



Coming Up in PCB

The month of May signifies the transition from Spring to Summer as families are planning their annual vacations. We had a few additional vendors go live last month, made possible in part by Visit Florida grant funds.

Summer Campaign

- New partner Well + Good, a premier lifestyle online publication, has gone live in May with a custom content article featuring the many ways to “vacay” in Panama City Beach. This article will be promoted through email and all the Well+Good social channels.
- New partnerships also launched with Thrillist, Momtastic, and Lonely Planet all featuring custom content through editorial and video.
- Visit Florida partnership with Expedia launches early this month, the travel partner produced a destination specific video to be featured on their Mini Vacay site with branded promotion to drive traffic to the content.
- Content produced by our InstaMeet Empty Nester Instagram influencers has begun to be distributed and promoted after their trip to PCB in April.
- “Always on” digital efforts continue, with custom targeted display banners, video and native digital promoting the destination to key segments for summer travel planning.
- Our presence also continues in TripAdvisor. PCB was awarded “Traveler’s Choice Best Beaches Award” from Trip Advisor. This month Trip Advisor will launch a new look that centers around social engagement. Check out our new Trip Advisor page with the handle @Visit_PCB!

Summer Co-Op

- Our summer co-op with our Visit Panama City Beach partners kicks off in May.
- Pandora will be a strong part of the Summer Coop with partners receiving audio ads and banner ads.
- Partners will be part of a four page feature in Birmingham Magazine's May Beach Issue.
- This month, partners are featured in a Facebook Live, Facebook Promoted Post and Instagram Takeover.

Misc. Projects

- We are working on awards submission for the amazing work we did in 2018 and the beginning part of 2019

Current Print Ad Insertions

- Texas Monthly (May Issue)
- Garden & Gun (April/May Issue)
- Sports Travel (May Issue)
- Sports Events (May Issue)
- Florida Society of Association Executives (May/June Issue)
- Connect Sports – Facilities Guide (May Issue)
- Sports Destination Magazine (May/June Issue)
- The Circuit (May/June Issue)
- Florida Saltwater Regulations (January – June)
- Visit Florida International Travel Guide (Annual)
- Soccer & Lacrosse Sourcebook (Annual)