

Company Profile



National Father & Son Team Classic



The 'crown jewel' of Southern Dunes is The National Father & Son Team Classic. Entering its 15th year, this week of special events draws over 1,200 families from all over the world to Myrtle Beach each summer. Outstanding sponsors, such as Golf Dimensions Superstores, GOLF Magazine Properties, US Airways, U-Save, Bridgestone, AHEAD, and Coca-Cola have helped us create the largest father and son golf competition in the world. Played on the Grand Strand's finest golf courses, this family oriented golf vacation creates an estimated \$4.8 million impact to the Myrtle Beach tourism industry.

www.fathersongolf.com

Golf Insider – Myrtle Beach

Golf Insider – Myrtle Beach delivers multi-media solutions with a compelling advertising / marketing program to assist all our clients in filling its tee sheet and restaurants, driving package play and room nights, with a continuous effort to influence the golf consumer. With an annual circulation of over 200,000 we distribute to the Myrtle Beach International Airport and to 325+ key locations from Georgetown, SC to Wilmington, NC including welcome centers, chambers of commerce and strategic high traffic locations: major hotels, condominium rental offices, golf courses, retail golf shops, real estate agencies, and restaurant night life locations. Additional “out of market” distribution is done by our affiliate partner Logan’s Roadhouse restaurants 16 locations throughout the Carolinas. We use traditional print, Internet platforms, and social media partners to accomplish these goals.



Our current alliance with U-SAVE Car & Truck Rental has all customers checking in at their Myrtle Beach locations receive a copy of Golf Insider – Myrtle Beach (approx. 1,500 monthly).

Myrtle Beach Tour

Southern Dunes Golf & Travel partnered with Friendly Software, Inc. (the PC golf game developers of Microsoft Golf) and GOLF Magazine Properties to develop Myrtle Beach Tour. Over 3 million state-of-the-art PC golf games were distributed featuring 18 of Myrtle Beach’s most challenging golf holes. Included within this software was an interactive guide providing information and content of the finer facilities in Myrtle Beach. This disk provided totally seamless integration into selected hotel and golf course web sites providing a unique Internet solution.

