



## **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~***

#### **Porter Airlines**

Myrtle Beach will enjoy twice-weekly roundtrip air service by Porter Airlines from Toronto City Centre Airport (TCCA) on Thursdays and Sundays beginning February 28, continuing until May 30. Porter Airlines will now feature the only non-stop service from Canada to Myrtle Beach which saves passengers time by flying right to the beach. Golfers, families and friends can get away to Myrtle Beach's famous golf courses and sandy beaches more easily than ever with Porter Airlines' new winter seasonal service. One-way fares start at \$179, plus taxes. Connections are available in Toronto from Ottawa, Montreal, Quebec City and Thunder Bay.

#### **Spirit Airlines**

Spirit Airlines will begin 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 will depart Hartsfield-Jackson Airport daily at 10:20 a.m. and arrive 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.

### ***~New Attractions & Entertainment~***

#### **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**

Opening in April 2010 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](http://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 planned for the area between the 14th Avenue North Pier and the Second Avenue North Pier, and will extend all the way to First Avenue. Construction began in fall of 2009, with estimated completion by June 2010 at an estimated cost of \$6 million. No building will be done during the peak tourist season from Easter through Labor Day. Construction will be 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.

#### **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 is scheduled to begin in 2010. 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 spring 2010. 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, Fla., 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](http://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](http://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 20<sup>th</sup> 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~*

**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.

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