



## **THE MYRTLE BEACH AREA A Family Destination**

The Myrtle Beach area, known as “America’s Beach Playground”, stretches from Little River in the north to Pawleys Island in the south, and comprises 12 cities along the South Carolina coast. Home to world-class golf, 60 miles of sandy beaches, exciting entertainment and family attractions and Southern hospitality, the Myrtle Beach area presents the quintessential vacation experience welcoming nearly 14 million visitors annually.

- LOCATION** The Myrtle Beach area is the jewel of South Carolina and is nestled along the mid-Atlantic region of the eastern United States.
- WEATHER** The Myrtle Beach area enjoys a mild annual average temperature of 64° F with an average of 215 sunny days each year.
- POPULATION** Approximately 227,000 residents.
- LODGING** There are more than 460 hotels and 80,000 rooms in the Myrtle Beach area. From elegant golf and seaside resorts, to rustic cottages, bed & breakfasts, and mom-and-pop motels, the Myrtle Beach area offers accommodations for every taste and appealing to every type of traveler. There are also several campgrounds located between Myrtle Beach and the South Strand.
- DINING** There are more than 1,800 full-service restaurants in the Myrtle Beach area and it’s no surprise that seafood is one of the primary cuisines. Murrells Inlet is nicknamed “the seafood capital of the world” and Calabash-style restaurants are popular in the Northern Strand. Visitors will also find a range of other cuisines to satisfy their appetites including steak, ribs, barbecue, home-style cooking, international fare and regional specialties.
- GOLF** The Myrtle Beach area boasts more than 100 golf courses and nearly 50 miniature golf courses, making it a premiere destination for golf enthusiasts and aficionados. More than 4 million rounds of golf are played annually in the Myrtle Beach area.

## **ATTRACTIONS**

In Myrtle Beach the fun does not end with surf and sand. The area offers a wide range of unique attractions and exciting entertainment options from shopping, dining and theme parks, to live entertainment theaters, nightclubs and celebrity concerts. Opening April 2008, the Market Common takes Myrtle Beach upscale with its mix of restaurants, shopping and exclusive townhomes.

## **MEETINGS/GROUPS**

Sixty miles of breathtaking beachfront, more than 100 golf courses, 80,000 accommodations, and a modern convention center with 250,000 square feet of meeting space and an adjoining business-class hotel make the Myrtle Beach area an ideal locale for meetings and group gatherings.

## **FAMILY REUNIONS**

The Myrtle Beach area is an ideal location for multi-generational travel or family reunions. For visitors both tall and small, the area offers attractions certain to please every age group. Beachfront hotels, timeshares and cottages offer spacious options that will accommodate families of all sizes.

## **GETTING HERE**

### *By Plane*

Located at the beach, the Myrtle Beach International Airport (MYR) provides easy, non-stop flights to Atlanta, Atlantic City, Newark, Pittsburgh, Chicago, Washington, D.C., Detroit, New York City, Cincinnati, Kansas City, Charlotte, Niagara Falls, Allentown, Charlotte and Boston with many more connecting flights to more than 350 destinations worldwide. 840,000 people arrive every year with scheduled service from ASA, Continental Airlines, Delta, Myrtle Beach Direct, Northwest Airlines, Spirit Airlines, US Airways and United Express. Direct flights to Myrtle Beach are available most of the year from several regional airports that serve the Myrtle Beach area include: Conway-Horry County Airport (HWY); Grand Strand Airport-Ramp 66 (CRE); Loris-Twin Cities Airport (5J9) which bring in thousands of private aircraft all year round.

### *By Car*

U.S. Highways 17 and 501, as well as S.C. Highways 9 and 544 provide direct access to the Myrtle Beach area. Highway 31 runs north and south connecting Highway 544, 501 and U.S. 17 north of Myrtle Beach. Veterans Highway (S.C. 22) links U.S. 501 west of Conway and U.S. 17 north of Myrtle Beach. Interstate travelers use

Interstates 95 or 20 to arrive within close proximity of the Grand Strand.

***\*Information on the Myrtle Beach area was provided by the Myrtle Beach Area Chamber of Commerce.***