

PANAMA CITY BEACH INDUSTRY UPDATE MARCH 2019

Influencer Marissa Anwar from the @DarlingEscapes Instagram traveled with her photographer Solmaz, who also posted pictures from their trip on her personal Instagram – <u>The Curious Creature</u>.

Influencer Marissa Anwar, known for her colorful photos and focus on culture, visited Panama City Beach with her photographer and documented their trip on both her personal Instagram as well as on her blog, <u>The Darling Escape</u>.

Nate Day from the <u>Someday I'll Learn</u> blog wrote an article entitled, "The Best Florida Beach for Kids and Fun Parents," highlighting his trip to Panama City Beach with his son for last year's Preschoolers in Paradise weekend.

<u>The Boston Globe</u> printed in their Sunday edition the list of TripAdvisor's "Top U.S. Beaches" which included Panama City Beach, ranking third overall.

Highlighting the best places to stay and eat as well as favorite activities to do with toddlers in Panama City Beach, Heather Anti from the <u>Daily Mom</u> blog shares with her readers an insightful article along with beautiful picture.

<u>Travelocity</u> shared an article entitled, "Instagram Inspiration: Best Gnomads' Posts of 2018," highlighting an Instagram post of Meagan Wristen from Mommy Travels during her trip to Panama City Beach last April with her children.

Holly Kapherr wrote an article for <u>Travel Weekly</u> entitled, "Food, music events liven up Panama City Beach this spring," updating readers on post-Hurricane Michael recovery efforts and detailing upcoming spring events.

Panama City Beach's UNwineD Culinary Festival and Pepsi Gulf Coast Jam were both mentioned in <u>Coastal Living's</u> article entitled, "10 Best Beach Festivals on Florida's Gulf Coast."

Chris Chamberlain shared an article in <u>Nashville Scene</u> entitled, "Need To Unwind? Do It With Wine!" featuring Panama City Beach's UNwineD Culinary Festival.

<u>Forbes</u> mentioned Panama City Beach's UNwineD Culinary Festival and its kick-off party hosted by Southern Living as a getaway for those staying at The Pearl Hotel in an article entitled, "10 Luxurious Spring Break Escapes."

Panama City beach was named eighth in <u>Forbes'</u> "Top 10 Spring Break Destinations Of 2019," featuring the UNwineD Culinary Festival.

Panama City Beach was named third in "The South's Best Beach Towns 2019" by **Southern Living**, mentioning a post-Hurricane Michael update and the changes undergone in the last few years.

Valerie Fraser Luesse published an article for <u>Southern Living</u> entitled, "Why We Love Panama City Beach," detailing her experience as a child compared to her experience now and all that Panama City Beach has to offer.

Ryan Izquierdo Fishing highlighted his Chasin' The Sun Press Trip to Panama City Beach and his fishing adventures on his Instagram and <u>Youtube</u> channel.

Ellen Paris, contributor for <u>Forbes</u>, listed Panama City Beach as one of the "Best Places to Own a Vacation Rental Property In 2019." She details the criteria for those named on the list and tips for anyone looking to invest in rental property.

Social Media Influencer Laurelle Gunderson details her UNwineD experience on her blog and <u>Instagram</u>, <u>Belle by Laurelle</u>, sharing with her many followers (four Instagram posts) beautiful photos of the event as well as other activities and sights around Panama City Beach including Pier Park and dinner at Grand Marlin.

Instagram Influencer and blogger <u>Jennifer Saviano</u> shares nine photos on her official Instagram of her trip to Panama City Beach, including UNwineD, the SkyWheel, Pier Park and Shell Island.

<u>Auto Guide</u> features an article entitled, "Why Thousands are Going to Jeep Beach Jam This Year from May 14-18," detailing photos and information from both past Jeep Beach Jams as well as this year's event in Panama City Beach.

Influencer, blogger and photographer <u>Colleen Gallagher</u> traveled to Panama City Beach with Jennifer Saviano from Nashville to attend the UNwineD Culinary Festival. She shares on her Instagram nine photos of their trip along with details of how the town has changed from when she visited years ago.

Influencer <u>Melanie Sutrathada</u> posted a picture on her personal Instagram enjoying the Florida sunshine on the beautiful Panama City Beaches as well as story highlights detailing her recent trip to UnwineD.

Influencer and blogger Megan Bonner from <u>Pretty in Pink Megan</u> recently posted four photos on her personal Instagram from her trip to Panama City Beach for the UNwineD Culinary Festival.

Based in Memphis, influencer and travel blogger <u>Collins Tuohy Smith</u> featured her recent trip to Panama City Beach and UNwineD on her personal Instagram.

Total UMV: 202,477,778