



DISCOVER THE GREAT OUTDOORS AND EMERALD SHORES OF PANAMA CITY BEACH

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PANAMA CITY BEACH, Fla., April 24, 2013 – As summer nears, Panama City Beach invites its residents and visitors to venture out and explore the natural beauty of its gulf shores and coastal wildlife. With more than 300 days of annual sunshine and more outdoor activities than ever before, this season promises to offer plenty of adventure on and around the water.

“Panama City Beach has a remarkable story to tell,” shares Dan Rowe, president and CEO of the Panama City Beach Convention & Visitors Bureau. “Much of this story revolves around the exciting outdoor culture promoted by our beautiful beaches and wild landscapes. We are proud that millions of adventure seekers of all ages and abilities travel here each year to experience it for themselves.”

Below is an overview of several outdoor activities:

Paddleboarding: SUP (Stand Up Paddleboarding) is experiencing a huge surge in popularity because it’s such a *fun* way to explore the water. Panama City Beach offers the perfect paddleboarding environment thanks to a distinctive combination of protected and open water, including the Gulf of Mexico, rivers, bays, and lakes. Paddleboard classes cover everything from basic paddle skills to advanced techniques, and in Panama City Beach you’re never far from an SUP guide or rental service. Serious anglers are even using paddleboards as a way to get closer to the action, hooking redfish, snook and even sailfish! For more information, visit <http://www.visitpanamacitybeach.com/do/water-sports/>

Eco-Nature: Ecotourism is a growing trend around the world, and visitors are flocking to the state parks of Panama City Beach to take part in ecologically-responsible, fun-filled outings. Fishing, hiking, biking, nature photography, swimming, paddleboarding, canoeing, kayaking, boating and bird-watching are just some of the countless opportunities for eco-tourists to explore natural Florida in Panama City Beach. St. Andrews State Park is one of the most popular state parks in Florida, known for its expansive beaches, diverse bird population and deer, alligators, and abundant marine life near the jetties. A new Panama City Beach Conservation Park offers miles of trails for off-the-beaten path adventures. Camp Helen on the west end of Panama City Beach is a hidden gem discovered by few tourists. For more information, visit <http://www.visitpanamacitybeach.com/do/eco-nature/>

Diving: The Gulf of Mexico off Panama City Beach provides the perfect home for a wide variety of sea life. Sea turtles, dolphins, giant manta rays, octopus, and schools of colorful fish are just a few of the inhabitants found near the excellent artificial reefs and sunken ships found in these emerald waters, making for some of Florida's most memorable diving. Panama City Beach dive charters run year-round, so anytime is a great time to discover the dozens of artificial reefs off the coast of Panama City Beach, or explore from shore at the jetties in St. Andrews State Park. For more information, visit <http://www.visitpanamacitybeach.com/do/diving/>

Fishing: Fishing enthusiasts know the gorgeous waters that surround Panama City Beach hold more than their fair share of tasty treasures. Thanks to the warm Gulf Stream, fishermen don't have to go very far offshore to make a great catch. Panama City Beach is home to two fishing piers that offer you the chance to land a whopper without stepping foot in a boat! The St. Andrews Bay and many inland waterways also offer superb shallow water fishing from a skiff or the shore. As a special this summer, Panama City Beach is offering license-free fishing on three days – June 1, 8 and September 8. These dates are the perfect opportunity for parents who don't yet have a license, to take youth fishing, or for avid anglers to introduce a friend to the recreational pursuit without having to purchase a license. Visitors can also obtain 3-7 day fishing licenses. For more information, visit <http://www.visitpanamacitybeach.com/do/fishing-charters/>

About Panama City Beach:

Panama City Beach is situated on 27 miles of sugar-white sand beaches bordering clear, emerald-green waters where the Gulf of Mexico and St. Andrew Bay converge. With more than 300 days of sunshine annually and attractions such as St. Andrews State Park and Pier Park, the region has long been favored by travelers seeking an affordable beach vacation with year-round offerings for families, couples, groups and adventure-seekers. These include championship golf courses, spas, sporting events, award-winning dining and diverse recreational activities. Panama City Beach recently opened the new Northwest Florida Beaches International Airport, offering non-stop flights on Delta Airlines and Southwest Airlines. For more information, call 850-233-5070 or visit the official Web site of the Panama City Beach Convention and Visitors Bureau, <http://www.visitpanamacitybeach.com>. You can now follow us on Twitter @PCBeach to receive up the minute news and details on special offers and deals.

Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter @LouHammondPR or find us on Facebook.

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