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<https://www.facebook.com/SnowbirdFest>

## **SNOWBIRD FEST EXPANDS TO FLORIDA'S EMERALD COAST WITH EVENT IN PANAMA CITY BEACH**

*The Snowbird Company to Host Music, Food, Car and Business Expo in Panama City Beach*

PANAMA CITY BEACH, FL—December 17, 2019— The Snowbird Company will expand their festival, for first time ever, to Florida Panhandle, in Panama City Beach on Friday, February 7, 2020 at The Palms Conference Center. The event, which is centered on winter travelers, or “snowbirds”, will begin at 9 a.m. and feature vendors from all across the Emerald Coast, as well as live entertainment and free entry for registered snowbird attendees.

Headlining the festival will be musical tributes to Elvis, as well as delicious food samples, games, giveaways and prizes throughout the day. The British Car Club will also be there with some of their classic cars on display. Snowbird Fest is already a proven success, having been held in Orange Beach, AL since 2010 and is the largest event of its kind for winter visitors on the entire Gulf Coast. “In 2019, more than 3,500 snowbirds attended the festival and due to the ongoing popularity of this event, we decided to expand it to Panama City Beach”, said Sean Beckham, President of The Snowbird Company. “Each year, the Emerald Coast is host to more than 250,000 snowbirds and this event is the perfect way for them to get acquainted with the community in which they are temporarily residing. Because statistical data shows that Panama City Beach has some of the most vacancies on the entire Gulf Coast, we felt it was a perfect destination to expand our event. It also has more rentals than any other gulf coast area and boasts such wonderful attractions; we wanted to make our event part of showing off this fantastic area. This event is a great way for vacation rental managers and other Florida gulf coast businesses to get in front of hundreds of snowbirds to make them aware of any off-season specials they may be running.” For more information about the event, or to sign up to attend or exhibit, please visit our website, [www.EmeraldCoastSnowbirdFest.com](http://www.EmeraldCoastSnowbirdFest.com). We are currently offering specials for any vendors who sign up by the end of the year. The event is produced by The Snowbird Company, in coordination with this year’s corporate sponsor, Southern Resorts.

Pre-registered Snowbird attendees will be admitted first, and are also eligible for special prizes, as well. Due to the growing popularity of the event, we are strongly encouraging guests to pre-register, today at [www.EmeraldCoastSnowbirdFest.com](http://www.EmeraldCoastSnowbirdFest.com)

The Snowbird Company is the #1 Snowbird rentals resource since 2003, offering a focus on monthly and multi-month vacation rentals through its American Snowbird Network of interrelated State, National, Regional and State-level websites. All Websites (such as [AmericanSnowbird.com](http://AmericanSnowbird.com), and [FloridaSnowbird.com](http://FloridaSnowbird.com)) are integrated into one central, easy-to-use interface with one login, and admin controlling multiple niches.

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