



P A N A M A C I T Y B E A C H

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**PANAMA CITY BEACH WELCOMES SOUTHWEST AIRLINES TO
NORTHWEST FLORIDA-PANAMA CITY INTERNATIONAL AIRPORT**
Low Fare Carrier Announces New Service to Launch May 2010

PANAMA CITY BEACH, Fla., October 23, 2009 – Southwest Airlines, one of America’s leading low fare carriers, will soon arrive in the renowned white sand beaches of [Panama City Beach](#) as it becomes the first airline to announce service to the new Northwest Florida-Panama City International Airport. Currently under construction on 4,000 acres on Florida’s Gulf Coast, the 100,000-square-foot facility will be the first international airport to be built in the U.S. in 16 years.

Southwest Airlines will operate eight daily flights through the airport beginning May 18, 2010, increasing accessibility to the region from multiple domestic markets, yet to be announced.

“The new airport is expected to generate approximately \$80 million in new state revenues over the first 20 years of operation, according to a recent study by the Bay County Economic Development Alliance,” said Dan Rowe, president/CEO of the Panama City Beach Convention & Visitors Bureau. “Not only will it greatly impact economic development, it will also serve to make our destination more attainable than ever for scores of new travelers from emerging fly-in markets seeking a world-class, four-season vacation destination.”

Panama City Beach is an ideal value getaway for residents throughout the United States. In addition to affordable airfare, travelers may take advantage of assorted accommodations packages and extended stay options. The seaside community continues to develop with compelling new experiences such as Pier Park, a shopping and entertainment center located in the heart of the city. More than 21,000 rooms, golf courses, spas, restaurants and family attractions contribute to Panama City Beach’s appeal as a multi-generational vacation destination.

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. Andrews Bay converge. With more than 300 days of sunshine annually and attractions such as St. Andrew's 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. For more information, call 1-800-PCBEACH (850-233-6503) 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.

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