

## **PR HOT SPOT April 2009**

**By Kimberly Miles, Public Relations Manager**

### **Myrtle Beach Area Receives Several Accolades to Begin 2009**

The new year starts and the accolades keep pouring in. Congratulations on the following Myrtle Beach area accolades in January and February!

#### ***THE GREAT TOWNS OF AMERICA (2009)***

In 2009, authors David and Joan Vokac included Myrtle Beach in their book that highlights the top 100 Great Towns of America. In fact, Myrtle Beach is the only locale in the state of South Carolina to be included in the book.

#### ***TRIPADVISOR.COM***

##### **“2009 Top Aquariums” (2009)**

Tripadvisor.com travel enthusiasts named Ripley’s Aquarium in Myrtle Beach, SC to the site’s Top Aquariums list, ranking the aquarium in the top five.

#### ***NATIONAL ASSOCIATION OF GOLF COURSE OWNERS***

##### **Grande Dunes Resort Club - “2009 NATIONAL GOLF COURSE OF THE YEAR”**

Grande Dunes Resort Club was selected as the “2009 National Golf Course of the Year.” Presented annually by the National Golf Course Owners Association (NGCOA), Grande Dunes is the second Myrtle Beach area course to receive the national honor.

#### ***SOUTHERN LIVING:***

##### **“Favorite Beach” (2009)**

##### **“Favorite Family Destination” (2009)**

##### **“Favorite Weekend Getaway” (2009)**

The Myrtle Beach area was again named a “Favorite Beach” and a “Favorite Destination for Family Vacations” in the January 2009 issue of *Southern Living*. The Grand Strand has topped the magazine’s best beaches list every year since 1995, when the Readers’ Choice Awards were first instituted.

#### ***TRAVEL AND LEISURE MAGAZINE***

##### **“2009 Top 500 World’s Best Hotels”**

Travel and Leisure editors named the Myrtle Beach Marriot Resort and Spa at Grande Dunes to their 2009 rankings of the Top 500 World’s Best Hotels.

#### ***NATIONAL ASSOCIATION OF RV PARKS AND CAMPGROUNDS (ARVC)***

##### **“National RV Park of the Year: Oceanlakes Family Campground” (2008-2009)**

**AOL.COM**

**“Top 5 Domestic Travel Destinations in the United States”**

**D.K. SHIFFLET & ASSOCIATES**

**“Top 10 Value City for Couples”**

**GOLF TRIPS MAGAZINE**

**“Top Destination to Visit by Car”**

**TRAVELOCITY**

**“Top 8 Value Destination for Spring Break”**

**COURIER POST NEWSPAPER**

**“8 Great Escapes for \$1500 or less”**

**Print and Online Publicity Values**

January 2009

39 Newspaper Articles, 75 Non-Daily Newspaper Articles, 9 Consumer Magazine Articles, 2 Trade Magazine Articles, 241 Web Articles

Total Circulation 82,087,026

Publicity Value \$\$2,752,625

February 2009

42 Newspaper Articles, 8 Nondaily Newspaper Articles, 5 Consumer Magazine Articles, 4 Trade Magazine Articles, 208 Web Articles

Total Circulation 166,311,159

Publicity Value \$3,589,194

Year to Date Ad Value for Myrtle Beach Travel News: **\$6,341,819**

**My favorite quote**

“On this afternoon, pristine beaches glisten in the sun, a fisherman snoozes behind his rod stuck in the sand, and youngsters work on their moated castle. It is a Norman Rockwell portrayal of The American Summer Vacation, long ago when life moved at a gentler pace. And yet this too is part of the fabulous Grand Strand.”

**- Pam Hobbs, Good Times Magazine (Canada) article entitled “The Beach That Goes On and On: South Carolina's Myrtle Beach is a perfect nesting ground for Canadian snowbirds” January 2009**

*What would you like to learn or see in a future PR Hot Spot? Want to be involved in this areas PR efforts? Have a PR related question? You can reach Kimberly Miles at 843-916-7218 or [Kimberly.Miles@VisitMyrtleBeach.com](mailto:Kimberly.Miles@VisitMyrtleBeach.com).*