



PRESS RELEASE
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CONTACT: Lee Ann Leonard
(850) 249-8601

SAVE MORE ON THE SHORE WITH BY THE SEA RESORTS' VACATION DEALS

Panama City Beach, FL – Life is getting even better BY THE SEA! With the new Northwest Florida Beaches International Airport opening up, a new city pier and new events like the Seabreeze Jazz Festival, Panama City Beach offers more reasons to visit in 2010 than ever before.

BY THE SEA RESORTS gives visitors even more reasons with perks like FREE breakfast and kids meals, up to 20% off at area attractions plus some unprecedented vacation deals.

"We understand that, in this recovering economy, families are looking for vacations that are affordable and inclusive," commented General Manager Lee Ann Leonard. "While our rates are already comparatively low for the area, we're offering more add-ons in 2010 to create a better vacation value. The travel industry is experiencing what could be considered the equivalent to a buyer's market in real estate. There's never been a better time to travel because, with all of the deals to be had, the traveler benefits." Leonard added that the hotel chain is bringing back its most popular packages this year but is also adding some new choices.

One of BY THE SEA's most popular packages, the **Dinner & a Movie** package, returns in 2010 with three nights in a gulf-front Legacy or Beachcomber suite, a pair of tickets to The Grand Theatre and dinner for two at the hotel chain's beachfront bar and grill from \$299 per couple. The state-of-the-art theater is located just minutes from the hotel and in Panama City Beach's developing entertainment, dining and shopping complex, Pier Park. The offer is valid April 11 - May 13 and excludes special events.

New this year is the **Early Booking Bonus** offer of two FREE adult tickets to Gulf World for those booking three nights in May by March 19, 2010. The marine park is located across the street from Legacy by the Sea and Beachbreak by the Sea. All guests enjoy 20% off admission year-round. May rates start at \$79 per couple per night.

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As temperatures rise in June and July, the vacation deals get hot. With the **Stay Free BY THE SEA** deal, travelers staying five nights get one night FREE! Gulf-front rooms start at \$65 per person per night before the discount. The deal is valid June 1 - July 31 but excludes July 1 - 4.

When the kids are back in school, the real vacation begins! BY THE SEA gives visitors reason to celebrate with three nights in a gulf-front suite starting at \$79 per couple per night and the fourth night FREE. The **Back To School Special** is valid August 15 - September 2.

The best-selling **Brighter Tomorrows** deal returns in September with an expanded booking window. September 12 through October 31, for every night guests pay regular rate, they get the next night at 50% off. So whether they choose to stay two nights or four, their tomorrow will be brighter without making their wallet lighter! Rates start at \$59 per couple per night before any discounts.

Because dinner planning and driving don't mix, BY THE SEA offers the **Pizza in Paradise** package year-round. Vacationers staying three or more nights at any BY THE SEA property receive a FREE large two topping Domino's pizza and a two-liter bottle of soda when they ask for the package. Spring rates start at \$79 per night for a gulf-front room. The offer is valid for Sunday, Monday or Tuesday arrivals only. Delivery charges apply.

In addition to offering packages, BY THE SEA RESORTS has partnered with area attractions like Gulf World Marine Park, Zoo World and Holiday Golf Club to get guests up to 20% off on admission. Guests simply present their hotel keycard or parking pass to secure the savings. The card or pass also earns them FREE kids meals for every adult meal they purchase at the Barefoot Beach Club, nearby Calypso Beach Café and The Cantina Bar & Grill.

From added values to budget-friendly vacation deals, BY THE SEA RESORTS presents new reasons to visit the "Real. Fun. Beach." in 2010. For current rates, terms and conditions or to learn more, potential visitors can call 1-888-627-0625 or visit www.bythesearesorts.com. Currently, the only way to book these packages is to call and ask for them by name, though they will be available on the hotel websites soon. Package rates are based on double occupancy and exclude 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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