



ON THE HORIZON IN 2010: 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 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 2010:

~New Air Service~

Spirit Airlines

Spirit Airlines began daily non-stop flights between Myrtle Beach and Atlanta on May 1, 2010. The seasonal flights will end November 10, 2010, and resume in the spring of 2011. Spirit's 145-passenger Airbus departs Hartsfield-Jackson Airport daily at 10:20 a.m. and arrives at Myrtle Beach International Airport at 11:40 a.m. The Atlanta-bound flights will leave Myrtle Beach International at 5:00 p.m. each day and arrive in Atlanta at 6:20 p.m. providing non-stop service between the two cities addresses an important need as the Atlanta area has long been one of Myrtle Beach's top vacation markets. With a population of 8.2 million in the 100-mile surrounding area, the Atlanta population has been projected to grow at more than twice that of the United States. Georgia annually ranks as one of the Grand Strand's top 10 states of visitor origin and Atlanta leads the Peachtree State with the number of residents traveling to Myrtle Beach.

American Eagle

American Eagle Airlines, the regional affiliate of American Airlines, began nonstop seasonal service on April 6, 2010, through October 31, 2010. The daily service between Myrtle Beach (S.C.) International Airport (MYR) and Dallas/ Ft. Worth International Airport (DFW) is on 44-seat Embraer ERJ-140 jets. The flights will depart Myrtle Beach International Airport at 4:25 p.m. and arrive at Dallas/Ft. Worth International at 6:25 p.m. The Myrtle Beach-bound flights will depart Dallas/Ft. Worth at 12:15 p.m. and arrive at Myrtle Beach at 3:55 p.m. The Dallas/Ft. Worth service marks the furthest expansion into the west and will also serve as a gateway to additional vacation markets.

Allegiant Air

Allegiant Air announced multiple new routes for 2010, including service to Grand Rapids, Michigan, Fort Wayne, Indiana and Youngstown- Warren, Ohio. Service between Myrtle Beach International Airport and the Gerald R. Ford International Airport in Grand Rapids began April 30 with introductory fares as low as \$58.88 each way, operating two times weekly with service Monday and Friday. The service between Fort Wayne International and Myrtle Beach International Airport began April 30, with two flights weekly on Monday and Friday. Youngstown-Warren service to Myrtle Beach began April 30, with two flights weekly on Thursday and Sunday. These expanded flight routes will bring previously untapped markets to the Myrtle Beach area.

~New Attractions & Entertainment~

Summit Shores on the Waterway

Summit Shores on the Waterway, a new 33-acre, multi-use complex, is currently in development across from the Myrtle Beach Airport. Summit Shores, a concept similar to the Market Common, will be built near the existing Lauderdale Bay Villas and Yacht Club. El Mason de Key West, a new Cuban restaurant, is a confirmed addition to the development. The restaurant will serve upscale Cuban/Calusa/Spanish fare and is planning to open in the spring of 2011.

SkyWheel

May 2011 will mark the grand opening of Myrtle Beach's new Ferris wheel, the SkyWheel. The giant attraction will stand over 180 feet high and span 70 square feet of beachfront property along Ocean Boulevard, on the north side of Pylar Park. It has been specifically designed to include 42 glass-enclosed, temperature-controlled gondolas that can hold six to eight people. The SkyWheel is an exciting new addition to the Grand Strand area, along with the newly renovated Myrtle Beach Boardwalk and Promenade. Plans for the SkyWheel's upcoming launch also include a small restaurant and gift shop. The only one of its kind to be found east of the Mississippi, this family-friendly attraction is sure to become an iconic staple for Myrtle Beach.

Myrtle Beach Mini Marathon

From October 22–24, 2010, Myrtle Beach will host its first-ever Mini Marathon in a weekend-long celebration of this inaugural event. The weekend will begin on October 22 with a two-day expo and continue on October 23 with the Coastal 5K, Doggie Dash, and High Heels Run. The Mini Marathon's course will wind its way through North Ocean Boulevard and finish on the new Myrtle Beach Boardwalk, where it will spill into a celebratory beach party and concert. The event has also formed a partnership with the Grand Strand Humane Society in an effort to spread community awareness of the charitable organization.

Spirit Airlines, a long-time provider of affordable fares to the Grand Strand, is a sponsor of the upcoming event as part of its ongoing efforts to increase tourism to Myrtle Beach and the Grand Strand.

Rock and Roll Café & Theater

A new addition to the Broadway at the Beach entertainment complex, The Rock and Roll Café & Theater pays homage to classic rock with two exciting shows scheduled to run throughout its summer season. The concert-style showroom features daily performances (6pm and 10pm) of *Icons of Rock: The Ultimate Tribute Show*, which is described as a non-stop, two-hour rock-n-roll extravaganza. The show celebrates the music of Led Zeppelin, Ozzy Osbourne, Jimi Hendrix, and KISS, as well as one new special guest tribute artist each week. The Rock and Roll Café & Theater also features a continuous hour-long Elvis show, *The King in Concert*, which runs Tuesday through Sunday at 4pm and 8:30pm. For tickets, visit the box office or call (843) 448-ROCK (7625)

L.W. Paul Living History Farm

Return to life during the first half of the twentieth century at the L.W. Paul Living History Farm. Funded by a local businessman, Larry Paul, this 17 acre farm brings to life what it would have been like to live in Horry County from 1900-1955. Visitors can observe and participate in activities that would have been commonplace on traditional family farms during this era including plowing with mules, making lye soap, curing meat and milking cows. Events and demonstrations change to interpret the activities that take place on the Farm annually so there's always something new to see at the L.W. Paul Living History Farm. For more information visit <http://www.horrycountymuseum.org/events/FarmInfo.pdf>

Butterfly Exhibit at Brookgreen Gardens

Brookgreen Gardens' new Butterfly House will display 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.

~New Construction/Projects~

Downtown Myrtle Beach Boardwalk

The new downtown Boardwalk is part of the new efforts the city is taking in order to revamp old downtown Myrtle Beach. The mile-long Oceanfront Boardwalk and Promenade is between the 14th Avenue North Pier and the Second Avenue North Pier, and extends all the way to First Avenue. Construction began in fall of 2009 and was completed in May 2010 at an estimated cost of \$6 million. Construction was completed in phases, with the final Boardwalk comprised of three sections: North Dune Walk, Central Boardwalk and South Promenade. The Boardwalk is a project of the Downtown Redevelopment Corporation.

Second Avenue Pier

Second Avenue Pier is improving and plans to re-open in summer 2010 to serve as the Oceanfront Boardwalk's southern anchor. The major renovation includes the new upper level home of a casual, open-air lounge called Pier View, featuring views of the Boardwalk and beautiful Atlantic Ocean. The main floor tackle shop continues to supply all fishing needs, but now has additional restroom facilities. The main floor's new Pier House full-service restaurant serves up excellent food and amazing oceanfront views through floor-to-ceiling windows. The continental cuisine features seafood-inspired appetizers, fresh mix of salads, delicious sandwiches and creative dinner entrees. Pier House also offers a full breakfast menu, from sandwiches and plates to eclectic house specialties. For more information call 843.445.PIER (7437) or visit www.2ndavepier.com.

Myrtle Beach International Airport Extension

To accommodate growing numbers of visitors arriving by air, Myrtle Beach International Airport is planning to expand with the addition of a general aviation terminal and 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 2012. For more information visit: <http://www.flymyrtlebeach.com/expansion.cfm>.

Wonderworks Science Center

Wonderworks – a hands-on science attraction – is slated to open in Myrtle Beach in the spring of 2011. The attraction will be housed at family favorite Broadway at the Beach, and will include peculiar yet whimsical sights such as an upside-down building, a volcano, a lighthouse, and an Egyptian pyramid. Wonderworks, based in Orlando, FL has two other locations in Orlando and in Pigeon Forge, Tenn., and two others are planned at the Meadowlands Xanadu in New Jersey and in Panama City, Fla. The Myrtle Beach site will be 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.

The Inlet Sports Lodge

The Inlet Sports Lodge will be a 'fractional-ownership' property with Membership at Caledonia Golf & Fish Club, True Blue Plantation, The Founder's Club at Pawleys Island, Brookgreen Gardens, Huntington Beach State Park and owners will have access/ownership to individually-owned 17' Triton console-drive boats powered by 4-stroke fuel-injected Yamaha marine engines with access to the Atlantic Ocean via

Murrells Inlet or the five fresh-water rivers of Horry/Georgetown County via Waca Wachee Marina on the Waccamaw River. Our Lodge has on-site boat storage and fueling, fish-cleaning and walk-in refrigeration/packaging for transport home. For more information, please visit www.inletsportslodge.com. The Inlet Sports Lodge is scheduled to open on or before August 23, 2010.

~New and Renovated Hotels, Resorts and Spas~

Massage Envy Spa of Myrtle Beach

Massage Envy Spa recently opened in the Grande Dunes Marketplace shopping center on the Highway 17 bypass. The spa specializes in therapeutic massage and facials and is open 7 days a week. Massage Envy is open Monday - Friday from 8am - 10pm, Saturday from 8am - 6pm and Sunday from 10am-6pm. The spa offers Murad skin care products and features 800 locations nationwide. Members can enjoy the same benefits across the country at any location. For more information, visit www.massageenvy.com.

Free Wireless Internet access at Springmaid Beach Resort & Conference Center

Springmaid Beach Resort & Conference Center announced free resort-wide wireless internet. With wireless internet access being necessary for most business and association groups, and becoming more important to the leisure traveler, Springmaid was proud to take this step in late spring 2009.

Live Oak tower at Springmaid Beach

The Live Oak tower is adjacent to the Springmaid Beach 35,000 sq. ft. Conference Center and frequently houses groups at the resort. Included in the renovations are new high-definition, flat screen televisions, upgraded shower & bath amenities, custom paint and artwork, and more.

~ Renovated Golf Courses~

Pine Lakes Country Club

On November 7, 1996, Pine Lakes Country Club was added to the National Register of Historic Places for its historical significance and landscape architecture, and remains the only golf course in South Carolina to be named on the prestigious list. In 2006, Pine Lakes closed to begin an extensive, multi-million dollar project to restore the course and clubhouse to its 1927 glory days when it was known as the Ocean Forest Hotel and Country Club, one of the most desired vacation spots for the country's wealthiest families of the early 20th century. The ongoing renovation project includes work on the golf course and clubhouse, which both reopened in 2009. Nationally recognized golf course restoration architect Craig Schreiner is committed to restoring Pine Lakes to the original course designs with many improvements to enhance playability and enjoyment for golfers of all skill levels.

~Dining~

Coastal Uncorked

Coastal Uncorked is the Myrtle Beach area's premier food and wine festival, celebrating its inaugural season in the spring of 2010. The festival took place May 16 – 23, 2010 and all proceeds were donated to two local hospitality programs: the Horry Georgetown Technical College Culinary School and the Clay Brittain Hospitality Program at Coastal Carolina University. The event featured a variety of exclusive offerings including: Restaurant Week, Wine Around Myrtle Beach, outdoor entertainment, a Coastal Uncorked Golf Tournament and the Coastal Uncorked Food Fight Chef Competition and Gala. The eight-day festival also included a variety of other events, including a poster competition, children's culinary events, live music and a cake competition. For more information, call (843) 916- 2000 or visit www.coastaluncorked.com.

Pier Café at the Springmaid Pier

Springmaid Pier recently renovated and re-opened the Pier Café. This casual beachfront eatery now features a bar where patrons can enjoy beachfront scenery and activity along with cocktails, beer & wine, plus enjoy casual breakfast, lunch, or dinner, as always.

Taste! Gourmet Trade Show and Expo

Taste! is a new gourmet food, wine, and beer show in Myrtle Beach, SC that ran on May 14-16. The event featured more than 200 exhibitors, live cooking demos, educational seminars, and presentations from Food Network stars Guy Fieri and Aaron McCargo Jr. along with and Bravo TV's Top Chef 5 fan favorite Fabio Viviani. Visit www.tasteshows.com for more information.

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