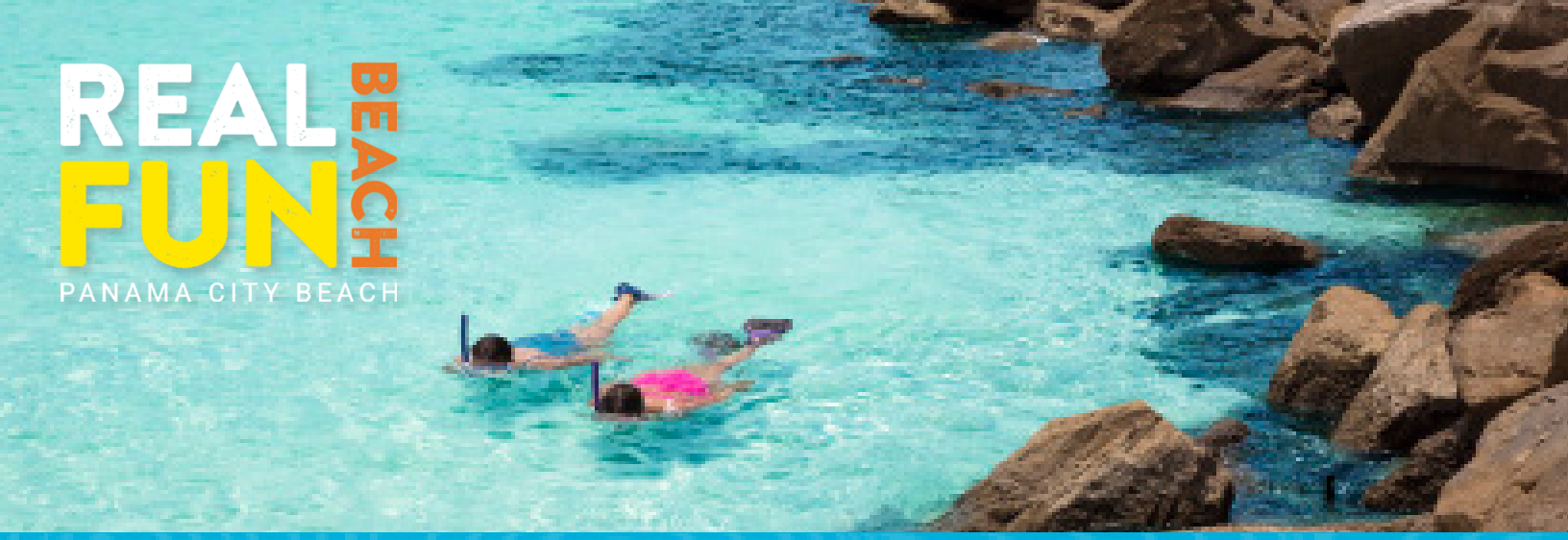


MARKETING RECAP AUGUST 2026

MARKETING

- **Display:** According to GA4, the PCB Perks display campaign drove the longest average engagement time per session of any display campaign in August at 33 seconds
- **Pre-roll:** Four pre-roll video campaigns ran in August: CC, MIY, Fun For All, and Winter Resident. According to GA4, the Fun For All campaign drove the longest average engagement time per session of any programmatic campaign in August at 42 seconds.
- **Youtube:** All YouTube campaigns performed within or above benchmark for at least one of the KPIs.
- **OTT:** Overall, the OTT campaigns drove 32,003 view-through conversions between all OTT running this month!
- **Tripadvisor:** The Audio Everywhere campaign performed above the benchmark in August, driving a 0.39% CTR (a 15% increase MoM) and an 89% audio completion rate.

PUBLIC RELATIONS HIGHLIGHTS

World Atlas highlighted Panama City Beach as the best Florida destination for an active resort-coast lifestyle, focusing on its outdoor experiences including St. Andrews State Park and Conservation Park, in the article titled, "11 Best Places to Call Home in Florida's Emerald Coast in 2026."
MICE Travel Advisor Florida's Panama City Beach Expands Marine Tourism with New Artificial Reefs Supporting Conservation, Diving and Sustainable Gulf Coast Travel
World Atlas showcased St. Andrews State Park for its public waterfront campground - highlighting its rich history, proximity to Shell Island and family-friendly appeal-in the article titled, "The State Parks with the Best Waterfront Campsites.
Travel and Tour World Florida's Panama City Beach Drives a Marine Conservation Push with New Artificial Reefs Boosting Diving and Ocean Tourism
Emerging Travel News New Artificial Reeds to Boost Marine Tourism in Panama City Beach U.S.

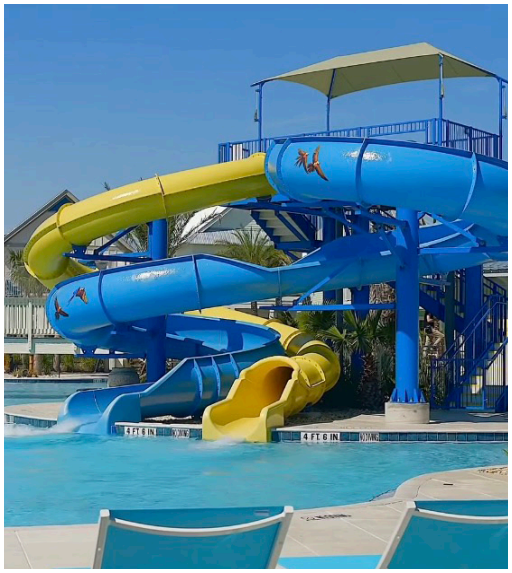
REAL. FUN. SOCIAL STATS
TOP SOCIAL POSTS OF THE MONTH

Instagram
" Happy #NationalOysterDay
From the Real. Fun. Beach!...."
Likes: 181 Comments: 12 Impressions: 16.5K



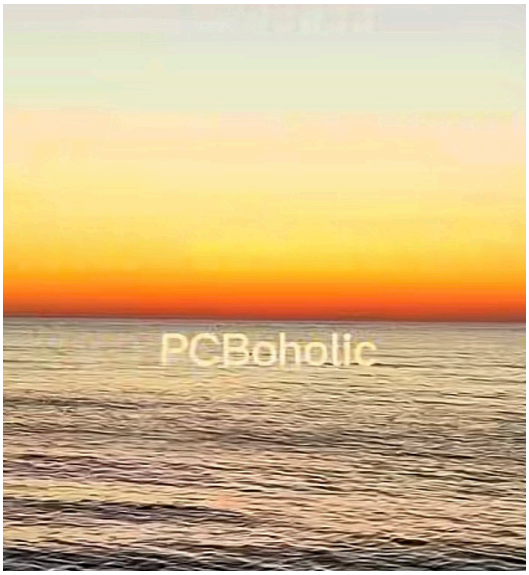
105.6k followers

Facebook
" It's #NationalRelaxationDay
and we're teaming up with Margaritaville..."
Likes: 217 Comments: 134 Reach: 14.3K



1.2 Million likes

TikTok
"There's no such thing as too much PCB."
Likes: 184K Comments: 4 Views: 34.8K



452.5k likes

FUTURE FUN

In September, our “always on” digital campaign will continue supporting Competitive Conquesting, MIY, and upcoming event and pulse initiatives. Active partnerships include: TripAdvisor, Pandora, Priceline/Booking.com, Hopper, Expedia, and VRBO. The Expedia Co-Op flight will continue to support lodging partners.Paid media support will continue in September with Peacock serving as this quarter’s premium OTT partner. Spotify and Pandora Podcasting will also remain active to support MIY across audio channels. A new radio campaign will launch to promote Sunset Sessions, while Pirate’s Fest campaigns will begin with digital, social, and broadcast coverage. For the Love of PCB and Sports Park campaigns will run throughout the month, both campaigns wrap up at the end of the month. Regional support will continue in the Columbus market through the Beach Forecast Radio campaign, which concludes in September.
DRF support will continue in September through the standing billboard at Pier Park North and the Carvertise campaign.

This month we begin promotions for:
- PCB Perks
- Real.Fun.Deals.
- Hulu Streaming
- Pinterest Weddings
- TripAdvisor

Current Marketing Projects
- **Coffee Trail**
- **Boardwalk Campaign**
- **Pirates Fest Assets**
- **Real Fun Beach Store Launch**
- **For the Love of PCB campaign**
- **Competitive Conquesting Campaign**