

## PR HOT SPOT July 2009

By Kimberly Miles, Public Relations Manager

### **Myrtle Beach Makes the News AGAIN**

The Myrtle Beach area has received some phenomenal travel coverage for the first half of 2009. Here are just a few highlights of Myrtle Beach making the news:

Tina Anson Mine was glad to head down to the temperate sands of Myrtle Beach for the Canadian American Days Festival and wrote about her trip for the January 2009 issue of **Canadian Living Magazine (Circ. 1,000,000)**

Mini golf's a major obsession in Myrtle Beach according to **The Toronto Star's** Travel section on January 17 (**Circ. 698,815**)

The Breakers Resort was listed as providing a great spring travel deal in the March 3 issue of **AM New York (Circ. 313,320)**

Shopping in Myrtle Beach is a shopaholics dream according to Buick Magazines Spring 2009 issue (**Circ. 250,000**)

Landmark Resorts spring package was featured in the New York Post print and online news April 7 (**Print Circ. 667,118 and 5,500,000 Visitors per Month online**)

Myrtle Beach is one of the best places to open a restaurant according to Restaurant Business Magazine April edition (**Circ. 76,100**)

Myrtle Beach is one of America's best kept destination secrets according to Woman's Day Magazines April issue (**Circ. 3,876,483**)

**NBC's the Today Show** listed Myrtle Beach as a top last minute beach getaway for Memorial Day Weekend and featured Premier Resorts and Barefoot Resort's hotel package on May 25.

### **My favorite quote**

"But if food were an Olympic sport, the Myrtle Beach area would win a medal, especially for its seafood scene. Sample the local shrimp and you begin to understand the ``Friends don't let friends eat imported shrimp" bumper stickers the local fishermen dole out. Unlike briny shrimp imported from the Gulf of Mexico, South Carolina shrimp is culinary crack - sweet and meaty."

**Coastal South Carolina: A trip to homemade culinary heaven by Erin Smith (Gatehouse Media) January 4, 2009**

## **Print and Online Publicity Values**

### **May 2009**

Newspaper Articles 126

Nondaily Newspaper Articles 12

Consumer Magazine Articles 9

Trade Magazines 8

Web Articles 217

Total Circulation 250,832,209

**Publicity Value \$1,777,963**

Year to Date Ad Value for Myrtle Beach Travel News: \$15,264,536

*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).*