



### Coming Up in PCB

In June, we'll continue to have a strong media presence as families visit PCB and continue to plan for late summer travel. We have new custom content launching this month, which support the "Make it Yours" campaign by highlighting the different experiences PCB has to offer.

### Summer Campaign

- A new partnership with TexasMonthly.com launches in June. The Summer Survival Guide includes custom editorial content and amplified social promotion of the articles, driving Texans to visit Panama City Beach.
- BuzzFeed launches two custom videos in June, in a new partnership with their brand Bring Me. The videos showcase the beauty of swimming with dolphins and highlight several delicious seafood restaurants in PCB.
- "Always on" digital efforts continue, with custom targeted display banners, video and native digital promoting the destination to key segments for summer travel planning.

### Summer Co-Op

- Our summer co-op with our Visit Panama City Beach partners continues in June.
- Partners will be part of a dedicated beachguide.com email, targeting BeachGuide's vast database of travelers showing interest in booking beach travel this summer.
- Pandora is a strong part of the Summer Coop with partners receiving audio ads and banner ads.
- Partners will receive display ads, targeted to families planning summer travel.
- This month, partners are featured in a Facebook Live and Facebook Promoted Posts.

### Current Print Ad Insertions

- *Group Travel Leader (June Issue)*
- *Sports Destination Management (May/June Issue)*
- *Florida Society of Association Executives (May/June Issue)*
- *Florida Saltwater Regulations (January – June)*
- *Visit Florida International Travel Guide (Annual)*
- *AAA Tourbook (Annual)*
- *The Circuit (May/June issue)*
- *VISIT Florida Magazine (Annual)*
- *Travel USA 2019 Inspiration Guide (Annual)*