



PRESS RELEASE
FOR IMMEDIATE RELEASE

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DISCOVER FALL 2010 VACATION DEALS BY THE SEA

Panama City Beach, FL – Fall is the ideal time to stay with BY THE SEA RESORTS. Visitors will enjoy mild temperatures, uncrowded beaches and the lowest room rates of the year. Those who crave more action than serenity, can visit during the Thunder Beach Autumn Motorcycle Rally (September 30 – October 3), the Seafood, Wine & Music Festival (October 8 -10) or the Emerald Coast Cruizin' Car Show (November 8 -13). During these events, BY THE SEA guests enjoy free cocktails, covered and reserved parking plus locations just minutes from the event sites. Discover why autumn is the best season to experience Panama City Beach and BY THE SEA RESORTS with one of the hotel chain's fall deals or packages.

Guests' tomorrows will be brighter and their wallets lighter with the **Brighter Tomorrows** deal. September 13 - October 31, for every night guests pay regular rate, they get the next night at 50% off-- whether they choose to stay two nights or four! Gulf-front rooms start at \$59 per couple per night.

Fall visitors can get 15% off and help the needy when they participate in the **Holiday Helpings** campaign. Participants donate a canned good between November 15 and December 25 to get 15% off the regular rate. The donations, collected at each front desk, help restock the Panama City Rescue Mission's food bank for the holidays. Gulf-front rooms start at \$50.15 per couple per night with the discount. Visitors must book directly with the hotels to receive the discount. Offer not valid with group or monthly reservations. One discount per room per stay.

Conceived with the romantic couple in mind, the **Sea of Love** package consists of gulf-front accommodations and a beaded wire basket filled with a bottle of champagne, souvenir champagne flutes, a long-stemmed seashell rose and ocean mist-scented sea salts for the bath. Sweethearts interested in celebrating a honeymoon or anniversary can choose from a variety of posh penthouse suites or Jacuzzi suites. Flowers wilt, chocolates are devoured, but memories of a romantic seaside escape will linger. Fall packages start at \$89 per couple per night, but the package is available year-round.



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All deals and packages include FREE continental breakfast daily and a FREE kids meal with every adult meal purchased at the hotel chain's beachfront bar and grill, the Barefoot Beach Club, or at two other nearby restaurants. They also include discounts at area attractions like 20% off at Gulf World Marine Park and Zoo World!

From deals for families to romantic getaway packages, BY THE SEA RESORTS offers customized autumn vacations for any lifestyle or budget. For current rates, terms and conditions or to learn more, travelers should call 1-888-627-0625 or visit www.bythesearesorts.com. Deals and packages require advance reservations, are subject to availability and may not be combined with other offers. Certain restrictions apply. Deal and package rates are based on double occupancy and do not include tax.

Legacy by the Sea is located at 15325 Front Beach Road, Panama City Beach, Florida 32413.

Beachbreak by the Sea is located at 15405 Front Beach Road, Panama City Beach, Florida 32413.

Beachcomber by the Sea is located at 17101 Front Beach Road, Panama City Beach, Florida, 32413.

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