



Coming Up in RI

A summer urgency campaign was launched the week of July 22 to remind potential visitors that summer is not over and there is still time for a trip to Panama City Beach. This extra push includes radio in drive markets, sponsored listening on Pandora, and added digital and social efforts. This messaging will continue through August 11.

At the same time our campaign promoting Late Summer/Fall travel has launched and will continue through August. This media campaign includes TV, Radio, Digital, Social and Outdoor billboards in our key markets of Atlanta, Birmingham, Nashville, and Orlando.

Late Summer/Fall Campaign Highlights

- A fresh launch with partner Momtastic launched in August targeting families with pre-school age children to consider PCB for a late summer or fall beach getaway.
- Podcasting resumes in August with host read spots on popular parenting and travel podcasts reaching potential PCB guests nationwide.
- A new partnership with Texas Monthly including custom content and display banners will encourage visitors from all over Texas to come to PCB.
- “Always on” digital efforts continue, with custom targeted display banners, video and native digital promoting the destination to key segments for late summer/fall travel planning.

Summer Co-Op

- Our summer co-op with our Visit Panama City Beach partners continues in August.
- Partners will receive display ads, targeted to families planning late summer travel.
- This month, partners are featured in a Facebook Live and Facebook Promoted Posts.
- Partner will also appear in the August Issue of Birmingham Magazine

Mac Projects

- We are working on launching our 2 new personas on the website this month as a part of our Make It Yours Campaign
- As we move into the fall season, we are ramping up on promotion of all our fall/holiday events
- We had a planning session with all agency partners in July, and now each agency is beginning to work on developing their plan for 2020

Current Print Advertisements

- *Florida Saltwater Regulations* (July-December)
- *Visit Florida International Travel Guide* (Annual)
- *AAA Tourbook* (Annual)
- *The Circuit* (July/August issue)
- *VIE Magazine* (August Issue)
- *Resort Guide* (July - January Issue)
- *VISIT Florida Magazine* (Annual)
- *Travel USA 2019 Inspiration Guide* (Annual)
- *Connect Sports – Facilities Guide* (August Issue)
- *The Griffon* (Summer Issue)