

Charlie Rymer, Golf Tourism Solutions Partner to Showcase Myrtle Beach Golf Community Through Multi-Media Efforts

Rymer to Produce Content Across Multiple Platforms for Game's Most Popular Destination

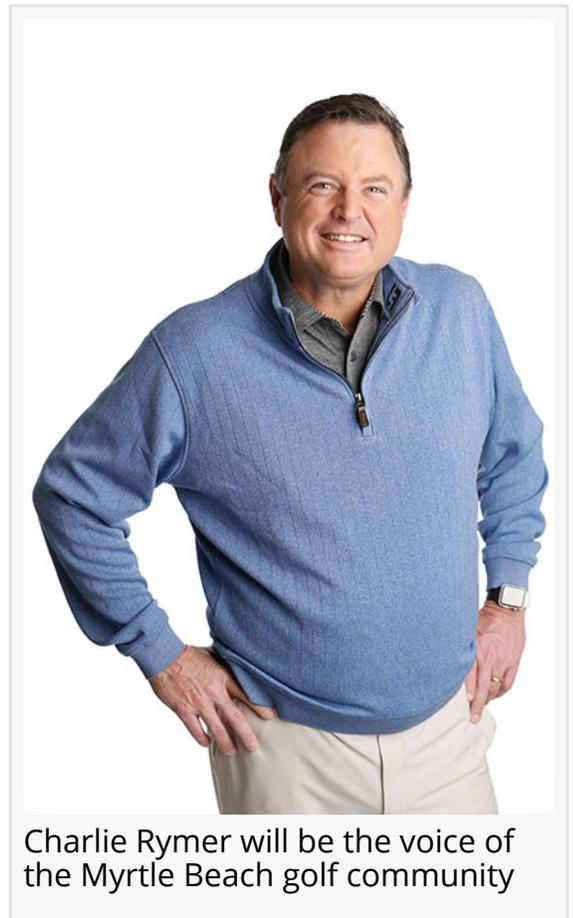
MYRTLE BEACH, SC, US, December 20, 2018 /EINPresswire.com/ -- Charlie Rymer has joined the Golf Tourism Solutions team in a multi-media partnership that will showcase the media star and former PGA Tour player as the voice of the Myrtle Beach golf scene.

The agreement will pair Rymer, a former Golf Channel personality, with Golf Tourism Solutions (GTS), a company that has the assets of a media outlet, including one of the game's largest email databases, a print magazine and more than 200,000 social media followers.

GTS is responsible for promoting Myrtle Beach as a golf destination and the agency operates PlayGolfMyrtleBeach.com, a website dedicated to helping players plan a trip to the Grand Strand.

Myrtle Beach has long been on the leading edge of destination marketing and by partnering with Rymer to help tell the many stories revolving around the area, that will continue to be the case.

Rymer's popularity is derived from his down-home charm and a thoughtfulness about the game and its future that makes him an ideal partner for Myrtle Beach. He will be working across a broad cross section of media, providing video, written and social media content that will feature, but not be limited to, the Myrtle Beach golf scene.



Charlie Rymer will be the voice of the Myrtle Beach golf community

“

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Charlie Rymer

The South Carolina Golf Hall of Fame inductee will also be working with Project Golf, a GTS-founded non-profit dedicated to helping grow the game through a variety of initiatives.

“In a lot of regards, I feel like I'm coming home,” Rymer said of the partnership. “At this point in my golf career, I want to do things I'm passionate about and Myrtle Beach is a great fit. Myrtle Beach wants to open the game up to as many people as possible, and that is what motivates me. I'm also looking forward to working with Project Golf and helping

kids and our military veterans through the game. All those things together make this a wonderful

fit for me.”

“We’ve had a long-standing relationship with Charlie, and we share a love for the game and what it represents,” said Bill Golden, CEO of Golf Tourism Solutions. “Charlie’s personality, popularity and creativity, combined with his affinity for the market, make this a perfect opportunity for both of us as we navigate a continually evolving media landscape. Golfers can look forward to seeing Myrtle Beach - on and off the course - from the perspective of one of the game’s most popular voices.”

In a changing media landscape, the partnership is a natural one as Rymer, a native South Carolinian, is intimately familiar the market. He grew up playing junior golf in Myrtle Beach and annually vacationed along the Grand Strand before taking on a formal role in the area as the host of “Road Trip: Myrtle Beach,” a show that aired on Golf Channel.

During his 11-year stint with Golf Channel, Rymer maintained his ties to the area. He annually returned to participate in First Tee events and emcee nightly festivities at the World’s Largest 19th Hole during the World Amateur Handicap Championship. Rymer also helped start the Gene’s Dream Foundation, an organization that honors the memory of Gene Weldon, a long-time PGA pro in the area who mentored Rymer and Kelly Tilghman among countless other junior golfers.

For more information, go to PlayGolfMyrtleBeach.com.

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