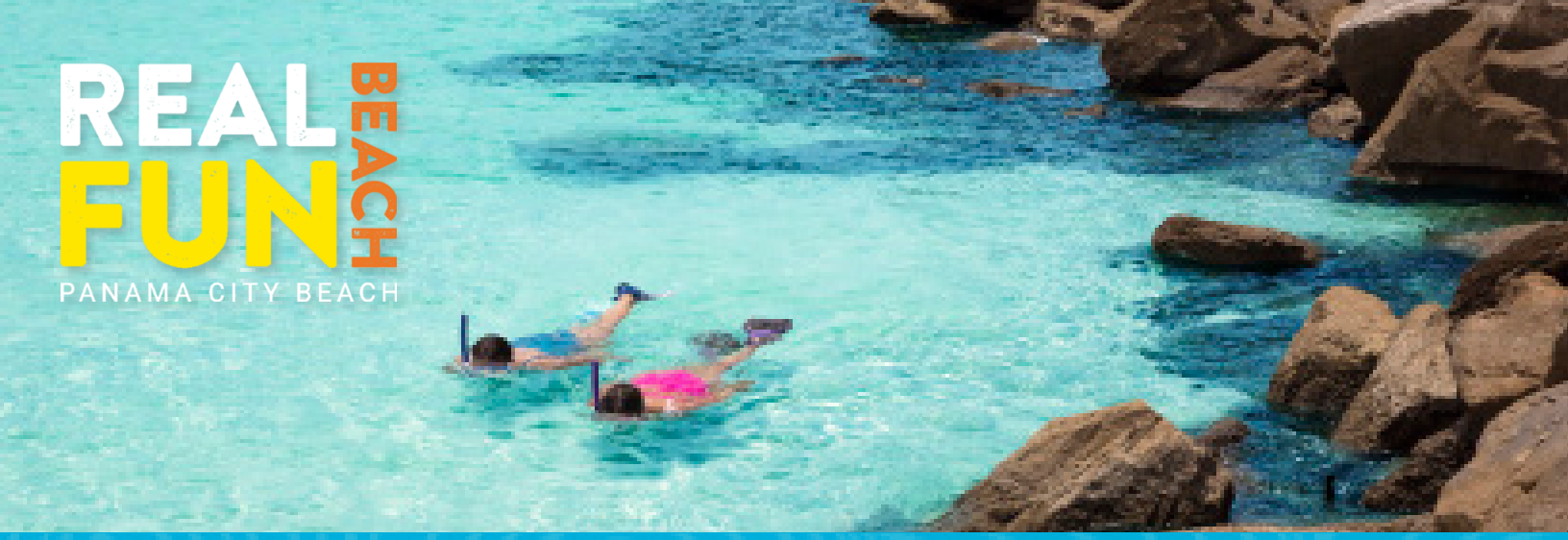


MARKETING RECAP SEPTEMBER 2026

MARKETING

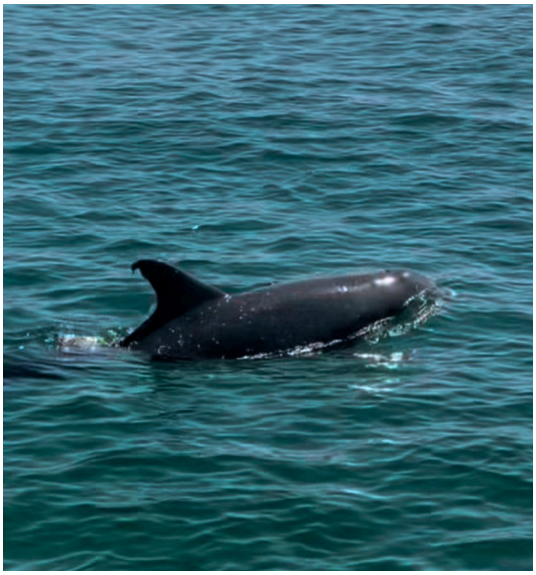
- **Display:** Overall, the display campaign performance was very strong for the month. All campaigns performed within or above the benchmark CTR range!
- **Pre-roll:** Four pre-roll video campaigns ran in September: CC, MIY, Fun For All, and Winter Resident. According to GA4, the Fun For All Pre-Roll campaign drove the longest average engagement time per session of any pre-roll campaign in September at 45 seconds.
- **Youtube:** All YouTube campaigns performed within or above benchmark for at least one of the KPIs.
- **OTT:** Overall, the OTT campaigns drove 33,211 view-through conversions between all OTT running this month!
- **Tripadvisor:** CTRs from SEM & Engagement rate went up MoM!

PUBLIC RELATIONS HIGHLIGHTS

WMBB-TB announced Visit Panama City Beach's new coffee trail, highlighting its intention to spotlight local coffee shops and encourage exploration of the destination's neighborhoods ahead of National Coffee Day.
Frommer's highlighted Panama City Beach - including Shell Island, St. Andrews State Park, Tootsies Orchid Lounge and Pier Park - for travelers planning a trip along Florida'a Panhandle in the article titled, "Exploring the Coast in Florida."
World Atlas showcased Panama City Beach's natural beauty and outdoor adventure, including St. Andrews State Park, Conservation Park, and Russel-Fields City Pier, in the roundup, "2029's 9 Most Scenic Florida's Emerald Coast Towns."
Sports Destination Management shared the lineup and event details for the 2026 Pirates of the High Seas & Renaissance Fest, highlighting the event's family-friendly appeal and variety of entertainment, in the article titled, "Panama City Beach Hosting Family-Friendly Event, With a Side of History and Swordfights."
World Atlas highlighted Panama City Beach's accessibility from nearby destinations, including key experiences such as Camp Helen as ideal road trip stops, in the article titled, "10 Great Road Trips to Take on Florida's Emerald Coast."

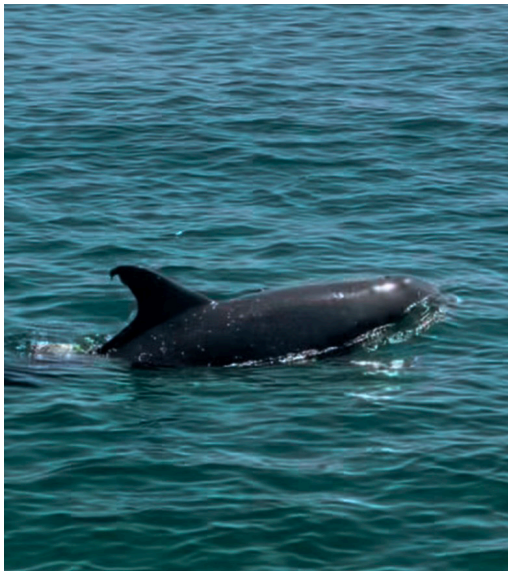
REAL. FUN. SOCIAL STATS
TOP SOCIAL POSTS OF THE MONTH

Instagram
" Our friends are showing off for the #FirstDayOfFall!."
Likes: 373 Comments: 14 Impressions: 5.5K



105.7k followers

Facebook
" Our friends are showing off for the #FirstDayOfFall!"
Likes: 425 Comments: 4 Reach: 12.7K



1.2 Million likes

TikTok
"There's no such thing as too much PCB."
Likes: 237 Comments: 21 Views: 5.7K



453k likes

FUTURE FUN

In October, our “always on” campaigns will continue supporting Competitive Conquesting, MIY, Winter Residents, and upcoming event and pulse initiatives. We will have partnerships with TripAdvisor, Pandora, and The Knot. The Expedia Co-Op flight will continue to support lodging partners.
The Pirate’s Fest campaigns will have media support including digital, social, and broadcast coverage. The New York Direct Flights, Beach Home for the Holidays, and social promotion supporting the PCB Merch Store all pick up in October.
DRF support will continue in October with the standing billboard at Pier Park North and the Carvertise campaign.

This month we begin promotions for:
- Visit Florida Offical Vacation Guide
- Dreamscapes
- Northwest FL Weddings
- Saltwater Fishing Guide
- Reunions

Current Marketing Projects
- **Coffee Trail**
- **Boardwalk Campaign**
- **Beach Home For The Holidays Assets**
- **Real Fun Beach Store Launch**
- **For the Love of PCB campaign**
- **Competitive Conquesting Campaign**
- **Winter CO-OPS**