

Public Relations Update January to June 2010
Updated February 26, 2010

In-Market Media Activity:

- Chamber/CVB visits key markets to reinforce key Myrtle Beach selling points with media and ensure Myrtle Beach is top of mind:
 - New York
 - Boston
 - Washington DC/Baltimore
 - Atlanta
 - Toronto
 - Niagara Falls

Partnerships/Promotions:

- Atlanta Braves
 - Leverage sports partnership to create a unique media experience in April, where we will host top tier Atlanta media and promote the direct airlift to Myrtle Beach
 - Coordinate promotional activities on-the-ground during a Memorial Day weekend partnership
- Special Events
 - Chamber/CVB partnering with national brands and charities to increase exposure for the spring events. Myrtle Beach will leverage their marketing channels (e-blasts, in-store signage, online exposure) to speak to a relevant customer base

Partner Packaging:

- Chamber/CVB coordinating spring and summer deals/activities for promotion with key travel media including Travel + Leisure, New York Times, USA Today, Sherman's Travel, etc.

Press Trip:

- Chamber/CVB will host a select and targeted group of travel editors/writers in Myrtle Beach in the spring to showcase the destination with the goal of securing multi-page features

Press Hostings:

- Chamber/CVB continues to host media in the destination on an individual basis
- Pending Upcoming Visits:
 - Canadian Family Magazine (circ: 86,172)
 - Toronto Sun (circ: 347,115)