



**ON THE HORIZON IN 2011: EXCITING NEW TOURISM DEVELOPMENTS  
IN THE MYRTLE BEACH AREA OF SOUTH CAROLINA**

As one of the fastest-growing family and vacation destinations in the nation, the Myrtle Beach area of South Carolina currently attracts an average of 14 million visitors annually along with thousands of new residents to the destination each year. Known affectionately as “The Grand Strand,” Myrtle Beach has grown by more than 35 percent over the past decade and continues to evolve and expand, giving way to an entirely “New” Myrtle Beach area of accommodations, attractions and events. Here is a sneak peek at some of the newest developments anticipated in 2011.

*~ Air Service ~*

**Spirit Airlines**

Spirit Airlines began non-stop flights between Myrtle Beach and five new cities on May 5, 2011. Spirit Airlines now features daily non-stop flights from Washington, DC Reagan National Airport, non-stop flights four times per week from Plattsburgh, N.Y. and Latrobe, P.A., and three times a week from Niagara Falls, N.Y. and Charleston, W.V. Spirit’s new non-stop trips will lead to a growing number of residents traveling to Myrtle Beach. For information on booking flights, please visit [www.spiritair.com](http://www.spiritair.com).

**Porter Airlines**

Porter Airlines is introducing its first fall service to Myrtle Beach from Billy Bishop Toronto City Airport, following two exceptional winter/spring seasons. As the only non-stop service from Canada, this route provides passengers the easiest access to Myrtle Beach. Porter will offer twice-weekly round trips on Thursdays and Sundays, beginning Sept. 8, until Nov. 20, 2011. For information on booking flights, please visit [www.FlyPorter.com](http://www.FlyPorter.com).

**Direct Airlines**

Direct Air will begin providing non-stop service between Hagerstown, MD and Lakeland, FL beginning June 23, 2011 twice weekly on Thursdays and Sundays. Hagerstown will appreciate the fast, convenient 90 minute flight rather than the 10 hour drive by car from the popular Washington / Baltimore suburbs. The Lakeland Linder Regional Airport Will appeal to travelers in both directions as it is conveniently located within 30 minutes from downtown Orlando to the east and Tampa-St. Petersburg to the west. Reservations can be booked at [www.visitdirectair.com](http://www.visitdirectair.com).

*~Attractions and Exhibits~*

**SkyWheel Myrtle Beach**

May 2011 marked the grand opening of Myrtle Beach’s new attraction, SkyWheel Myrtle Beach. The giant attraction stands at 196 feet (60 meters) and 18 stories high and span 2 ocean front lots along Ocean Boulevard, on the north side of Plyler Park. It has been specifically designed to include 42 glass-enclosed, temperature-controlled gondolas manufactured in Switzerland that can hold six people. The SkyWheel Myrtle Beach is an exciting new addition to the Grand Strand area, along with the newly renovated Myrtle Beach Boardwalk and Promenade. The SkyWheel Myrtle Beach’s launch included a full service Jimmy Buffett’s Landshark Bar and Grill restaurant, observation deck overlooking the ocean and gift shop. The SkyWheel Myrtle Beach also incorporates a complete light show in the evening. The only one of its kind in the United States, this family-friendly attraction is

sure to become an iconic staple for Myrtle Beach. The SkyWheel Myrtle Beach is owned by Myrtle Beach SkyWheel, LLC, a joint venture between Koch Development Co. and Pacific Development, both of St. Louis, Missouri. For more information, visit [www.themyrtlebeachskywheel.com](http://www.themyrtlebeachskywheel.com).

### **Wonderworks Science Center**

Wonderworks – a hands-on science attraction – opened in Myrtle Beach in early April 2011. The attraction is housed at family favorite Broadway at the Beach, and includes peculiar yet whimsical sights such as an upside-down building, a volcano, a lighthouse, and an Egyptian pyramid. Wonderworks, based in Orlando, F.L. has two other locations in Orlando and in Pigeon Forge, T.N., and two others planned at the Meadowlands Xanadu in New Jersey and in Panama City, F.L. The Myrtle Beach site is one of the largest, with about 35,000 to 40,000 square feet of attractions that allow people to feel what it's like to be in an earthquake and hurricane, fly a NASA space shuttle or fighter jet, or ride a virtual rollercoaster. WonderWorks also features two outdoor adventures that are already open. The zipline takes participants soaring 50 feet above water on a course that travels 1,000 feet between towers. The pirate-themed ropes course stands a staggering 40 feet tall and spans three levels. For more information visit [www.wonderworksonline.com](http://www.wonderworksonline.com).

### **Butterfly Exhibit at Brookgreen Gardens**

Brookgreen Gardens' new Butterfly House displays dozens of species of butterflies that are native to the Southeast and will support the organization's mission to exhibit and educate visitors about the animals, ecology and plants in the Myrtle Beach area. All of the visitors' senses will be engaged in this exhibit through fragrance (flowers and other plantings), sound (sound system, water-fall feature), sight (flying butterflies and colorful plants), and touch (natural boulder seating, overhanging plants, butterflies who come to rest on individuals). The exhibit will be open to the public through the month of October 2010 and will re-open in the spring of 2011. Spineless Wonders, a company based in Minnesota that specializes in turn-key butterfly exhibits will build the structure which will include a planted butterfly garden area 36 feet by 78 feet, plus an entrance and exit vestibule approximately 9 feet by 20 feet. The total footprint would be 100 feet by 36 feet. Spineless Wonders will supply all materials- including 500 native species pupae, water features, ambient sound system, lighting, graphics, all native plants and USDA permits to build the butterfly house and will train the staff to manage the exhibit once it is open. The exhibit is estimated to cost \$125,000. For more information, visit [www.brookgreen.org](http://www.brookgreen.org).

### **Bodies Revealed**

The world-acclaimed *Bodies Revealed* exhibit opened at Broadway at the Beach on May 14 and will run through September 5. The Exhibition features real, whole and partial body specimens that have been meticulously dissected and preserved, giving visitors the opportunity to view the complexity of their own organs and systems like never before. The Exhibition takes visitors through a series of galleries providing an up-close look inside the skeletal, muscular, reproductive, respiratory, circulatory and other systems of the human body. This is the first time *Bodies Revealed* has come to South Carolina. *Bodies Revealed* is located on the northeastern side of Broadway at the Beach and it will be open Sunday through Thursday from 11 a.m. to 8 p.m., and Friday and Saturday from 10 a.m. to 10 p.m. For more information, visit [www.bodiesmyrtlebeach.com](http://www.bodiesmyrtlebeach.com) or call (866) 468-7630.

### **Pirate Adventures**

Opened in May 2011, Pirate Adventures is a place where children come to experience the magic of sailing away in search of sunken treasure. This is an interactive pirate sailing experience where children will be face painted and dressed up before departure. Once aboard, the young pirates will learn the rules at sea aboard the Sea Gypsy and use a treasure map to find the sunken treasure. Located at the Crazy Sister Marina on the Murrells Inlet Marshwalk, this adventure will be available from Easter to Halloween daily. For more information visit [www.myrtlebeachpirates.com](http://www.myrtlebeachpirates.com).

~Entertainment~

### **Pirates Voyage**

Dolly Parton opened a new show in Myrtle Beach on June 3, 2011. Guests truly experience the wonder, excitement and spirit of the pirates who docked on the shores of Myrtle Beach. In an interactive experience, viewers will start out in the Pirate's Lair and Crow's Nest and then make their way in the Crimson and Sapphire pirate's camps in the main arena. Not only does the show feature brand new music by Dolly Parton and Mark Brymer, but the

presentation also includes acrobatics and live animals. This new adventure attraction received over \$11 million in production upgrades. For more information and ticket reservations, call (843) 497-9700 or visit [www.dixiestampede.com](http://www.dixiestampede.com) or [www.piratesvoyage.com](http://www.piratesvoyage.com).

### **Pat Boone Family Theater**

The Pat Boone Family Theater is slated for a grand opening in October 2011. Approximately \$1 million in renovations will turn the former Nascar Café restaurant into a 600-seat theater where only 50 feet will separate the back row of the audience from the stage. Pat Boone, who rose to fame in the 1950s and 1960s and continues to record, will help book acts and also perform several times a year. A Boone Museum will feature some of his memorabilia. The theater will have a resident illusionist and mentalist, Morgan Strebler who will perform 3 shows 6 days a week in peak season with interactive and mind bending illusions. The theater will also host gospel concerts, Christmas shows and other family friendly events. The venue will also feature a late-night lounge, set to open in early fall.

### **Beatlemania at Gilmore Auditorium**

*Beatlemania Now* will hit the stage at Gilmore Auditorium, home of The Carolina Opry, beginning June 15, 2011. Show times are Wednesdays through Sundays at 5:00pm through September 4, 2011. Flash back to historic moments of space exploration, protests in the streets, the raging war in Vietnam, "Flower Power," Martin Luther King, the Kennedys, and Richard Nixon, as *Beatlemania Now* meticulously performs incredible note for note renditions of Beatles classics from throughout their career. Tickets can be purchased in advance by calling The Carolina Opry Box Office at 843-913-2222 or by visiting <http://www.TheCarolinaOpry.com/Beatlemania>.

## ***~Major Construction Projects~***

### **Myrtle Beach International Airport Extension**

To accommodate growing numbers of visitors arriving by air, Myrtle Beach International Airport is planning to expand with the recent addition of a new general aviation terminal, which opened in 2010, and the continued expansion of a new passenger terminal. The massive projects, which will expand the passenger terminal from seven to 12 gates, are expected to increase the airport's capacity and efficiency for vacationers, business travelers, and locals alike. M.B. Kahn Construction is serving as the program manager for the \$130 million-passenger terminal expansion which began in June 2010 and will be completed in early 2013. For more information visit: [www.flymyrtlebeach.com/expansion.cfm](http://www.flymyrtlebeach.com/expansion.cfm).

### **Super Target Store**

A new Super Target shopping center will be coming to Myrtle Beach. SayeBrook, a 700-acre development, is planned for development near the U.S. 17 Bypass and S.C. 544, ranging from commercial to single-family homes. The Target will be about 135,000 square feet and include a produce section. The shopping center will be anchored by Target, but include space for additional stores.

### **International Technology and Aerospace Park (ITAP)**

ITAP is a 460 acre class A aviation and technology park owned by Horry County and located on the Myrtle Beach International Airport property. The park has a public entrance in the Market Common district known for upscale shopping and dining. Completion of phase 1 of the park is expected by November 2011. This will include the installation of utilities, access roads, storm drainage and landscaping. For more information, visit [www.mbitap.com](http://www.mbitap.com).

### **Myrtle Beach Boardwalk Shopping Center**

Construction of a new shopping center is underway on 8<sup>th</sup> Avenue North in Myrtle Beach. The shopping center, along the Myrtle Beach boardwalk, will have space for multiple restaurants and shops. The construction project should be finished within the next month, and businesses will move in thereafter.

## ***~Lodging~***

### **Agua Beach Inn**

Located in the former Blue Bay Resort property near the 14<sup>th</sup> Avenue Pier and new downtown boardwalk, this property underwent a complete renovation and opened in May 2011; they offer family accommodations with large balconies and fully equipped kitchens. [www.AquaBeachInn.com](http://www.AquaBeachInn.com)

### **Kingston Resorts Renovates Sports & Health Club**

In the goal to bring new state-of-the-art equipment and an updated physical space to the facility, the Kingston Resorts has completed the first round of renovations to its 50,000 square-foot Sport & Health Club. Along with new equipment and updates to the space, the renovation also includes upgrades to the fitness center as well as renovations of the retail space. The space now houses a new coffee shop, the Caffeinated Fish, which features Starbucks coffee. The Sport & Health club is accessible not only to guests of the resorts, but also to the public. The facility, offering vast numbers of recreational activities, is a great resource for your fitness needs. For more information, call (800) 876-0010.

### **The Inlet Sports Lodge**

The Inlet Sports Lodge, a new 30-unit resort geared toward sport enthusiasts, just opened its doors in Murrells Inlet this past November. A fractional ownership resort, the Inlet Sports Lodge contains studios and two-bedroom luxury suites and truly caters to sporting. The resort's amenities include a fish cleaning station, a courtyard with grills and a fire pit, and ample storage space for golf and fishing gear. The development also features a pool, tiki bar, and Bliss restaurant along with an owner's club room and concierge services to help plan fishing trips and sporting outings. The Inlet Sports Lodge also caters to eco-tourists, since Murrells Inlet is a natural spot with a wealth of outdoor activities to enjoy. For more information visit [www.inletsportslodge.com](http://www.inletsportslodge.com).

### **Surfside Beach's Landmark Hotel Reopening**

The newly renovated oceanfront Surfside Beach Resort reopened on Wednesday, June 1. Guestrooms feature new carpet, paint, mattresses, bedding, drapes and accessories. The hotel also features a new meeting room, business center, and lobby area. Surfside Beach Resort closed in October of 2010 after a small fire in the hotel's restaurant, and has now undergone a complete remodel and modernization. Scotty's Beach Bar continues to provide live entertainment and dining for Surfside Beach visitors. For more information visit [www.SurfsideBeachResort.com](http://www.SurfsideBeachResort.com).

## *~Dining~*

### **Jimmy Buffet's Landshark Bar and Grill and Landshark Surfshack Retail Shop**

Opened in May 2011, the new LandShark Bar and Grill is located on the new oceanfront boardwalk next to the SkyWheel Myrtle Beach observation wheel. Inspired by the great "beach joints" that once dotted the Atlantic coast, LandShark Bar & Grill is the perfect blend of ocean breezes, boardwalk action, spectacular views, great food, generous drinks, your favorite beach tunes and good old fashion fun. The LandShark Surfshack offers an array of merchandise themed around the popular beer brand, LandShark Lager, as well as a selection of Sky Wheel souvenirs. LandShark's laid back atmosphere, casual dining, bar and entertainment is a favorite with both tourists and the Grand Strand's local residents.

### **21 Main at North Beach**

Set in the Plantation House at North Beach Plantation, 21 Main at North Beach just opened in May 2011. 21 Main at North Beach offers a casual steakhouse and sushi bar experience in North Myrtle Beach. Gerard Scollan and his brother Matthew have captured the glamour and service of an era gone by - with a modern twist. The Scollan Brothers have been in the Catering/Special events business for over twenty-five years and are the owners of Lovin' Oven Celebrations. For more information, visit [www.21mainatnorthbeach.com](http://www.21mainatnorthbeach.com) or call 843-315-3000.

### **Nacho Hippo**

The newest restaurant from Divine Dining Group opened in Myrtle Beach on December 15, 2010. The Nacho Hippo Cantina Maximo, which replaced Roy & Sid's American Kitchen, features cuisine not only from The Carolinas, but also includes a variety of international influences. Chef Sean Christenson prepares a menu to appeal to all taste buds, creating unique twists on classic favorites like tacos and barbeque. Even the ambiance has a flare of the international, including Caribbean elements. Restaurant goers will not be disappointed in the funky, fun and delicious new restaurant. For more information, call (843) 839-9770 or visit [www.nachohippo.com](http://www.nachohippo.com).

**Zulu Lounge and Bistro**

The only South African themed restaurant in the Myrtle Beach area, Zulu Lounge and Bistro opened in the spring 2011. Over 60 Super Cocktails, divine menu, cool people, it's a place for networking, socializing and dancing. Added to this is a selection of great tasting meals including exotic South African dishes infused with African flavors to choose from. Menu items include stuffed Peppadews, Johannesburg Petite Filet, Crab Wontons, and Peri Peri Chicken Lettuce Wraps. For more information visit <http://zululoungenbistro.com>.

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