



NBC's Travel Expert Ranks St. Pete/Clearwater "Hot Spot"

Peter Greenberg cites area's climate, culture as antidote to "theme park chaos"

St. Petersburg/Clearwater, FL – November 6, 2007 – The rest of the world finally knows what we in the St. Pete/Clearwater Area have known all along – that this is indeed a world class destination. And thanks to the recent endorsement from Travel guru and NBC's *Today Show* Travel Editor Peter Greenberg, St. Pete/Clearwater can finally make it official.

In fact, a nod from a respected and renowned travel expert like Peter Greenberg has put St. Pete/Clearwater in a class with other exotic destinations like Brazil, Mexico and Argentina who were all named to his short list of the top "affordable and unique" getaways for the upcoming winter season. Out of these four hot spots, St. Pete/Clearwater was the only U.S. destination named to the list.

In an MSNBC.com article entitled "Beat the chill (and crowds) with 4 hot winter trips", Greenberg advised travelers to skip Central Florida's "theme park chaos" and head to the St. Pete/Clearwater Area instead, lauding not only the area's favorable temperatures, but cultural offerings like the Salvador Dali Museum and Weedon Island Preserve as well.

Greenberg also selected the historic Dickens House Bed & Breakfast for its "First Night" New Year's Eve package and Innisbrook Resort & Golf Club, where packages include 18 holes on any of their four championship courses.

"This type of international recognition is a huge compliment, and a great way to kick off the upcoming travel season, too," said DT Minich, Executive Director of Visit St. Pete/Clearwater. "We're always happy when someone of his stature shines the travel spotlight on us."

To view the article, please click on <http://today.msnbc.msn.com/id/16486761/>

Visit St. Petersburg/Clearwater is the official destination marketing organization for Pinellas County.

For more information: www.FloridasBeach.com

Contact: PR Director David Downing: David@Floridasbeach.com

Phone: 727.464.7213