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THE GREATER PANAMA CITY BEACHES  
CHAMBER OF COMMERCE

## LOCAL CHAMBERS TO HOLD “FIRST FRIDAY AT THE BEACH”

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**Panama City Beach, FL (December 10, 2008)** ð On Friday, January 9, 2009 the Bay County Chamber and The Greater Panama City Beaches Chamber will hold the first-ever “**First Friday at the Beach**” at the Bay Point Marriott Golf Resort & Spa. The event is from 7:30 to 9:00 AM.

This dual event combines the Bay county Chamber’s **First Friday** with the Beaches Chamber’s **Friday at the Beach** in a invigorating presentation by Dr. Mark Bonn, Director of Graduate Programs for the Dedman School of Hospitality at Florida State University in Tallahassee. Dr. Bonn’s talk, “**Ecotourism Trends Through 2015 for Panama City Beach and the Surrounding Region**” will review trends related to ecotourism consumer behavior issues as applied to the Panama City Beach region. His presentation includes data actually obtained from thousands of visitors to Bay County and the surrounding region over a 10-year period of time. The history of ðEcotourismö will be discussed, as well as visitor patterns and behavior. Dr. Bonn’s presentation will also provide recommended actions involving education, research and service in order to position our region as a world recognized ecotourism destination.

**First Friday at the Beach** is being sponsored by the Board of Directors of the American Red Cross Central Panhandle Chapter. This event is open to the public at no charge, however RSVP is required. Please contact Bertie Reynolds at The Greater Panama City Beaches Chamber of Commerce, at (850) 235-1159.

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