

NEWS RELEASE

Contact: Jamie Wilburn or Lei Gainer, LHWH PR
(843) 448-1123 or email jwilburn@lhwh.com
Complete Press Kits and Photos at www.lhwh.com

Vacation Planning Easier With New Carolina Beach Web Site

[carolinabeachgetaway.com](http://www.carolinabeachgetaway.com) Now Has More Interactive Applications, Upcoming Event Information, And A New Trip Planner Feature

December 12, 2007, Carolina Beach, N.C. — The Carolina Beach Web site, www.carolingbeachgetaway.com, has been updated with colorful new features and applications and provides more information on what Carolina Beach has to offer. The revamped home page features a photo and video tour, giving visitors a fun glimpse into life at Carolina Beach. The new user-friendly site allows visitors to plan their own Carolina Beach getaway using the [“My Trip Planner”](#) application. With the Planner, visitors can build their trip by searching through the lodging and attraction options and adding the selected items.

Interactive features like E-Cards add life to the site by letting visitors send customized picture greetings through email. In addition, a calendar lets visitors see what's happening weeks or even months in advance. The site also includes details on lodging, shopping, outdoor activities, and restaurants. Group tour and meeting planners can discover resources needed to help plan their next event by accessing the enhanced “Groups” section.

“The Web site literally gives a snapshot of Carolina Beach to potential visitors, “ said Kim Hufham, President/CEO, Wilmington/Cape Fear Coast Convention & Visitors Bureau. “The site is easier to navigate, informative, and very interactive. We wanted to give visitors to the Web site a more expansive look at what Carolina Beach has to offer and we are confident that we have achieved this with our enhanced images, and user-friendly applications.”

About Carolina Beach

Carolina Beach is located 15 miles south of Wilmington, N.C., a barrier island on North Carolina's Cape Fear Coast. This charming seaside town of approximately 4,700 permanent residents offers a variety of accommodations and attractions, as well as several miles of Atlantic oceanfront and natural sand dunes, marinas and offshore fishing excursions.

More information is available online at www.carolinabeachgetaway.com or by calling 1-800-351-5102.