



TODAY SHOW GOING TO THE BAHAMAS

Kathie Lee Gifford and Hoda Kotb Hosts of the Fourth Hour of TODAY Broadcast from The Bahamas Thursday and Friday, Feb. 9 and 10

NASSAU, The Bahamas – Jan. 17, 2012 – The Bahamas Ministry of Tourism works continuously to reach a broad audience in the crucial U.S. market with its message that It's Better in The Bahamas. Today the Ministry announced that their team has secured two broadcasts of the very popular fourth hour of NBC's "TODAY" show (approximately 3 million viewers) hosted by Kathie Lee Gifford and Hoda Kotb from the destination. These shows are slated for Feb. 9 and 10, bringing the sun and warmth of The Bahamas to U.S. consumers during the key winter sales season.

While the production will use Atlantis, Paradise Island as home base for the show, Ministry officials are working with producers to direct the spotlight toward signature Bahamian attractions and additional islands. Kathie Lee Gifford and Hoda Kotb, the popular hosts of the show, are known for their good humor and entertaining interactions with guests and locations. The team is looking forward to showing off Nassau and the new Straw and Craft Market along with the natural beauty of The Bahamas' beaches and turquoise waters.

"We are excited to have Kathie Lee and Hoda's audience glimpse some of the variety of what The Bahamas have to offer," said Vincent Vandoorpool-Wallace, Minister of Tourism. "Their audience is a perfect fit for us, and whether it's Atlantis, the Pirates Museum or our swimming pigs from Exuma, we believe their consumers will see a place that's right for them via these broadcasts."

Fans can tune in to the fourth hour on Thursday, Feb. 9 and Friday, Feb. 10. 10:00 a.m. – 11:00 a.m. (ET) to catch Kathie Lee and Hoda experience why It's better in The Bahamas.

The Islands Of The Bahamas have a place in the sun for everyone from Nassau and Paradise Island to Grand Bahama to The Abaco Islands, The Exuma Islands, Harbour Island, Long Island and others. Each island has its own personality and attractions for a variety of vacation styles with some of the world's best scuba diving, fishing, sailing, boating, as well as, shopping and dining. The destination offers an easily accessible tropical getaway and provides convenience for travelers with preclearance through U.S. customs and immigration, and the Bahamian dollar at par with the U.S. dollar. Do everything or do nothing, just remember It's Better in The Bahamas. For more information on travel packages, activities and accommodations, call 1-800-Bahamas or visit www.Bahamas.com. Look for The Bahamas on the web on [Facebook](#), [Twitter](#) and [YouTube](#). To purchase one-of-a-kind items from The Bahamas, visit www.eshopbahamas.com.

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