I. Publicity Report - February 2015

The coverage from February ranged from outdoor activities (Hunting Island) to retirement options and value vacations.

For the month, $66,633.40 in estimated PR coverage was tracked with approximately 11,837,076 in impressions.

*Deal News, Feb. 3, 2015*
**Estimated PR Value:** $1,500  
**Estimated Impressions:** 1,648,781  
Update: We Found 5 More Budget-Friendly U.S. Cities to Visit in 2015! (Beaufort and Southern Hospitality)

*Washington Times, Feb. 3, 2015*
**Estimated PR Value:** $4,680  
**Estimated Impressions:** 31,800  
“Visits up at 11 percent at South Carolina parks” (Hunting Island included)

*Active Rain, Feb. 4, 2015*
**Estimated PR Value:** $1,750  
**Estimated Impressions:** 407,200  
Hunting Island State Park near Beaufort SC – Top Visited Park in

*PR-USA, Feb. 6, 2015*
**Estimated PR Value:** $1,500  
**Estimated Impressions:** 474,800  
Pathfinders Travel Magazine Provides List of 10 Black History Sites for Every American (Penn Center included)

*TravelChannel.com, Feb. 9, 2015*
**Estimated PR Value:** $12,160  
**Estimated Impressions:** 8,024,155  
Best Retirement Getaways 2015
Coastal Living, Feb. 17, 2015**
**Estimated PR Value:** $14,850
**Estimated Impressions:** 671,500
Coastal Shopping Gem: Scout Southern Market in Beaufort, SC

**Estimated PR Value:** $900
**Estimated Impressions:** 28,200
Rhea awarded at 2015 Beaufort International Film Festival

SAIL Magazine, February 2015**
**Estimated PR Value:** $16,692
**Estimated Impressions:** 104,723
Rally stops (Beaufort included)

The Baltimore Sun, February 19, 2015
**Estimated PR Value:** $3,946.80
**Estimated Impressions:** 174,010
Ocean City ranked No. 25 beach in the U.S. by TripAdvisor (Hunting Island included)

Naples News, February 19, 2015
**Estimated PR Value:** $966.60
**Estimated Impressions:** 71,907
Fort Myers Beach named in TripAdvisor’s 2015 Traveler’s Choice 25 best beaches in the U.S.

Where to Retire, March/April 2015**
**Estimated PR Value:** $7,670
**Estimated Impressions:** 200,000
South Carolina’s Lowcountry (Beaufort featured)

**Indicates any coverage where we worked with the media outlet directly**

II. Upcoming Media Visits, Interest and Confirmed Placements

SCPRT Media Event
This SCPRT media event is slated for Monday, March 16, in New York City. The event will allow Beaufort Chamber representatives (Robb and a PR professional from The Brandon Agency) to interact with a variety of NYC-based media outlets. Attendees are still TBD pending confirmation from SCPRT.

Fall Media FAM
The beginning of an outline for a fall media FAM is taking place and it is tentatively slated to take place in September. More details to come.
Coastal Living / Southern Living
Travel editor Tracey Minkin visited Beaufort from Jan. 16-18. She was not on assignment for the magazine, however, came away with story ideas and recommendations also for sister publication Southern Living as well.

Better Homes & Gardens
The magazine is currently seeking information for a “Beaches” feature; submitted information for Hunting Island.

USA Today
A freelancer is working on a story about the “Oldest Hotels within the USA” for USA Today.com and we have submitted information for this. Run date would be March or April.

Pam Windsor
Freelancer Pam Windsor has expressed an interest in visiting Beaufort. At this time, we have provided with press kit material and suggestions on activities, story ideas, etc.

McClatchy News Syndicate
Writer is still planning a visit to Beaufort, however, is currently dealing with family issues that do not allow her to travel.

Mary Gallagher
Mary Gallagher, one of spring FAM participants, is planning a series of travel stories for a variety of sites. As they post, she will share them with our team.

Dana Hammond (contributes to AAA magazine and other regional outlets)
Dana Hammond has requested images of the city and visited Beaufort two years ago. Run date is TBD.