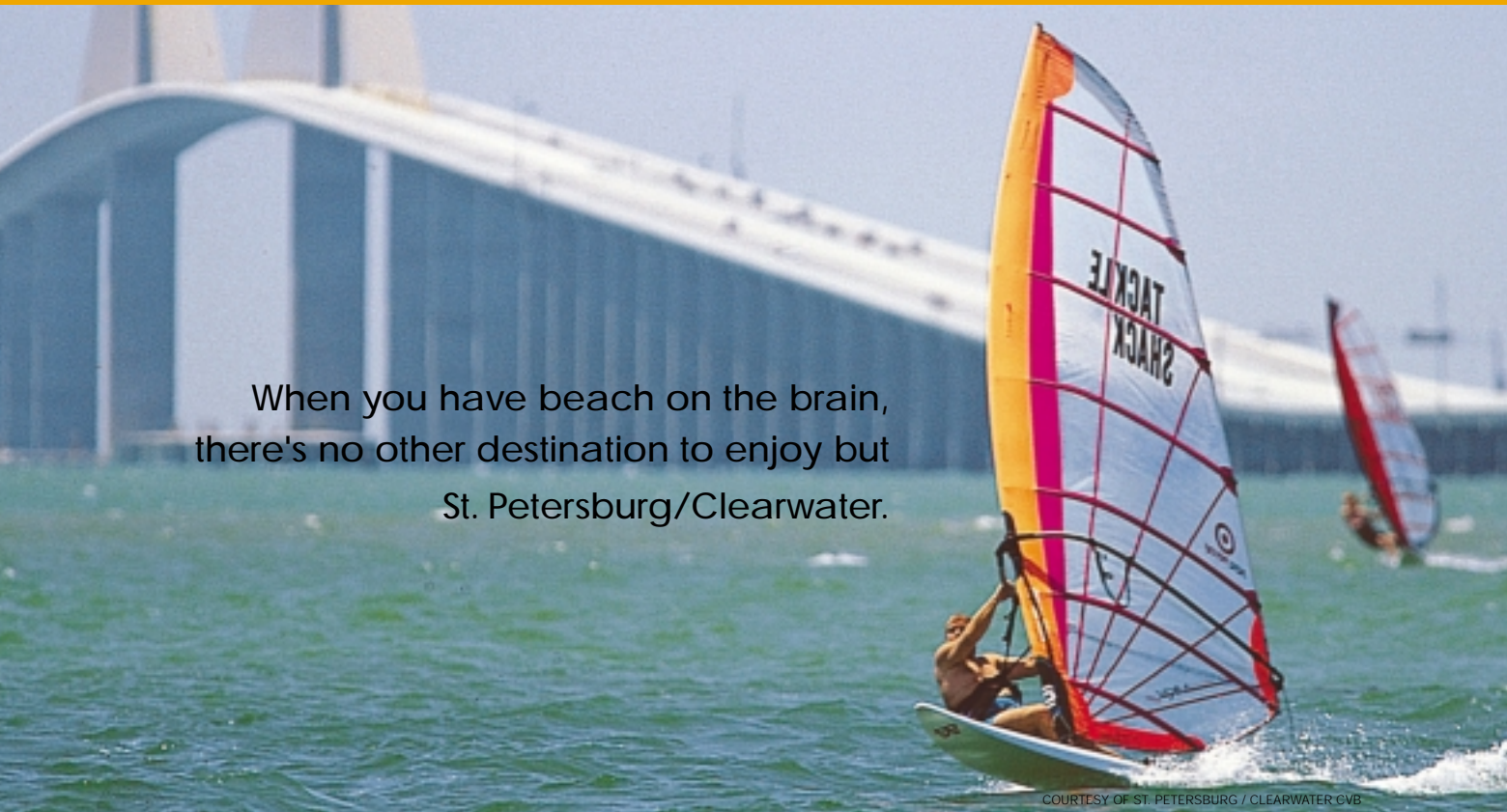


FOCUS ON

St. Petersburg/Clearwater



When you have beach on the brain,
there's no other destination to enjoy but
St. Petersburg/Clearwater.

COURTESY OF ST. PETERSBURG / CLEARWATER CVB

Thirty-five miles of Gulf of Mexico beaches sparkle in the unique setting that also features the resort communities of St. Pete Beach, Treasure Island, Madeira Beach, Indian Rocks Beach, Dunedin, Safety Harbor and Tarpon Springs. The area is everything your next getaway should be...and more!

Boasting an average temperature of 73 degrees and sunshine usually 361 days a year, it comes as no surprise that this Gulf Coast paradise is the most popular spot on Florida's west coast.

The St. Petersburg-Clearwater area features eight major barrier islands, also known as 'keys,' that buffer the Pinellas Peninsula from the Gulf of Mexico. The gentle slope and calm surf make area beaches perfect for family water activities. The Gulf and Intracoastal waterways offer areas for practically every water activity imaginable.

St. Petersburg-Clearwater's activities are not restricted to the water. Golf and tennis play an important role, and the nearly 50 public courses offer some of the finest and most challenging golf anywhere, while tennis is available on a variety of surfaces. For those feeling lucky, greyhound and

thoroughbred racing are available.

Dramatic Gulf sunsets provide a colorful prelude to nightlife, which ranges from celebrity entertainment, ballet, opera, symphony performances, and Broadway shows to comedy, music and dancing at numerous area nightclubs and lounges. Dining can be as formal or casual as one prefers at more than 2,000 restaurants. Seafood is an area specialty, and it is always fresh, plentiful and reasonable.

If shopping is an important part of a vacation, there are more than 78 major shopping centers and modern malls. A variety of quaint, waterfront villages offer antiques, boutiques, one-of-a-kind shops and items created by local artists. Unique settings for shopping and dining are found at John's Pass Village and Boardwalk in Madeira Beach, Corey Ave. in St. Pete Beach, Silas Bayside Market in St. Pete Beach and along the sponge docks in Tarpon Springs.

Gulf Anyone?

Beautifully furnished condos at hotel prices. Vacation Resort International's **Coral Reef Beach Resort** in St. Pete Beach, **Island Gulf Resort** in Madeira Beach, or **Sand Pebble Resort** in Treasure Island. Pools. Spas. Golf. Sun and sand on the Gulf beaches. Close to fun-filled theme parks, state parks, and historical sites. Sunny Florida is the state you want to be in for every reason and every season. *And VRI is the way to go.*

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(*Restrictions apply. Based on availability.)



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Art and history are celebrated throughout the year at numerous festivals, shows and museums throughout the area's 26 communities. Downtown St. Petersburg is home to six award-winning museums, all within easy reach of each other.

The area's public parks and trails are a showcase for Florida's natural beauty. Ideal parks for nature study, fishing, swimming and picnics are Fort De Soto Park, south of St. Petersburg, plus Honeymoon and Caladesi Island state parks near Dunedin. All three are undeveloped barrier islands. Fort De Soto and Honeymoon Island are connected to the mainland by causeways. Caladesi Island is accessible only by a ferry service operating from Honeymoon Island and downtown Clearwater. The Pinellas Trail is a 37-mile linear park perfect for bicyclists, walkers, joggers and roller-bladers.

St. Petersburg-Clearwater has a collection of attractions of its own. The Pier in downtown St. Petersburg is a popular festival marketplace of shops, restaurants and entertainment. Tropicana Field in St. Petersburg was only the seventh domed stadium in the United States and offers various entertainment and sporting events as well as being home to Major League Baseball's Tampa Bay Rays.

Travel to the area is easily arranged by numerous charter or scheduled flights into the St. Petersburg-Clearwater International Airport. The airport, currently has five airlines flying to more than 25 nonstop destinations and recently announced the return of USA3000 Airlines in December 2008. This came in addition to Allegiant Airlines announcement of an increase in flights. The airport also hosts seasonal Canadian carriers Sunwing Airlines to Toronto, Canada and Transat Holidays to Halifax, Canada.

The St. Petersburg/Clearwater area is connected to the interstate highway system by I-4, I-75 and I-275. All provide easy access for day trips to Central Florida points of interest.

St. Petersburg-Clearwater
1-877-FL-BEACH (352-3224) - U.S./Canada
1-727-464-7200 - Internationally
www.FloridasBeach.com

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ACCOMMODATIONS

The best Gulf Coast beach vacation memories are made of days spent sand dollar hunting, shopping throughout famous John's Pass Boardwalk and Village and playing in the waves along St. Pete Beach,

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Treasure Island or Madeira Beach. Evenings are saved for watching breathtaking sunsets, savoring your favorite meal at one of the area's dozens of dining establishments or dancing the night away at a beachside gathering place.

Vacation Resorts International (VRI), renowned for their comfortably furnished and spacious vacation condo units provides travelers with every comfort of home, in only the best beach front destinations, an assurance to their visitors that no detail has been overlooked.

Gulf Coast vacation properties include: Coral Reef Resort (St. Pete Beach), Island Gulf Resort (Madeira Beach) and Sand Pebble Resort (Treasure Island). For a complete list of resort amenities, rates and availability, visit VRI's website at www.8664myvacation.com, or call toll free **866-4MYVACATION (866-469-8222)**.

Brightly colored and unmistakably entertaining is the **South Beach Resort**, Treasure Island. This gulf-front property, which has been recently renovated and upgraded, features one- and two-bedroom vacation units highlighted with superior interiors and furnishings. Outdoors, guests are invited to utilize the onsite heated pool area, shuffleboard courts, or simply relax on the beachside hammock.

727-367-1991 | www.sunsational.com

Beachfront suites that overlook the calming Gulf of Mexico waters are the highlight at the **Surf Beach Resort**, Treasure Island. Situated within minutes of Florida's West Coast attractions, this newly-constructed condo/hotel features fully furnished two bedroom/two bath living spaces, heated pool and spa, all within a classic Mediterranean style.

727-360-1611 | www.sunsational.com

Visitors who prefer a more casual luxury enjoy the **Pelican Pointe Hotel**, Clearwater Beach. This extended-stay efficiency hotel offers guests the "Best Value on the Beach" while providing travelers with the convenience of nearby shopping, dining, and the family-fun found at Pier 60.

Each one-bedroom unit comes fully equipped, and features onsite laundry and heated pool.

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John's Pass Village & Boardwalk

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in the highly sought after communities of Madeira Beach, Indian Shores and Redington Beaches. Guests can expect spacious, well-appointed vacation accommodations with fully equipped kitchens and private balconies. Guests also enjoy many features normally found only in a hotel setting like, high-speed internet and daily newspapers. Resorts feature a variety of amenities including heated pools, Jacuzzis, private fishing piers and tennis courts, to name a few. Shopping, dining, professional sports and attractions are all located nearby. JC Resorts truly provides a wonderful vacation experience. www.jcresorts.us

must see & do > > >

Located on the Intracoastal waterway and at the northern end of John's Pass Bridge, [John's Pass Village & Boardwalk](#) is comprised of 268,000 square feet of retail and restaurant space and is the largest tourist destination on the gulf coast of west central Florida. It is a historical, one of a kind attraction that offers shopping, dining, entertainment and fishing. Some of the most popular activities include parasailing, charter fishing, dolphin watching and Jet Ski rentals. Sunset views and waterfront dining is available at Bubba Gump Shrimp Co and the Friendly Fisherman restaurant. The Village is accessible by boat or beach trolley and is a short walk from the beautiful Madeira Beach public access point. There is also a new 350 car parking garage available for vehicular traffic. For more information on leasing space at John's Pass Village & Boardwalk please call Michelle Seifert, Grubb & Ellis Commercial Florida [813-639-1111](tel:813-639-1111).

In a destination that surrounds visitors with magical experiences, [Roger's Christmas House](#), Brooksville, encourages

their guests to relive one of the most magical times of the year - all year long!

Situated amid the rolling hills of Brooksville, five houses are decorated to the brim with ornaments and collectibles available for purchase and/or a visitors viewing pleasure.

In all, this unique shopping trip will take about two hours, and it will fill your head and your heart with great ideas for Christmas and every gift you may need to buy. Rogers' Christmas House and Village is most certainly a must see for anyone visiting Florida.

[352-796-2415](tel:352-796-2415) | www.rogerschristmashouse.com

Visit the world's most comprehensive collection of works by [Salvador Dali](#), the late Spanish surrealist. Through November 6, 2009, the museum will exhibit a rarely seen collection of 20 pate de verre glass sculptures Dali produced from 1968 to 1984 for Daum Cristal, France. Daum is a prestigious French glass house recognized as one of the major forces for innovative glassmaking beginning with the art nouveau movement of the early 1900's to present. For information on visiting the Dali Museum and hours of operation call or visit their Website.

[727-823-3767](tel:727-823-3767) | www.salvadordalimuseum.org

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