

# AUGUST RECAP REAL FUN BEACH MARKETING

VisitPanamaCityBeach.com f t p y i



## PUBLIC RELATIONS

-**TripAdvisor** named Shipwreck Island one of the top waterparks in the country.

-**Timeout.com** posted an article of the "12 Best Things to Do in Panama City Beach."

-**TravelPulse** featured Panama City Beach in an article listing "30 Beach Towns Ideal for a Last-Minute Summer Vacation."

### Press Releases

Fall Events in Panama City Beach

Royal American Beach Getaways Announced as Exclusive Lodging Sponsor of Chasin' The Sun TV

Sink Your Teeth into Panama City Beach 10 Instagrammable Eats for your PCB Bucket List

### Visiting Writers

Five writers and their toddlers visited PCB for Preschoolers in Paradise, posting coverage of their visit on their blogs and websites



760,849 likes



41.7k followers



33.4k followers

## MARKETING

-The Fall TV push is underway in our key markets and PCB is also featured on digital television through Gamut and Hulu in the key markets.

-Continuation throughout Q3 with a digital partner that has relationships with major travel brands such as Marriott, Hertz and Delta and serves our display banners to those currently planning their travel and might be considering competitive destinations.

-Traffic radio for Pirates of the High Seas Fest starts on September 17 in six key markets promoting the event coming up in October.

- Fall/Winter cooperative program partners will appear in the September issue of Atlanta Magazine and are also currently running with custom audio and banner ads on Pandora.

- We are currently working on a baseball spring training guide for the Panama City Beach Sports Complex, as well as continuing to work on the website development.

-We have finalized a new ecotourism video and are pushing the completed video out through paid social.

### Current Ad Insertions

Beach Guide  
Florida Saltwater Regulations  
Florida Golf Alliance  
VIE Magazine  
Flamingo Magazine  
Good Grit  
Panama City Living  
The Circuit  
Softball/Baseball Magazine  
Sports Destination Magazine

## Southern Living

### South's Best Beach 2019

We are continuing to support the destination on the website with a fly-in banner that encourages website visitors to vote for Panama City Beach as the South's Best Beach through **Southern Living** until October 9.

To cast your vote and make PCB a winner, go to:  
[www.southernliving.com/southsbestvote](http://www.southernliving.com/southsbestvote)





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

### Facebook

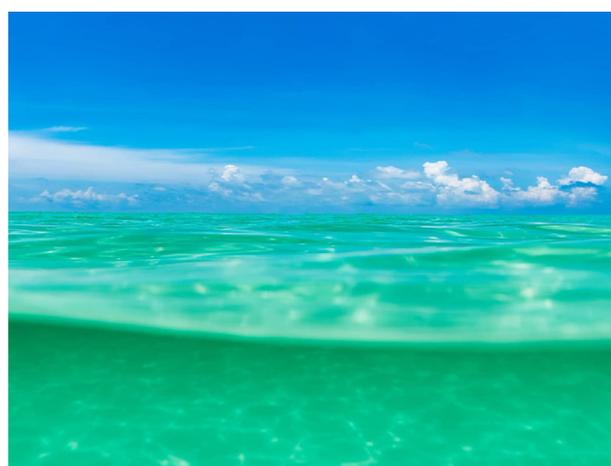
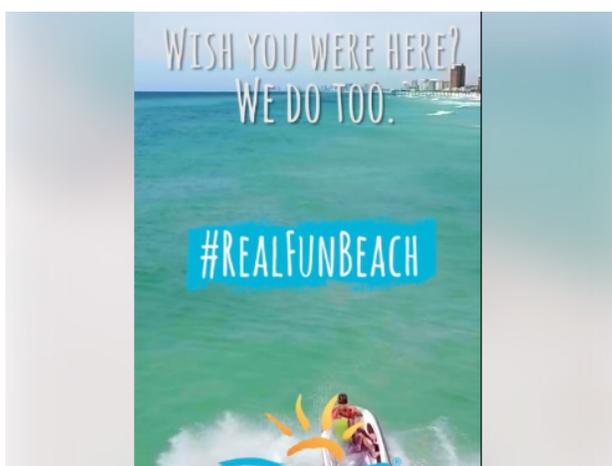
"You should be at the #RealFunBeach today!"

**Views: 34K Likes: 2.4K Comments: 248 Reach: 126.5K**

### Twitter

"Beach time cures all...#MondayMotivation"

**Likes: 250 Retweets: 48 Impressions: 11.9K**



### Instagram

"Who is ready for sunset walks along sugar white sand? #realfunbeach"

**Likes:1,976 Comments: 39**



## CHASIN' THE SUN TV

Chasin' The Sun TV has partnered with Outdoor America to distribute the program nationwide. Beginning in the fourth quarter of 2018, episodes from season two and three will be available to 106 affiliates of Raycom Media and Gray Television—an audience of more than 58 million U.S. television households. All new episodes are currently being filmed and the new season will premiere on Discovery Channel in January 2019.



## EVENTS

Columbus Day weekend will bring waves of fun-filled adventures to Panama City Beach with the annual Pirates of High Seas Fest. Setting sail October 5-7, this year's FREE festival is sure to take pirate fun to a whole new level. The event will feature three days full of parades, live music, a magic show, a pirate's invasion, a treasure hunt and fireworks every night with Friday and Saturday's events taking place at Pier Park and Sunday events held at Grand Lagoon.

