

PR HOT SPOT September 2009

AAA Endorses Myrtle Beach during Satellite Media Tour Visit By Kimberly Miles, Public Relations Manager

The Second Avenue Pier was abuzz with activity on the morning of June 29 as AAA spokesperson Heather Hunter taped a satellite broadcast media tour plugging Myrtle Beach as a destination perfect for vacationers looking to plan a summer road trip. In keeping its marketing strategy to align the destination with third-party brands and organizations that extend the reach of the Myrtle Beach message, the Myrtle Beach Area Chamber of Commerce and its public relations agency M Booth & Associates arranged the partnership and media tour with AAA in an effort to increase awareness of the destination in advance of July 4th and the remainder of the summer travel season.

Ms. Hunter taped more than 20 interviews from the beach with morning television and radio broadcast stations in local markets across the country including such major national outlets as ABC Radio; a special focus on local markets important to the destination was emphasized in segments booked.

Throughout the interviews Ms. Hunter offered tips for road trip planning, which included choosing an affordable, fun, and diverse locale – like Myrtle Beach – as the ultimate road trip destination.

In addition to Myrtle Beach's presence in the broadcast segments, AAA showcased Myrtle Beach as its feature destination on its road tripping blog. AAA Carolinas also placed a link to its Myrtle Beach hotels content on its homepage in an effort to drive hotel bookings.

In total the Satellite Media Tour reached and estimated audience number of 4,103,498 and garnered an estimated \$42,645 in publicity value.

Print and Online Publicity Values

July 2009

Newspaper Articles 45

Nondaily Newspaper Articles 6

Consumer Magazine Articles 7

Trade Magazines 7

Web Articles 403

Total Circulation 205,553,850

Publicity Value \$2,309,559

Year to Date Ad Value for Myrtle Beach Travel News: \$18,146,467

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.