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IMMEDIATE RELEASE

Horry County Department of Airports Myrtle Beach International Airport Wins Prestigious Awards

Myrtle Beach, SC, February 16, 2018 – Myrtle Beach International Airport (MYR) has been recognized by airlines for its outstanding marketing and business development efforts with two Routes Americas 2018 Marketing Awards at a February 14, 2018 ceremony in Quito, Ecuador.

The Horry County Department of Airports team, who manages the Myrtle Beach International Airport (MYR), won both the “Under 4 Million Passengers” and “Overall” category for its approach the has supported the launch of new air service of the development of existing service levels at MYR. For the “Overall” award MYR topped the Las Vegas Convention and Visitors Authority, Seattle-Tacoma International Airport, Oakland International Airport, Denver International Airport, Reno-Tahoe International Airport, Tampa International Airport and the St Kitts Tourism Authority to win. As the “Overall” winner of the Routes Americas 2018 Marketing Award, MYR automatically advances to the World Routes Marketing Awards in Guangzhou, China on September 17, 2018.

“For Myrtle Beach International Airport to win these prestigious awards speaks volumes to the strength of our destination” said Scott Van Moppes, director of airports. “This honor further propels our brand in front of our target audience, commercial airlines. The opportunities for growth at MYR are due to the popularity of the Grand Strand, being driven by the out-of-market marketing strategy implemented by our area partners. This win is a team effort, and we thank the business community, chamber and others for their continued effort in making Myrtle Beach, SC the premiere vacation destination and place to live in the United States.”

More information about Routes and the Routes Americas Marketing Awards visit: <https://www.routesonline.com/>

About the Myrtle Beach International Airport (MYR) The Myrtle Beach International Airport is the gateway to Myrtle Beach, SC and the Grand Strand. The Myrtle Beach International Airport is owned by Horry County and operated by the Department of Airports. MYR is served by Allegiant, American Airlines, Delta Air Lines, Elite Airways, Frontier Airlines, Porter Airlines, Spirit, United Airlines and WestJet. Learn more at: www.flymyrtlebeach.com

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