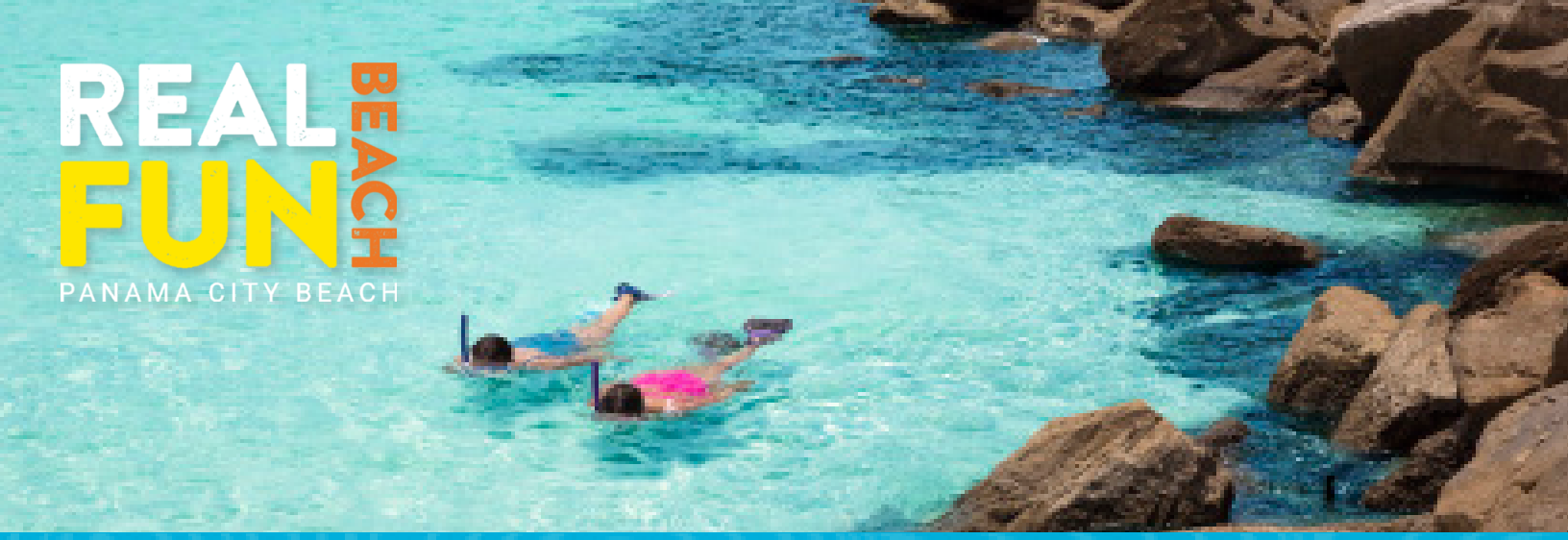


MARKETING RECAP OCTOBER 2026

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:** One pre-roll video campaign ran in October: Winter Resident. The Winter Resident campaign performed above the CTR and VCR benchmarks. The 30s Couples video drove the highest VCR, while the 15s Empty Nesters video drove the highest CTR.
- **The Knot:** The weddings campaign is off to a great start! The Custom Mobile Scroller is currently surpassing the benchmark of 0.16% CTR. The Editorial Sponsorship is currently surpassing the benchmark of 0.05% CTR.
- **Tripadvisor:** Average dwell time and SEM CTR was up MoM!

PUBLIC RELATIONS HIGHLIGHTS

Condé Nast Traveler featured Shell Island among Florida's 25 best beaches, describing the destination as "wonderfully underveloped" and highlighting its pristine natural beauty, abundant wildlife and secluded coastal experiences, in the article titled, "25 Best Beaches in Florida, From South Beach to Amelia Island."
Travel + Leisure showcased St. Andrews State Park among Florida's best state parks, spotlighting it sugar-white sand beaches, scenic coastal setting and variety of outdoor recreational activites, in the article titled, "12 Best Florida State Parks to Visit, According to a Longtime Local."
WJHG-TV featured Panama City Beach's nearly 7% tourism growth compared to 2025, in the article titled, "PCB Tourism has grown nearly 7% from 2025."
EXHIBITOR featured the organization's three new hires and their roles in supporting tourism efforts, in the article titled, "Visit Panama City Beach Bolsters Sports Tourism, Sales and Marketing with Three New Hires."
PCB Life covered the latest additions to Panama City Beach's artificial reef program, highlighting the upcoming vessel deployments and the destination's continued investment in marine habitats and recreational diving opportunities, in the print article titled, "Panama City Beach to Add Three Major Artifical Reefs This Fall."

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

Instagram
"That October Sky! PCB left us speechless tonight."
Likes: 1,428 Comments: 24 Impressions: 14K



106k followers

Facebook
"That October Sky! PCB left us speechless tonight."
Likes: 3,735 Comments: 213 Reach: 100k



1.2 Million likes

TikTok
"It's #NationalTacoDay! What's your favorite taco spot in PCB??"
Likes: 520 Comments: 37 Views: 12.2K



453.6k likes

FUTURE FUN

In November, 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 Beach Home for the Holidays campaigns will have media support including digital, social, and broadcast coverage. Social promotion to support New York Direct Flights, PCB Merch Store, I am Thankful, & Coffee Trails will happen in November.

This month we begin promotions for:
- Visit Florida Offical Vacation Guide
- Smart Meetings
- Northwest FL Weddings
- Saltwater Fishing Guide
- Reunions
- Sports Destination Management

Current Marketing Projects
- **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**
- **New Years Eve Beach Ball Drop Assets**
- **12 Days of Christmas**
- **I am Thankful Campaign**