



**Date:** June 14, 2010

**To:** Members of Myrtle Beach Area Chamber of Commerce

**From:** Brad Dean  
Myrtle Beach Area Chamber of Commerce  
President & CEO

**Re:** Publicity Caused by the BP Gulf Oil Spill

Our local tourism industry is showing signs of a rebound more quickly than most of our competitor markets. Early indicators are very encouraging and we're confident that summer 2010 will be a solid season, barring tropical storms, hurricanes or other unforeseen incidents. Unfortunately, the man-made disaster caused by British Petroleum in the Gulf of Mexico has inflicted serious environmental damage to the Gulf Coast and the publicity surrounding this incident may impact the Grand Strand.

While no one knows exactly where the oil spill will ultimately flow, scientists are increasingly concerned that portions of the spill could enter the Gulf Stream and the North Atlantic Drift. Because our local coastline lies far inland from the Gulf Stream, we are somewhat protected by this natural buffer. However, long before any drop of oil flows here, the media hype can do far more damage by scaring away tourists with sensationalized coverage.

We have developed an informational website, [www.MyrtleBeachVisitorNews.com](http://www.MyrtleBeachVisitorNews.com), which may assist you, your staff and your visitors. This website will be continually updated with new information as appropriate. We are also expanding the staffing in our call center to handle calls and online inquiries from prospective visitors. We are also prepared to take several other proactive steps, in conjunction with the Area Recovery Council, to handle any negative media hype.

With so much invested in marketing our destination, it's my hope that we can avoid the negative impact of the BP Gulf Oil Spill, either real or hyped. Be assured that we are doing all we can to prepare for this situation. If you have questions or suggestions, please do not hesitate to contact us at your convenience.