

# The Resort Collection of Panama City Beach Expands Portfolio

## Florida-Based Resort Management Company Lands Grand Panama

The Resort Collection of Panama City Beach announces its management of approximately 200 units within the luxurious Grand Panama Beach Resort, located in the heart of Panama City Beach. The Resort Collection will be the on-site management company for Grand Panama, and will direct daily operations involving food and beverage, house-keeping, maintenance, marketing, reservations and front desk. This state-of-the-art Gulf-front luxury resort offers a first-class family destination that is surpassed only by its renowned sugar-white sand and emerald waters.

As the newest addition to The Resort Collection of Panama City Beach, Grand Panama Beach Resort is the product of world-class architects, contractors, and designers. Under the direction of developer Louis Breland of BNP Investment Properties, Grand Panama Beach Resort and its sister properties nestled on the

Gulf of Mexico, entice the most well-traveled, discerning vacationer. The Resort Collection is a property management company representing six beachfront resorts, one championship golf course, a shopping center, and a real estate organization.

In conjunction with this news, Grand Panama Beach Resort is excited to announce the launch of a newly branded website featuring consumer-friendly navigation, photos, and informative content to educate guests in their search for upscale accommodations on the Gulf of Mexico's pristine beaches. In addition to providing comprehensive information about the resort and its on-site services and accommodations, an interactive blog and Facebook social marketing platform is integrated to give guests a day-by-day glimpse into life at the beach. Visit [www.grandpanama-beachresort.com](http://www.grandpanama-beachresort.com) or [www.resortspcbeach.com](http://www.resortspcbeach.com).



GRAND PANAMA BEACH RESORT

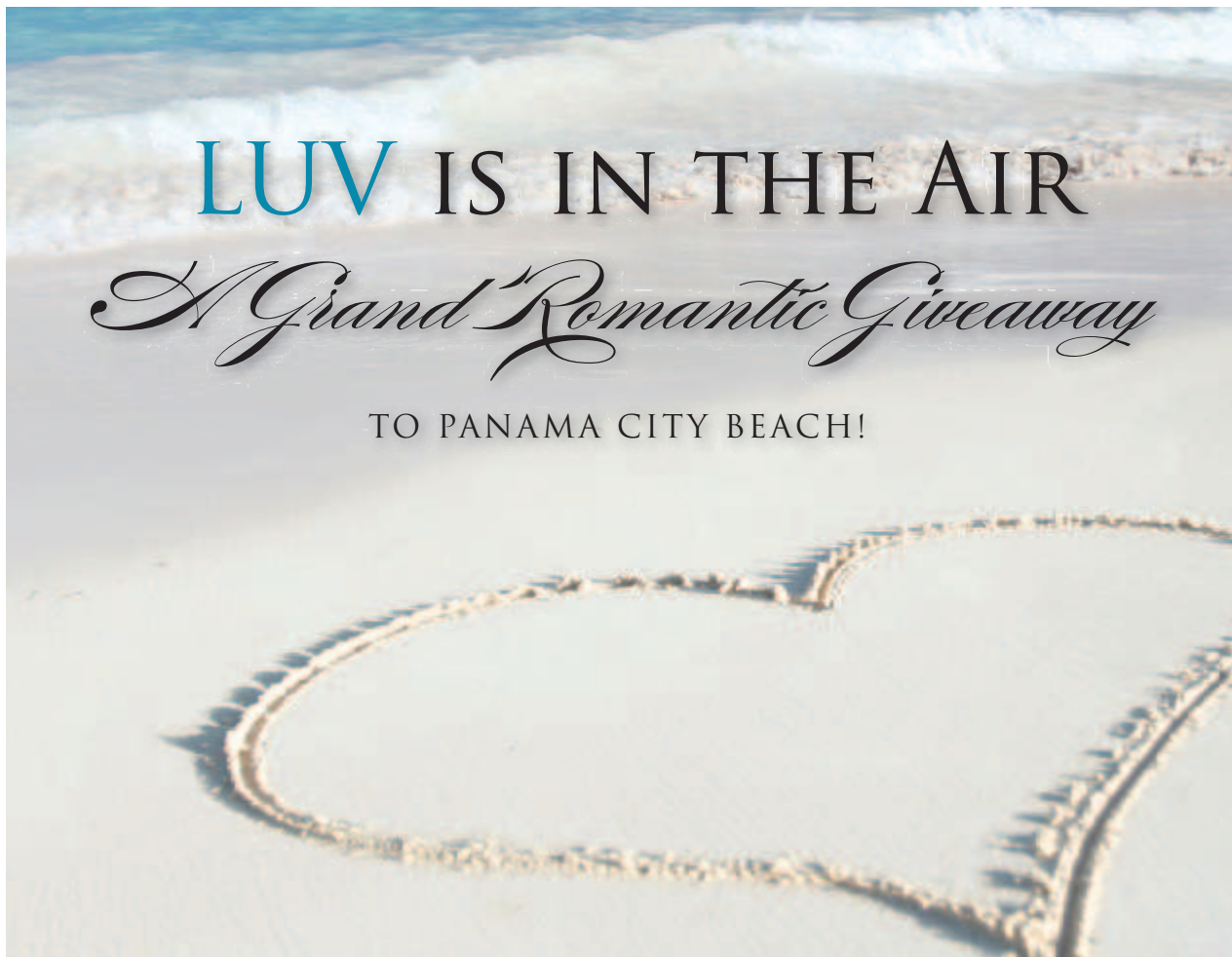
The Resort Collection of Panama City Beach teamed up with Southwest Airlines Spirit magazine to present "LUV Is In The Air – A Grand Romantic Giveaway." The sweepstakes giveaway—a seven-night stay at Grand Panama Beach Resort, The Resort Collection's luxurious signature property—will be awarded to whoever submits the most heartfelt haiku on the subject of ... what else ... LOVE (LUV).

LUV Is In The Air will be the focus of the February 2011 issue of Southwest Airlines Spirit magazine, which reaches 3.2 million readers. This romantic giveaway is currently valued at \$30,000. The creative influence behind LUV Is In The Air came from Southwest Airlines' tribute to its headquarters location at Love Field in Dallas, Texas, and LUV, its trading ticker symbol on the New York Stock Exchange.

Southwest Airlines has contributed two round-trip airline tickets to bring the winning couple to their destination in Panama City

Beach, Florida. The upscale fine jewelers McCaskill & Company, located in Destin, Florida, has donated \$10,000 in jewelry, and a romantic dinner for two at the award-winning Firefly restaurant in Panama City Beach also awaits the lucky couple. In addition to the luxurious accommodations, the winners will be treated to pampering spa services from The Club at Edgewater and Fusion Spa Salon, an indulgent shopping excursion at Pier Park, car service provided by Sunshine Shuttle, a four-hour eco-tour with Sunjammers, a swim with the dolphins at Gulf World Marine Park, flowers from Blossoms of Chipley, and a Justin Gaffrey painting.

To be considered eligible to win, contestants must tell their love story in a three-line haiku consisting of 17 syllables, where the first line is five syllables, the second is seven syllables, and the third is five syllables. For rules and regulations and to enter the sweepstakes, visit [www.luvgiveaway.com](http://www.luvgiveaway.com).



For reservations and information visit  
[www.resortspcbeach.com](http://www.resortspcbeach.com) or call 866.203.1164

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