



JANUARY IS INTERNATIONAL VISITORS MONTH
IN THE ST. PETERSBURG/CLEARWATER AREA

ST. PETERSBURG, FL (November 2002) – Florida's Beach – the St. Petersburg/Clearwater Area salutes visitors from other nations by designating January 2003 as "International Visitors Month." The St. Petersburg/Clearwater Area Convention & Visitors Bureau has coordinated special discounts and offers from area merchants including free souvenirs, and discounts of as much as 50 percent off sightseeing cruises, airport transfers and meals. Businesses throughout the area will display welcome banners, signage and international flags to complement the theme.

"International visitors are extremely important to Florida's Beach," said Carole Ketterhagen, executive director of the St. Petersburg/Clearwater Area CVB. "In 2001, our area welcomed more than 1.25 million international guests. With so many choices for the traveler to make, we felt it was appropriate to show our appreciation to guests who stay in our area by saluting them with 'International Visitors Month' specials and deals. We expect this campaign to be an annual event."

International visitors can go to www.FloridasBeachHoliday.com to download and print the special discounts and offers for redemption. In addition, visitors can click on a link to www.FloridasBeach.com, which offers information on the area, including hotels, attractions and a calendar of events that includes festivities with international flavor such as the famed Greek "Epiphany Celebration" held every year in Tarpon Springs on January 6.

Airlines, airports, tour operators, retail agents, receptive tour operators, Visit USA committees and the CVB's three foreign offices based in the United Kingdom, Canada and Germany are invited to distribute this promotion to consumers.

For more information on St. Petersburg/Clearwater -- Florida's Beach, call 1-877-FL-BEACH (352-3224) in the U.S. and Canada. Take a virtual visit to the area on the Internet at www.FloridasBeach.com or write to: St. Petersburg/Clearwater Area Convention & Visitors Bureau, 14450 46th Street North, Suite 108, Clearwater, Florida 33762.

St. Petersburg/Clearwater Area Convention & Visitors Bureau

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