

American Golfer



Friday, June 21, 2013

Hunter Public Relations to Help Carmel-by-the-Sea Increase Its Exposure

(Carmel, Calif.) - Ever since Hunter Public Relations·Special Events was established on California's Monterey Peninsula 23 years ago, it has worked with clients the world over to help raise their profiles and attract the attention of the traveling public and the media.

Now it's "Home Sweet Home" for HPR, which is proud to have been selected by the Hospitality Improvement District of Carmel-by-the-Sea (HID), to direct a comprehensive media relations program. The mutual goal is to increase both group and leisure travel to one of the world's most charming seaside locations.



The HID has hired HPR—whose West Coast office is located on Rio Road in Carmel—to develop and execute strategic development plans, social media campaigns, and media outreach. HPR also will support Carmel-by-the-Sea's event, sales, and marketing staffs in raising the visibility of the town as a destination for vacationers and business groups.

This project is a perfect fit for HPR, which has worked since 1990 with some of the most respected names in the travel, golf, and hospitality industries. HPR has a strong track record developing successful media relations campaigns for destination resorts, communities, wellness facilities, golf courses, and products across the country and internationally. Over two decades HPR's clients have included Donald Trump, The Ritz-Carlton Hotel Company, La Costa Resort and Spa, Casa de Campo (Dominican Republic), Whistling Rock (South Korea) and Reynolds Plantation, among others.

For additional information on HPR and its clients access the web site

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at www.hunter-pr.com. To learn more about Carmel-by-the-Sea, go to www.carmelcalifornia.com.

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