

## PR HOT SPOT February 2009

By Kimberly Miles, Public Relations Manager

### The Myrtle Beach Area Garner's Over \$25 million in National and International Publicity for 2008

It's safe to say that the Myrtle Beach Area had the most successful year in media coverage than ever in the areas history. The January 2008 presidential primary debates, combined with an aggressive public relations campaign put the Myrtle Beach area on the map on the national and international scale in ways never seen before. Here's a look back on publicity for Myrtle Beach in 2008.

#### Stats

76	Travel Journalists Hosted Through the Myrtle Beach Area Chamber/CVB
3091	Total Number of Travel Stories for 2008 (includes daily and non-daily newspapers, consumer and trade magazines, and online only)
\$13,471,681	Total Publicity Value from Travel Related Stories (includes daily and non-daily newspapers, consumer and trade magazines, and online only)
\$12,383,791	Total Publicity Value from the January 2008 Presidential Primary Debates (includes daily and non-daily newspapers, consumer and trade magazines, online, and broadcast coverage)
<b>\$25,855,472</b>	<b>Total Overall Publicity Value</b>

\*Source: Burrelles Luce and Cision Monitoring Services

#### Timeline of Top PR Events 2008

**January:** Myrtle Beach hosts two Presidential Primary Debates, two sand sculptures of the presidential candidates are sculpted, Comedy Central's The Colbert Report films the sand sculpture demolition

**February:** Myrtle Beach CVB attends the New York Times Travel Show and visits with media

**March:** Myrtle Beach CVB hosts a Canadian American Days Press Trip for six Canadian journalists

**April:** Myrtle Beach CVB and several area partners participate in a Six City National Media Rollout

**May:** A lunchtime media event is hosted with South Carolina Association of Tourism Regions in New York City

**June:** Hosted the Society of American Travel Writers Spring Freelance Council Conference, Bob Schaeffer endorses mini golf in Myrtle Beach on CBS's Face the Nation, Good Morning America highlights Brookgreen Gardens and Myrtle Beach State Park for their Weekend Windows segment

**July:** The Myrtle Beach episode of Samantha Brown's Passport to Europe airs on The Travel Channel

**August:** Today Show Travel Editor Peter Greenberg broadcasts his radio program from Myrtle Beach for the Labor Day weekend show

**September:** Great Taste TV, a culinary program to air on the Travel Channel and Style Network films in Myrtle Beach

**October:** Conde Nast Traveler names The Myrtle Beach Marriot Resort and Spa a top 75 US resort in their annual reader's choice for best resorts in the world

**November:** Nancy Humphries Odell goes back to her hometown of Myrtle Beach on Access Hollywood

### **What Lies Ahead . . .**

Efforts to expand awareness of the Myrtle Beach area to potential visitors and media will continue to be a priority in the overall Marketing plan for Myrtle Beach in 2009. Some highlights of the overall PR Plan will be:

- Continue to encourage member participation with PR efforts and media opportunities (hosting travel journalists, responding to media requests)
- Develop a new vocabulary for creatively communicating the Myrtle Beach message
- Execute a dynamic media relations campaign (print, broadcast and online) to build and sustain ongoing momentum
- Bring Myrtle Beach to the media; bring the media to Myrtle Beach through an aggressive press familiarization trip program and spokesperson media tours

- Recreate the Myrtle Beach experience with local/regional Market Consumer Events and Viral Integration

*Want to learn more or become involved in public relations efforts for the Myrtle Beach area? You can reach Kimberly Miles at 843-916-7218 or [Kimberly.Miles@VisitMyrtleBeach.com](mailto:Kimberly.Miles@VisitMyrtleBeach.com).*