

PANAMA CITY BEACH INDUSTRY UPDATE - JULY 2019

Panama City Beach's Emerald Beach Resort was featured in the July issue of <u>Wingman</u> <u>Magazine</u>, highlighting the resort's massive lagoon pool, tiki bar and on-site coffee shop.

<u>Travel Pulse</u> included Panama City Beach in its roundup article on the best last-minute cities to visit for the Fourth of July. Highlighting its affordability, three nights of fireworks, family-friendly fun and proximity to New Orleans, Atlanta and Jacksonville, the article says, "getting here on a whim is easy."

Panama City Beach was named one of "The Best White Sand Beaches in the World" by <u>Town &</u> <u>Country</u>, mentioning the destination's 320 days of sunshine annually, championship golf and award-winning dining.

Panama City Beach hosted <u>Dive Training Magazine</u> writer Barry Guimbellot for the destination's scuba diving press trip. He featured Panama City Beach's diving history, southern hospitality, diverse aquatic adventures and additional activities in the magazine's July-August issue.

<u>Sports Destination Management</u> published our update release on the opening of the Panama City Beach Sports Complex and the number of tournaments already booked.

Writer Chris Chamberlain, who was hosted by the destination for UNwineD, features Panama City Beach in <u>Getaways For Grownups</u>, highlighting the best places to stay, play, eat and drink.

Instagram Influencer and blogger <u>Jasmine Elias Boswell</u> visited Panama City Beach with her husband and details her experience and adventures on both her blog and in eight <u>Instagram</u> posts.

<u>Coastal Living</u> named Panama City Beach one of "The Most Dog-Friendly Beach Towns in America" according to vacation rental marketplace, Vacasa.

Instagram influencer and travel blogger Adam Lukaszewicz visited Panama City Beach for the destination's diving press trip, and he details his experience on his <u>Getting Stamped</u> blog, <u>Instagram</u>, <u>Facebook</u>, <u>Twitter</u> and <u>Pinterest</u>.

<u>Travel Pulse</u> shared information about Panama City Beach's Fall events schedule, including a quote from Visit Panama City Beach President and CEO Dan Rowe.

Visit Panama City Beach Public Relations Manager Lacee Rudd shared information on Panama City Beach's Pepsi Gulf Coast Jam with radio personality Michael Patrick Shiels on his show <u>MiBigShow</u>.

<u>Connect Magazine's</u> Fall 2019 issue features the brand-new Panama City Beach Sports Complex, including expected economic projections for the region and possible future expansion.

Total impressions: 4,891,346