

PR HOT SPOT March 2010

Chamber/CVB Begins Year with Major Media Outreach in Toronto, Buffalo & New York City

By Kimberly Miles, Public Relations Manager

While Myrtle Beach visitors and residents were enjoying sunny and mild temperatures in January, journalists in much colder climates were reminded of why Myrtle Beach is one of the most popular vacation destinations in the United States. During the week of January 18, major media outreach took place in Buffalo, Niagara Falls and Toronto to emphasize the affordable direct service to Myrtle Beach on Direct Air from Niagara Falls, NY and new service on Porter Airlines from Toronto. The CVB conducted a Chef demo of Carolina Coastal Cuisine for Buffalo's ABC affiliate WKBW and hosted a media event at the top of



the CN tower in Toronto to literally bring the beach to Canada. The CVB also announced the appointment of a new Canadian office and Kimberly Hartley as the Canadian Sales Manager for the Myrtle Beach area.

During the event, roughly 60 journalists were introduced to sweet potato chips, mini pulled pork BBQ sandwiches, fried pickle spears, grouper

bites, peach cobbler and other South Carolina fair while Chef Kurt D'Aurizio of the Divine Dining Group cooked shrimp and grits and collard greens. Beach balls, chairs, umbrellas and sand buckets lined the venue while guests could partake in making their own souvenir flip book or compete in put-put mini golf contest sponsored by Myrtle Beach Golf Holiday. Overall, the event was a huge success that generated some immediate news coverage by some of the attendees and strong interest for feature Myrtle Beach stories.



The following week the PR team conducted an out of market media visit in New York City where media desk sides were achieved with ABC Travel News, Food & Wine, Budget Travel, Family Circle, Ladies Home Journal and others. The opening of the new Myrtle Beach boardwalk by June, new air service and airport expansion project were hot topics among media conversations. Additional out of market media visits are scheduled this year to Boston, Washington DC and Atlanta.

Print and Online Publicity Values

January 2010

Newspaper Articles 21
Nondaily Newspaper Articles 4
Consumer Magazine Articles 4
Trade Magazine Articles 3
Web Articles 83
Wire Services 1
Total Circulation 136,447,472
Publicity Value \$565,266
Year-to-Date Ad Value for
Myrtle Beach Travel News
\$565,266

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>