

PR HOT SPOT April 2010

Myrtle Beach in the News: What Media is Saying about Myrtle Beach By Kimberly Miles, Public Relations Manager

There's nothing like seeing the media sing the praises of the Myrtle Beach area and featuring Chamber members in the process. Here's a recap of some top publicity coverage garnered in recent months.

Heather Warlick of **The Oklahoman** says Myrtle Beach is a perfect place for a babymoon (meaning vacation you take right before you have a baby) in the print and online editions February 14. **(Print Circ. 206,996, Online Visitor per Month 1,300,000)**

Myrtle Beach is a buffet for the senses according the **Endless Vacation Magazine** inside a four page feature article on the area for the Spring 2010 issue. **(Circ. 1.8 million)**

New Yorker Robin Lipner tells the NY Daily News on February 1 that when she plans her Myrtle Beach vacation she relies on VisitMyrtleBeach.com for area events, discounts and specials. **(7,156,334 Print and Online Impressions)**

As a result of the Chamber's Fall 2009 press trip, Doug O'Neill of **AAA Motorist** writes golf is a staple to Myrtle Beach but there is so much more to satisfy the non-golfer too in the February 2010 issue. **(Circ. 1.5 million)**

All of the free and low cost activities in the Myrtle Beach area along with several major festivals and new developments were featured by Bruce Smith of the **Associated Press** in February and the story was subsequently picked up by hundreds on media outlets in the US and Canada including **USAToday.com**, **MSNBC.com** and **The Boston Herald**. **(Total Impressions in the Millions)**

Kim Orlando of **TravelingMoms.com** touts Myrtle Beach as a great family destination on **BetterTV**, from Better Homes & Gardens on March 1. She says it's a more affordable Disney alternative. (Website has 172,645 unique visitors per month)

Sand Resorts Valentines Package was featured on **Frommers.com** as a top five deal of the week February 8. **(700,000 Online Visitors per Month)**

My favorite quote:

"Myrtle Beach is more than a place. It's an icon, a transcendent slice of American beach culture. This enduring summer place has its own music and dance traditions – beach music and the Shag – that stretch back to the early part of the 20th century, and an entrenched and passionate subculture of devotees are carrying the flame into the future."

- "Myrtle Beach, South Carolina's Grand Strand rides wave of new appeal beyond the ocean and golf" by Randy Johnson (Where to Retire Magazine), December 2009, Circ. 220,000

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. Follow Kimberly's tweets from the Myrtle Beach Area CVB at <http://twitter.com/MyMyrtleBeach>