spreadadvertorial/UNwineD ad)
- Southern Living: **March** Issue (UNwineD ad)
- Southern Living: **April** Issue (Brand ad)

UNwineD Event Fee: \$85,000

**\$5K increase from 2026 due to talent & event activation costs*

ADDED VALUE: (subject to change)

- Southern Living Travel email banners
- Southern Affairs promo page available in Jan/Feb & April issues
- Southern Living: Travel Planner Reader Service (in book & online listings) 10x /year
- 2x eNewsletter Southern Living Sponsorship



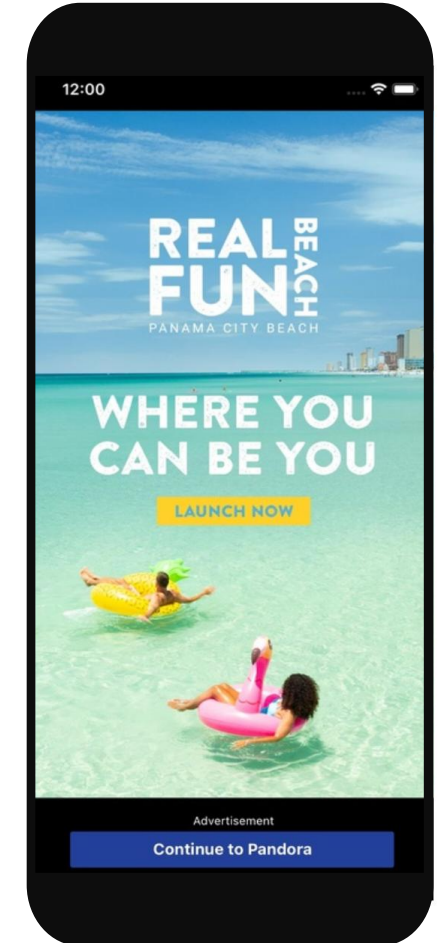
All sponsorship elements with Pandora continue to drive high CTR and time on site

- Continue **Sponsored Listening** partnership where listeners will receive an ad-free hour of music in return for listening to or watching our ad
- Custom **PCBeachRadio Station** to drive brand engagement and brand loyalty, as users keep returning to the station and we reach new listeners every month
- We will continue with **Podcasting** to achieve broad awareness and reach an engaged audience

FY27 Annual Investment:

**Flat to FY26*

- **Sponsored Listening: \$150,000**
 - Always on
- **Podcasting: \$150,000**
 - Q1-Q3
- **Brand Station: \$300,000**
 - Always on



All placements for TripAdvisor will drive to the owned TripAdvisor PCB Brand Channel Page

Display Traffic Driver to PCB Brand Channel

- In FY26, **SEM Traffic Drivers** were tested in February & drove a **5.18% CTR**
- Due to strong performance, this placement was kept through 2Q26 & 3Q26 & continued to drive an average 5% CTR
- In FY27, we recommend bringing back SEM to drive people to the PCB Brand Channel Page along with the Display Traffic Drivers

FY27 Annual Investment:

**Flat to FY26*

- **SEM Traffic Driver: \$60,000**
 - Always on
- **Display Traffic Driver: \$20,000**
 - Always on

I'm a nutritionist, these are the five seasonal fruits you should be piling your plate high with this winter

• READ MORE: [The healthiest crisps in Britain, RANKED by experts](#)

By ELEN JOHNSTON, HEALTH REPORTER
PUBLISHED: 10:54 GMT, 28 November 2025 | UPDATED: 14:04 GMT, 28 November 2025

18 shares 245 View comments

Even if you're yet to consider doing the 'Christmas shop', you've probably come face to face with hoards of festive goodies at the supermarket — with bumper boxes of prettily wrapped chocolates and mince pies stacked several feet high.

But winter isn't just the season of goodwill and outrageous snacks (yes pigs in blanket flavoured crisps, we're looking at you), it's actually the best time to enjoy a slew of delicious fruits which are currently at their peak.

Apples, pears and cranberries are all native British fruits which are in season right now, along with elderberries.

And, according to one leading expert, we should be popping them, and punnets of blackberries into our shopping baskets, rather than the calorific Christmas treats which are becoming harder and harder to avoid.

Rob Hobson, registered nutritionist and author of *The Low Appetite Cookbook* told the Daily Mail: 'Festive snacks are often ultra processed and tend to be high in sugar, unhealthy fats and very low in nutrients.

'And because of their texture and flavour profile, they're incredibly easy to overeat



 TripAdvisor
www.tripadvisor.com/florida/panamacitybeach

Your beach getaway starts here - A beach that fits you

Plan a Panama City Beach getaway made for relaxing, exploring, or nonstop fun. Sugar-white sands, turquoise waters, and space to vacation your way in PCB.

SEM Traffic Driver to PCB Brand Channel

- Netflix's ad-supported plan has over 58 million monthly active users in the U.S.
- Netflix members are more attentive 3 hours into watching than they are when they first start & average about 41 hours per month.
- Netflix Ads members are more likely to search your brand or visit your website than linear TV, YouTube and other streamers.

Budget: \$50,000

Flight: July 1st – September 30th 2027 (3Q)

Targeting: Women 25-54

Genre Targeting: Comedy, Romance, Unscripted

Creative: :15 second video recommended



FY26 RECAP: BOOKING PARTNERS

- In FY26, we utilized booking partners earlier in the year to help drive bookings earlier and maintain momentum through the summer season
- Key Data has shown strong visitation YoY to support the positive impact this had
- Based on strong results and bookings, we recommend continuing with **Priceline, Booking, Expedia, and VRBO** in FY27

PARTNER	DATA PERIOD	ROOM NIGHTS	LODGING REVENUE GENERATED	TOTAL FY26 MEDIA SPEND
VRBO Canada	Oct-Dec 2025	1,067	\$202.9K	\$50K
Expedia	May-June 2026	16,328	\$5.3M	\$70K
VRBO	Feb/March, May/June 2026	84,954	\$34.3M	\$95K
Booking/Priceline	April-June 2026	55,931	\$12.9M	\$100K
TOTAL		158,280	\$52.7M	\$315,000

priceline

Booking.com


Expedia

vrbo

Note: does not reflect Expedia Co-Op & VRBO/Expedia/Priceline 3Q metrics. These are still in flight.

Note: data subject to change; as more time passes, more conversions are attributed to the media.

FY27 RECOMMENDATION: BOOKING PARTNERS

Recommended flight & investment across booking partners for FY27

	4Q26			1Q27			2Q27			3Q27		
	October	November	December	January	February	March	April	May	June	July	August	September
Priceline Booking.com							priceline Booking.com			priceline Booking.com		
VRBO					Vrbo			Vrbo		Vrbo		
VRBO Canada		Vrbo										
Expedia Co-Op						Expedia						
Expedia								Expedia		Expedia		

Total FY27 Investment: \$325,000

**this is \$46,650 less than FY26 which included co- op & Hopper
 additional value when including partner sign ups from Expedia Co-Op

FY27 PARTNER OVERVIEW

PARTNER	BUDGET	FLIGHT	DETAILS
Priceline & Booking.com	\$100,000	2Q, 3Q	Drive Spring & Summer bookings
VRBO	\$95,000	1Q, 2Q, 3Q	Promote Beach Home rentals
TripAdvisor	\$80,000	Always On	Ownership of our Brand Channel & Traffic Drivers to the page
Spotify	\$150,000	1Q-3Q	Video Takeover, Audio Everywhere
Pandora	\$600,000	Always On	Radio Station, Sponsored Listening, Podcasts
Epsilon	\$50,000	February-March	Targeting people who have stayed at competitive set and target them when they are ready to book another beach vacation
Carvertise	\$59,000	2Q, 3Q	Support DRF messaging in high visitation periods
Expedia	\$70,000	2Q, 3Q	Supporting Spring & Summer visitation
Expedia Co-Op	\$10,000	March-May	Co-Op Support
The Knot	\$60,000	October-January	Support weddings
Wheel the World	\$12,500	3Q	Support for Fun for All
VF Co-Op Floridays	\$100,000	February-March	YouTube, Social, CTV
Southern Living	\$369,916	December-April	Print and Added Value – supporting UNwined
Netflix	\$50,000	3Q	3Q premium OTT partner for MIY
Hulu	\$50,000	2Q	2Q premium OTT partner for MIY
YouTube TV	\$75,000	February-April	Reaching new audiences in premium OTT inventory for colder months
Watersound Media	\$3,700	March-September	Pier Park Standee Boards; DRF Support

FY27 PARTNERS



Southern Living

Epsilon®

hulu



the knot



NETFLIX



priceline

Booking.com



VISIT FLORIDA®



FY27 WINTER RESIDENTS

WINTER RESIDENTS

Who are winter residents and when do they come? Why are they important to us?

- Winter residents aren't just snowbirds! They are also empty nester couples who can travel outside of the school calendar
- We specifically target them ahead of when they visit, during their planning cycles with the goals of:
 - Driving Aug/Sept/October travel
 - Driving travel planning for extended stays in 4Q/1Q and rebooking before they leave
- We will continue the strategic approach that was implemented in FY26:
 - Expand domestic US markets based on visitor data; allowing opportunity to regain some visitation back that may have dipped from Canadian visitors
 - Keep trusted and reputable partners in Canada, that allow for annual presence
 - Digital Marketing will be targeted to the US only



	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Display												
Preroll												
Social												
VRBO CA												
Snowbird Advisor												
Dreamscapes Magazine (CAN)												

FY27 Winter Resident Flights

FY27 WINTER RESIDENTS GEO-TARGETING

- Continue geo-targeting from FY26 due to proven number of bookings and visitors
- In FY26, we expanded to [state-level](#) for Minnesota, Michigan, and Wisconsin
- Domestic expansion helps offset the potential loss of Canadian visitors

FY27 WINTER RESIDENT MARKETS

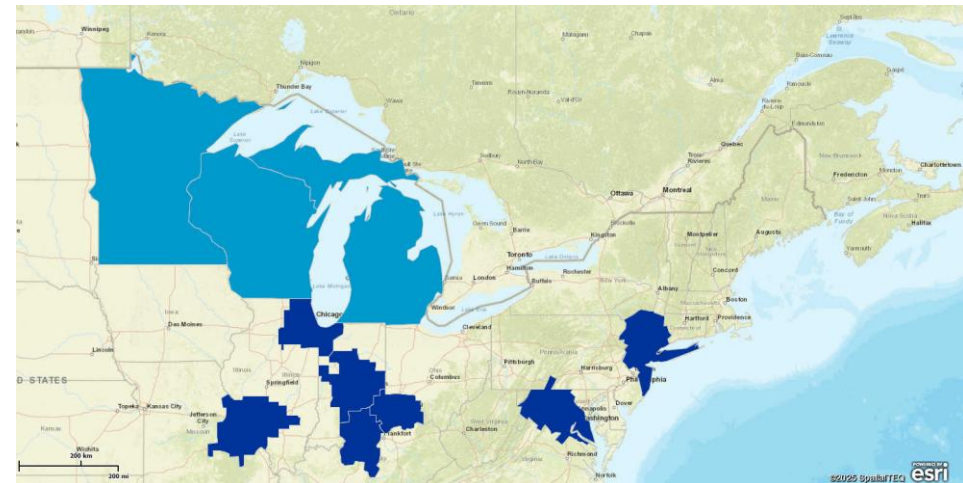
State Level

- Minnesota
- Michigan
- Wisconsin

DMA Level

- Indianapolis, IN
- Chicago, IL
- Cincinnati, OH
- Louisville, KY
- NY Metro DMA (includes Newark)
- Washington D.C.
- St Louis, MO

Winter Residents Markets



FY27 WINTER RESIDENTS MEDIA PLAN

Media Channel	Elements & Timing	Markets	Cost
Display	October – December 2026 August – September 2027	U.S. & Ontario	\$45,000
Pre-Roll	October – December 2026 August – September 2027	U.S. & Ontario	\$40,000
Social Media	October – December 2026 March – April 2027 August – September 2027	U.S.	\$70,000
VRBO Canada	October – December 2026	Canada	\$50,000
Snowbird Advisor Canada	Annual Destination Guide & Annual Presence Social Promotion, Inclusion in Dest. Guide Emails, Display Ads	Canada	\$7,500
DreamScapes Magazine Secured	Fall, Winter, Spring Issues (3x) Full Page Ad & Full Page Editorial	Canada	\$11,970
TOTAL SPEND			\$224,470



snowbirdadvisor.ca



DREAMSCAPES

ALWAYS ON TACTICS

ALWAYS ON TACTICS

Foundational channels ensure we consistently reach potential travelers, maintain a steady brand presence, and keep the destination visible and relevant throughout the year.

This sustained visibility builds familiarity and consideration over time, giving each seasonal and pulse initiative a stronger foundation for success.



Programmatic Display

- Top driver of CTR and time on site
- Broad reach at efficient CPMs — a foundational digital pillar



Programmatic Pre-Roll

- Consumers increase engagement with video every year
- Allows PCB to come to life through video movement



YouTube

- Achieve broad brand awareness
- MRI data shows our target audience has high reach on this platform



OOH

- Continue billboards in PCB



Streaming TV (OTT/CTV)

- Audiences keep growing as an extension of traditional TV
- High video completion rates
- Delivered in Full Episode Player inventory



Print

- Support Sales / Meetings
- Support Sports Team and promote the Sports Park
- Promote events in consumer print



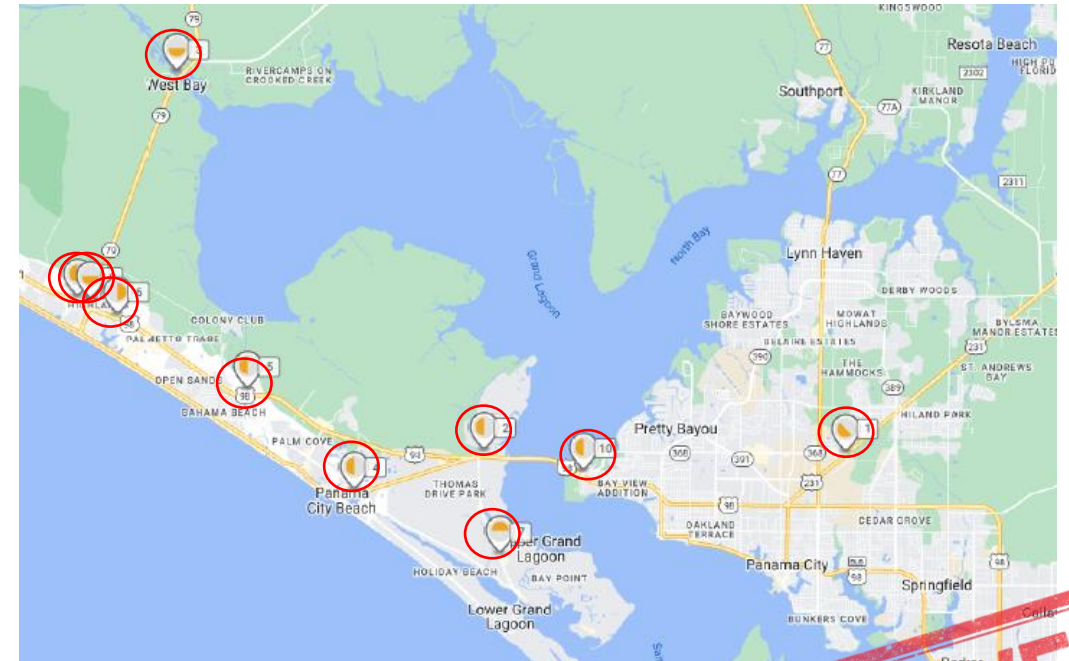
Retargeting Display

- Retarget site visitors
- Retarget Sports Families
- Re-engage people showing interest in PCB

**7 media channels
working year-round**

- Maintain local PCB presence with renewal of **10** outdoor billboards
- Budget: **\$223,210**
 - Rate increase at 3% YoY

2027 - Renewal		
Panel Number	Location	Investment per period
8431	US 231 S/O 23RD ST	\$ 945.00
31664	HWY 98 @ THOMAS DR	\$ 2,330.00
85022	HWY 79 @ WESTBAY BRIDGE	\$ 1,455.00
85051	98 W/O Hutchison	\$ 2,255.00
85072	HWY 98 @ CLARA	\$ 2,355.00
85092	HWY 98 E/O HWY 79	\$ 2,480.00
85101	Thomas Drive 1 blk N/O Bay Point	\$ 665.00
85202	Hwy 98 W/O Hwy 79	\$ 1,605.00
85231	HWY 79 @ Hwy 98	\$ 1,890.00
85242	Hwy 98 @ 23rd St Flyover	\$ 1,190.00



FUN FOR ALL

WHEEL THE WORLD



New for FY27: A 3-month campaign to make Panama City Beach visible, trusted, and top of mind for travelers with accessibility needs.

Wheel the World has the Largest Accessible Travel Community: +180K across channels, +60K monthly website users and growing

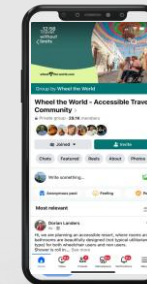
Partnership Overview

- Investment: \$12,500
- Paid Media: Targeted Meta + Google campaigns to reach travelers with accessibility needs
- Email & SEO: Feature in newsletters and optimize destination content
- Community Engagement: Share organically in the Accessible Travel Community (FB group)

Email to our community



Facebook Group



FUN FOR ALL OVERVIEW

Support PCB’s Fun. For. All. initiative to promote accessible travel



- **Audience Target:** Users with disabilities, families with a disabled family member, interest in accessible travel
- **Geo:** Always On Markets (Pre-Roll & YouTube) and Wheel the World site visitors/subscribers
- **Timing:** July – September 2027

TACTIC	BUDGET	FLIGHT
YouTube	\$5,000	August – September
Pre-Roll	\$8,000	August – September
Wheel the World	\$12,500	July – September
TOTAL	\$25,500	



ANTI-TAKEOVER CAMPAIGNS

FY26 RECAP

Paid Media ran during law enforcement-designated High Impact Periods and in designated locations

- **2026 Flight:** March 1st – April 12th, 2026
 - 6-week flight leading up to and during the 2-week designated high impact period, first two weeks of April
- **Markets:** 32 cities designated by the Bay County Sheriff’s Office (listed here)
- **Budget:** \$70,000

PERFORMANCE RECAP FY26

TEEN FY26 PERFORMANCE

- Reached over 1.1MM people
- Delivered over 7 MM impressions
- Over 22K clicks
- Over 54K engagements on Instagram

PARENTS OF TEENS FY26 PERFORMANCE

- Reached over 1 MM people
- Delivered over 4 MM impressions
- Nearly 5K clicks
- Over 70K engagements on Meta

Albany, Ga
Columbus, GA
Bainbridge, GA
Thomasville, GA
Blakely, GA
Lagrange, GA
Buford, Ga
Decatur, Ga
Donaldsonville, Ga
Cario, GA
Moultrie, GA
Macon, GA
Tifton, GA
LaGrange, Ga
Buford, Ga
Decatur, GA
Phenix City, Al
Wetumpka, Al
Prattville, Al
Eufaula, Al
Enterprise, Al
Cullman, Al
Selma, Al
Dothan, Al
Ozark, Al
Mobile, Al
Troy, Al
Montgomery, Al
Wetumpka, Al
Birmingham, Al
Marianna, Fl
Tallahassee, Fl

FY27 CONSIDERATIONS

Things to Keep in Mind to Evolve & Improve

- Understanding law enforcement provided the geos, consider **expanding to DMA targeting** or expanding geos to aid in scale, exposure, and efficiency
- Ensure creative lengths and sizes are varied across all platforms
 - for example, add a 1920x1080 for YouTube
 - 15s and 30s for each creative asset
- Create **audio ads** to utilize additional platforms and inventory placements *(we used a video ad on Spotify for teens)*
- Consider **expanding age targeting** into early 20s due to limitations for under 18 audience



TEENS: PAID MEDIA OVERVIEW

Channel	Targeting	Budget
TikTok	Age 13 - 17 & Location	\$5,000
Snapchat	Age 14 - 17 & Location	\$7,000
Instagram	Age 14 – 17 & Location	\$4,000
Gaming Apps	Curated Game List & Location	\$10,000
YouTube Shorts	Creators, Channels, Content & Location	\$5,000
Spotify	Age 13 - 17 & Location	\$4,000

Creative Message: Big Advice



PARENTS OF TEENS: PAID MEDIA OVERVIEW

Channel	Targeting	Budget
TikTok	Parents	\$5,000
YouTube	A25-54 with children aged 13-17	\$5,000
OTT/CTV	A25-54 with children aged 13-17	\$20,000
Meta (Facebook & IG)	A25-54 with children aged 13-17	\$5,000

Creative Message: MIY Teens



BREAK THE GLASS: PAID MEDIA OVERVIEW

- Serve our anti-takeover messaging in the social media apps WHERE the takeover is being shared/planned
- **TikTok and Snapchat** are the most effective channels to distribute this message
- Paid media campaign will be turned on at the direction of City officials

Channel	Targeting	Reserved Funds
TikTok	Age 13 - 17 & Location	\$10,000
Snapchat	Age 14 - 17 & Location	\$10,000



**CONSUMER, SALES, &
SPORTS**

FY27 CONSUMER PRINT

PUBLICATION	SPEND	Notes	TIMING
Visit Florida Official Vacation Guide Secured	\$10,583	HP4C	Annual
Dreamscapes Secured	\$11,970	3 FP4Cs each with a full-page editorial	Fall, Winter, Spring
TOTAL	\$22,553		



FY27 SPORTS PARTNERS



FY27 SPORTS DEPT SUPPORT

PUBLICATION	SPEND	ELEMENTS	TIMING
PUSH Magazine	\$6,210.00	3 FP4C, 3 newsletters	TBD BASED ON EDITORIAL CALENDAR
LINKS	\$9,000.00	PCB will appear in the Florida Golf and Living Section; FP4C with full page editorial.	Winter
Florida Saltwater Fishing Regulations Guide	\$11,000.00	2 HP4C	Jan-June; July-Dec
Florida Sport Fishing	\$4,995.00	5 eBlasts throughout the year supporting general fishing and Snapper Season	Feb, April, May, July, Sept
OSG	\$4,410.00	3 eBlasts supporting Snapper Season	May-June
NEW Florida Sportsman Waypoints Issue	\$5,000.00	FP4C, 2-page article destination feature on PCB	August – September
Sports Destination Management	\$18,200.00	2 FP4C, Retargeting Display ads, 2 eBlasts	Nov - Aug
Sports ETA	\$10,395.00	3 Get in the Game Newsletters, 2 eBlasts	Jan-Sept
Sports Events	\$15,010.00	5 FP4C	Feb, Mar, May, June, Sept
Sports Planning Guide Secured	\$2,595.00	Full Page Content in Sports Planning Guide, Florida Guide, newsletter	Annual
Sports Travel	\$14,400.00	2 eBlasts, Bid Bowl Sponsorship, Retargeting Display Partner Spotlight	Annual
Sports Park Meta Campaigns	\$30,000	Meta Social Campaign	1Q-3Q
TOTAL	\$131,215		

NEW: FLORIDA SPORTSMAN

Florida Sportsman's mission is to educate and entertain Florida's anglers, boaters, hunters and other outdoors enthusiasts. Along the way, develop and empower citizen stewards of the state's waters, lands, and wildlife resources.

The **Waypoint Issue** focuses on the places closest to the hearts of Florida outdoorsmen. This issue goes out to 60,000 verified paid subscribers.

- **Cost:** \$5,000
- **Timing:** August – September
- **What you get:** FP4C + 2-page destination feature



FY27 SALES PARTNERS

SMALL MARKET
MEETINGS

GROUP
THE
TRAVEL LEADER

Linked in



ACAE
Alabama Council of Association Executives

Convention**South**
Media Group

NORTHWEST FLORIDA
weddings



Meta

GSAE
GEORGIA SOCIETY OF
ASSOCIATION EXECUTIVES

Smartmeetings

DESTINATION
Reunions

FSAE
FLORIDA SOCIETY OF ASSOCIATION EXECUTIVES, INC.

meetings
PEOPLE + PLACES
TODAY

the knot

REUNIONS
MAGAZINE
Reunion Planning Starts Here

FY27 SALES SUPPORT

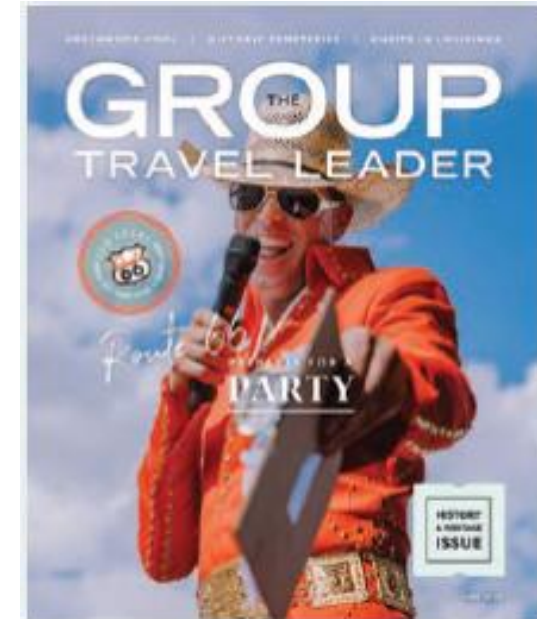
PUBLICATION	SPEND	ELEMENTS	TIMING
ACAE	\$2,550.00	3 eBlasts	Oct, Feb, May
Convention South	\$8,675.00	2 FP4C, eBlast around Rendezvous South Convention	March, April
Destination Reunions	\$3,990.00	FP4C, eNewsletter	Annual
ePro Direct	\$14,154.08	12 eBlasts	Monthly
FSAE	\$10,563.75	3 FP4C, 4 eBlasts	Jan-Aug
GSAE	\$9,832.50	6 eBlasts	Jan, Mar, May, June, Aug, Sept
Meetings Today	\$6,500.00	FP4C, 3-month eNewsletter, eBlast	April
Reunions	\$1,615.04	8 eNewsletters and Resource Listing on online magazine and website	Oct-Mar
Small Market Meetings	\$3,600.00	3 eBlasts	Feb, May, and Sept
Smart Meetings	\$4,000.00	Display, Social, eNewsletter	November
NEW Group Travel Leader	\$4,100.00	FP4C in July/August Issue featuring Florida; Mailed to over 13K group travel professionals	July-August
LinkedIn	\$22,700.00	LinkedIn Ads to Support Sales	April - June
Northwest Florida Weddings Secured	\$6,796.00	2 Page Spread, Full Page ad, 4 Social Posts, 2 eNewsletters	Annual
Facebook and Instagram	\$22,700.00	Meta Ads to Support Weddings	Dec-Feb
The Knot	\$60,000.00	Digital Ads to Support Weddings	Oct-Jan
Pinterest	\$22,700.00	Pinterest Ads to Support Weddings	Mar-May
TOTAL	\$204,476.37		

NEW: GROUP TRAVEL LEADER

The Group Travel Leader is published 10 times per year and mailed to 13,350 tour operators and travel planners representing tens of thousands of active travel groups. Its accompanying e-newsletter, The Group Travel Minute, links to our full digital edition and is sent twice monthly to 9,400 qualified buyers.

Through all channels, The Group Travel Leader's digital impressions currently total more than 648,000 annually.

- **Cost:** \$4,100
- **Timing:** July – August
- **What you get:** FP4C in the issue which features Florida



DOUBLE RED FLAGS

DOUBLE RED FLAGS

Raise awareness to visitors and beachgoers that water is closed when double red flags are up

- FY26 budget reflects an expected high number of DRF days: estimated 60 days
- We can reallocate funds if we do not need 60 days in social and display

TACTIC	BUDGET	FLIGHT	NOTES
Display	\$17,000	October, March – September	Budget accounts for X amount of days
Carvertise	\$59,000	June – September	
Social Media	\$102,150	October, March – September	\$1,500/day for 3x frequency
Watersound Media OOH	\$3,700	March – September	Pier Park Sidewalk Billboard
TOTAL	\$181,850		

Social and Display campaign is activated ONLY when DRF are flying
Geo-fenced to all zip codes in Panama City Beach



CARVERTISE

- Continues to be a unique, tangible tactic to drive awareness of Double Red Flag meaning
- Recommend continuing partnership in FY27
 - Weekly Swarms for 16 weeks at Pier Park; 3 cars x 2 hours each Swarm
 - 200,000 Digital Retargeting Impressions
 - 20 hours of targeted driving along the beach

Budget: \$59,000

- **Flight:** May 22nd – September 11th
 - 16 weeks; weekend before Memorial Day through weekend after Labor day
- **Creative:** DRF; can use creative from FY26
- **Added Value:**
 - Driver handouts
 - Back Window Decal
 - Weblift Attribution



BEACH SAFETY

BEACH SAFETY EDUCATION

SOCIAL MEDIA TV

Goal: Educate visitors about the Beach Flag system & what it means

Strategy: Run campaign during highest months of visitation and beach-goers

Creative: :30 second video

TACTIC	BUDGET	GEO	FLIGHT
Social Media	\$61,290	Zip Codes in PCB	October, March – September
Local TV WMBB & WJHG	\$30,000	PCB	May 12 – Sept 7
Beach TV	\$3,950	PCB	May 12 – Sept 7
TOTAL	\$95,240		



Visit Panama City Beach

February 6 · 🌐

When swimming in the Gulf of Mexico, beach safety should be your top priority. Color-coded beach flags are in place to keep you informed of Gulf conditions while enjoying Panama City Beach. Stay up to date with flag changes by texting "PCBFLAGS" to 888-777.



IN PANAMA CITY BEACH
COLOR-CODED BEACH
FLAGS ARE IN PLACE
ALONG OUR 18 MILES
OF WHITE SAND BEACHES



GREEN -
LOW HAZARD

Calm conditions,
exercise caution



YELLOW -
MEDIUM HAZARD

Moderate surf
and/or currents



RED -
HIGH HAZARD

High surf and/or
strong currents



DOUBLE RED

Water closed to
public



PURPLE

Dangerous
marine life

VISITPANAMACITYBEACH.COM

Know Before You Go

Learn More

Learn more

 182

9 comments 42 shares

64

TOTAL DRF & BEACH SAFETY

TOTAL INVESTMENT

Double Red Flags

- Display
- Social Media
- Carvertise OOH
- Watersound Media OOH



Beach Safety Education

- Social Media
- Local PCB TV

The total investment for both campaigns, across all tactics, is \$277,090

CAMPAIGN	BUDGET
Double Red Flag Campaigns	\$181,850
Beach Safety (Flag Education) Campaigns	\$95,240
TOTAL	\$277,090

Visit Panama City Beach

February 6

When swimming in the Gulf of Mexico, beach safety should be your top priority. Color-coded beach flags are in place to keep you informed of Gulf conditions while enjoying Panama City Beach. Stay up to date with flag changes by texting "PCBFLAGS" to 888-777.

**IN PANAMA CITY BEACH
COLOR-CODED BEACH
FLAGS ARE IN PLACE
ALONG OUR 18 MILES
OF WHITE SAND BEACHES**

**GREEN -
LOW HAZARD**
Calm conditions,
exercise caution

**YELLOW -
MEDIUM HAZARD**
Moderate surf
and/or currents

**RED -
HIGH HAZARD**
High surf and/or
strong currents

DOUBLE RED
Water closed to
public

PURPLE
Dangerous
marine life

0:07 / 0:30

VISITPANAMACITYBEACH.COM

Know Before You Go

Learn More

Learn more

182

9 comments 42 shares

RISING TIDE SCHOLARSHIP SUPPORT

RISING TIDE SCHOLARSHIP SUPPORT

- **Goal:** Raise awareness locally that the TDC is investing in this effort
- **Audience Target:** Parents of high school & college students. Education/Hospitality workers.
- **Geo:** Bay County
- **Timing:** Recommend aligning with start of the semester (same as FY26)
- **Channels:** YouTube & Paid Social
- **Creative:** :30 second video

TACTIC	BUDGET	FLIGHT
YouTube	\$17,500	7/15-8/31
Social Media	\$2,500	8/1-8/31
TOTAL	\$20,000	



QUARTERLY PLANS

4Q26

4Q26 STRATEGY

- To avoid overwhelming audiences with different messages, we are intentionally scaling back spend on both **MIY** and **Competitive Conquesting** during Q4
- **Reach** general audience throughout the quarter through retargeting display, Pandora, and TripAdvisor (MIY)
- Competitive Conquesting: **Always On** in social but still scaled back in other channels, will ramp up in 1Q
- **Support pulse/event campaigns:** Pirates Fest, I am Thankful, Beach Home for the Holidays, Holiday, Beach Ball Drop
- Reach those audiences we know CAN travel in the Winter months by focusing on Winter Residents to **impact Jan/Feb travel** with VRBO CA



4Q26 PULSE & EVENTS



Pulse Campaigns

Thanksgiving
I am Thankful



Holiday
Gift of Here
12 Stays of Christmas



Winter Residents

Events

Pirate's Fest
(second week of October)



Beach Home for the
Holidays



Beach Ball Drop

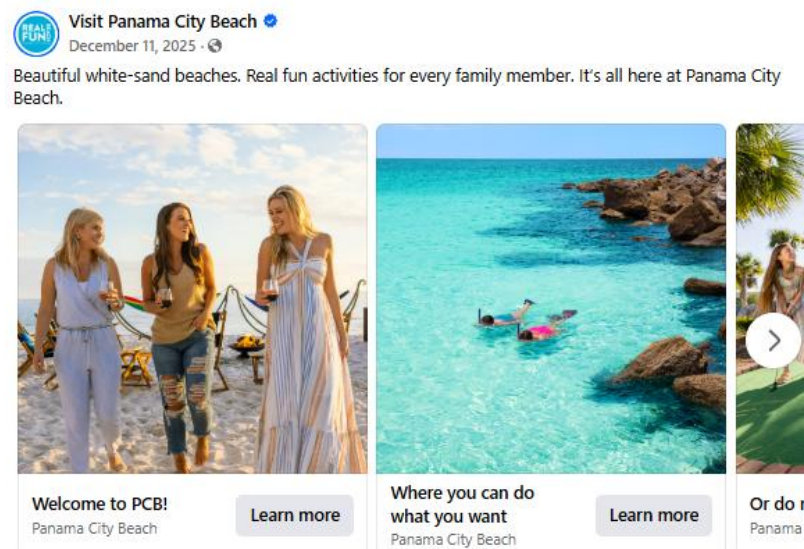


4Q26 MIY & CC

Competitive Conquesting

TACTIC	BUDGET	FLIGHT
Social Media	\$40,000	Always On
TOTAL		\$40,000

- Scale back CC in 4Q
- Display, Pre-Roll, YouTube, and OTT are dark, will launch in 1Q



MIY

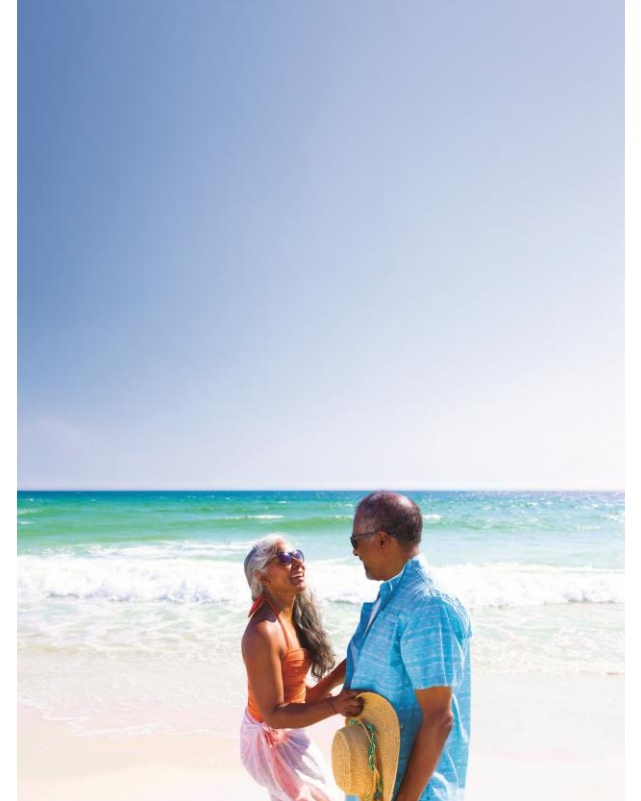
TACTIC	BUDGET	FLIGHT
Retargeting Site Visitors and Sports Families Display	\$12,500	Always On
Trip Advisor	\$20,000	Always On
Pandora – Station & SL	\$112,500	Always On
TOTAL		\$145,000

- Scale back in 4Q to avoid too many messages in market
- Display, YouTube, Pre-Roll and OTT are dark in 4Q



4Q26 WINTER RESIDENTS

TACTIC	BUDGET	FLIGHT
DreamScapes	\$7,980	Fall, Winter *We also have one issue in Spring for 1Q which is not included on this slide
Display	\$20,000	October 12 th – December 31 st (11 weeks)
Pre-Roll	\$25,000	October 12 th – December 31 st (11 weeks)
Social Media	\$20,000	October 12 th – December 31 st (11 weeks)
VRBO CA	\$50,000	October 19 th – December 31 st (10 weeks)
Snowbird Advisor	\$7,500	Annual Presence
4Q26 TOTAL	\$130,480	



4Q26 PULSE CAMPAIGNS

Thanksgiving

EVENT	PLATFORM	BUDGET	FLIGHT
I am Thankful: Boosted Posts	Social	\$2,000	November 22 - 26
TOTAL		\$2,000	



Holiday: Gift of Here

EVENT	PLATFORM	BUDGET	FLIGHT
Holiday: Gift of Here	Social	\$25,000	December 1 – December 31
12 Stays of Xmas: Boosted Posts	Social	\$3,600	December 13 – December 24
Holiday: Gift of Here	Display	\$12,000	December 1 – December 31
TOTAL		\$40,600	



EVENTS: BEACH HOME FOR THE HOLIDAYS

Event Date: Thanksgiving Weekend (11/28/26 – 11/29/26)

EVENT	PLATFORM	BUDGET	FLIGHT	MARKETS
Beach Home for the Holidays	Social	\$40,000	October 5 – November 29 (8 weeks)	Drive Markets & PCB
Beach Home for the Holidays	Display	\$16,000	October 5 – November 29 (8 weeks)	Drive Markets & PCB
Beach Home for the Holidays	Radio	\$11,800	November 9 – November 29 (3 weeks)	PCB, Ft Walton, & Columbus GA
Beach Home for the Holidays	TV	\$3,000	November 9 – November 29 (3 weeks)	PCB
TOTAL SPEND		\$70,800		



EVENTS: BEACH BALL DROP

Event Date: December 31, 2026

EVENT	PLATFORM	BUDGET	FLIGHT	MARKETS
Beach Ball Drop	Radio	\$11,000	December 7 – December 31 (~3.5 weeks)	PCB, Dothan, Columbus, Tallahassee
Beach Ball Drop	TV	\$9,000	December 7 – December 31 (~3.5 weeks)	PCB
Beach Ball Drop	Display	\$10,000	December 1 – December 31 (~4.5 weeks)	Drive Markets & PCB
Beach Ball Drop	Social	\$13,000	December 1 – December 31 (~4.5 weeks)	Drive Markets & PCB
TOTAL SPEND		\$43,000		



PAID SOCIAL: 4Q26

CAMPAIGN	BUDGET	FLIGHT
PCB Merch Store	\$12,000	Always On
Event Carousel	\$15,000	Always On
Likes	\$15,000	Always On
Visitors Guide	\$15,000	Always On
Pinterest	\$30,000	Always On
Competitive Conquesting	\$40,000	Always On
Winter Residents	\$20,000	October 12 th – December 31 st
Pirate's Fest	\$13,333	October 1 st – 11 th
I am Thankful: Boosted Posts	\$2,000	November 22 nd – November 26 th
Beach Home for the Holidays	\$40,000	October 5 th – November 29 th
Holiday: Gift of Here	\$25,000	December
12 Stays of Xmas: Boosted Posts	\$3,600	December 13 th – December 24 th
Beach Ball Drop	\$13,000	December
DRF & Beach Safety	\$18,000	October *DRF will only be on while DRF are on the beach
Meta Weddings	\$6,667	December
NY Direct Flights	\$40,000	October 1 st – December 13 th
Boardwalk Sign Sweepstakes	\$10,000	TBD
Coffee Trails	\$5,000	TBD
TOTAL	\$305,600	

4Q26 MEDIA OVERVIEW

*SUBJECT TO CHANGE

OVERALL

CHANNEL	PLANNED BUDGET
Social Media	\$323,600
Digital	\$232,000
Radio <i>(Pandora, Spotify, Event)</i>	\$153,633
Print	\$93,305
Local OOH	\$55,803
TV	\$24,500
4Q26 PLANNED	\$880,841

BY CAMPAIGN

**not including print and OOH*

CAMPAIGN	PLANNED BUDGET
MIY	\$399,303
Pulse & Events	\$211,733
Winter Residents	\$130,480
Sales & Sports	\$80,325
Competitive Conquesting	\$40,000
DRF & Beach Safety	\$19,000



1Q27



EVENTS: MARDI GRAS



Event Date: January 22nd – 23rd

Flights: Flights at the beginning of January for Display & Social then adding in radio and TV

Creative Considerations: Creative will be due ahead of the holidays!

EVENT	PLATFORM	BUDGET	FLIGHT	MARKETS
Mardi Gras	Radio	\$11,000	January 4 th – January 23 rd (3 weeks)	PCB, Dothan, Columbus, Tallahassee
Mardi Gras	TV	\$3,500	January 11 th – January 23 rd (2 weeks)	PCB
Mardi Gras	Display	\$8,000	January 4 th – January 23 rd (3 weeks)	Always On Markets & PCB
Mardi Gras	Social	\$10,000	January 4 th – January 23 rd (3 weeks)	Always On Markets & PCB
TOTAL		\$32,500		

SOUTHERN LIVING

Southern Living

TOTAL FY27 INVESTMENT: \$369,916

PRINT: \$284,916

Rates are flat to last year!

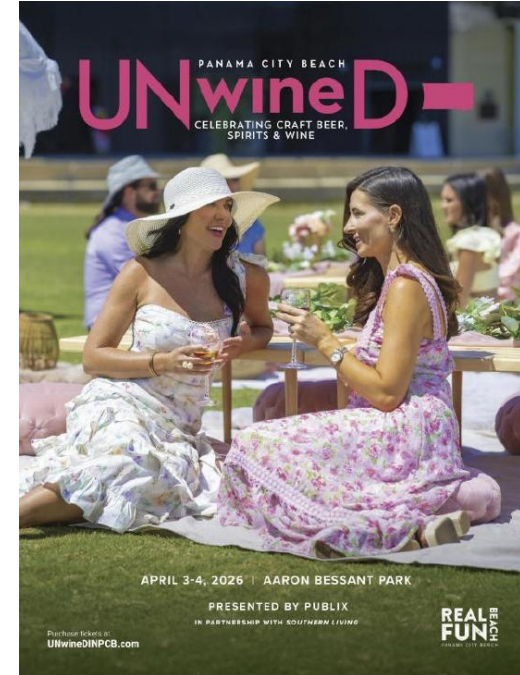
- Southern Living: **December** Issue
 - Added Value: National & Far Forward Placement
- Southern Living: **Jan/Feb** Issue (Spreadadvertorial/UNwineD ad)
- Southern Living: **March** Issue (UNwineD ad)
- Southern Living: **April** Issue (Brand ad)

UNwineD Event Fee: \$85,000

**\$5K increase from 2026 due to talent & event activation costs*

ADDED VALUE: (subject to change)

- Southern Living Travel email banners
- Southern Affairs promo page available in Jan/Feb & April issues
- Southern Living: Travel Planner Reader Service (in book & online listings) 10x /year
- 2x eNewsletter Southern Living Sponsorship



EVENTS: UNWINE D



UNwineD Event Date: April 2nd – 3rd

- We will start Print, Display, Pre-Roll, and Social about 11 weeks out, then continue to ramp up, adding Radio and TV closer to the event
- Partnering with Southern Living/Meredith again *(below are issues for UNwineD ads, there additional issues/added value units as well)*

EVENT	PLATFORM	BUDGET	FLIGHT	MARKETS
UNwineD	Radio - Drive Markets	\$38,450	5 weeks leading up to event	Drive Markets
UNwineD	Radio - PCB	\$11,300	4 weeks leading up to event	PCB
UNwineD	TV	\$8,800	4 weeks leading up to event	PCB
UNwineD	Display	\$30,000	11 weeks leading up to event	Always On Markets & PCB
UNwineD	Pre-Roll	\$30,000	11 weeks leading up to event	Always On Markets & PCB
UNwineD	Social	\$55,000	11 weeks leading up to event	Always On Markets & PCB
UNwineD	Southern Living – Jan/Feb	\$117,458	Jan/Feb Issue	
UNwineD	Southern Living - March	\$58,729	March Issue	
UNwineD	Flamingo	\$4,000	Spring Issue	
UNwineD	VIE Mag	\$2,500	Feb Issue	
TOTAL SPEND		\$356,237		



RECAP & NEXT STEPS

FY27 MEDIA MIX

*SUBJECT TO CHANGE

OVERALL

CHANNEL	PLANNED BUDGET
Digital	\$1,796,500
Social	\$1,780,928
Radio <i>(Pandora, Spotify, Local/Event)</i>	\$905,900
TV <i>(Regional, OTT, Local/Event)</i>	\$574,250
Print <i>(includes Meredith Production Fee)</i>	\$564,406
OOH	\$285,910
Contingency Funds	\$250,000
Unallocated	\$92,106
TOTAL FY26	\$6,250,000

BY CAMPAIGN

CAMPAIGN	PLANNED BUDGET
MIY	\$3,294,750
Pulse & Events <i>(includes Meredith Prod Fee \$85K)</i>	\$1,055,637
Competitive Conquesting	\$690,000
Winter Residents	\$224,470
DRF/Beach Safety	\$277,090
Sales/Sports	\$272,437
Anti Takeovers	\$93,510
Unallocated	\$92,105
Contingency	\$250,000

ANNUAL APPROVALS NEEDED

- These partners must be purchased upfront annually to secure the special placements and partnerships
- Rates are flat compared to last year

Partner	Annual Investment
Trip Advisor	\$80,000
Pandora: Brand Station	\$300,000
Pandora: Sponsored Listening	\$150,000
TOTAL	\$530,000



NEXT STEPS

ACTION	DEADLINE
Approval	August 25 th
Launch 4Q26 Media	October 1 st
Board Presentation	August 25 th

THANK YOU!