



Panama City Beach Industry Update- December 2019

AAA Living included Panama City Beach's New Year's Eve Beach Ball Drop in the "Do Dates" column in the November/December 2019 Issue.

Named one of the "best New Year's Eve events for kids in 2019," Panama City Beach's New Year's Eve Beach Ball Drop was featured in the below **Family Vacation Critic** article.

The Fishing Wire picked up Panama City Beach's release announcing the official lodging partner for the fifth season of the destination's "Chasin' the Sun" TV show.

VIE Magazine, a Santa Rosa Beach based publication, picked up Panama City Beach's 20 Events in 2020 press release.

Blogger Jennifer Gervens traveled to Panama City Beach with her father to experience the destination's diving offerings and detailed their trip on her **Sweet T Makes Three** blog.

Panama City Beach's New Year's Eve Beach Ball Drop was named the seventh "craziest thing dropping this New Year's Eve" by **USA Today**.

Writer Becca Hurley attended Panama City Beach's diving press trip and produced the following article in **Scuba Diving Magazine**. Featuring the *El Dorado*, the article was published both online and in the December issue of the magazine.

Reader's Digest named the Panama City Beach New Year's Eve Beach Ball Drop the "best New Year's Eve celebration in Florida," highlighting the 8 p.m. countdown which includes dropping 10,000 inflated beach balls onto the streets of Pier Park.

Bass Angler Magazine picked up Panama City Beach's release announcing Ed Zyak joining the fifth season of the destination's "Chasin' the Sun" TV show as a featured angler.

The Fishing Wire picked up Panama City Beach's release announcing Ed Zyak joining the fifth season of the destination's "Chasin' the Sun" TV show as a featured angler.

Panama City Beach's New Year's Eve Beach Ball Drop was named the "quirkiest New Year's Eve celebration" by **The Street**, a personal finance website with a travel and lifestyle section.

Total impressions: 43,942,691

