



BACKGROUND ON MYRTLE BEACH TOURISM

The Myrtle Beach area, also known as South Carolina's Grand Strand, is a 60-mile stretch of coastline. The Grand Strand begins at the state line at Little River (in Horry County) and stretches south through Pawleys Island (Georgetown County). Considered one of the nation's top vacation destinations, the Grand Strand hosts approximately 14 million visitors annually. Beautiful beaches and an array of attractions, entertainment theaters, shopping centers, restaurants, golf courses and Southern hospitality draw visitors throughout the year.

WEATHER

The Myrtle Beach area enjoys a mild average annual temperature of 75°F with an average of 215 sunny days each year.

LODGING

There are more than 460 hotels and 89,000 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 that appeal to every type of traveler. There are also several campgrounds located between Myrtle Beach and the South Strand.

DINING

There are more than 1,900 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 North 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. Approximately 4 million rounds of golf are played annually in the Myrtle Beach area.

ATTRACTIONS

The beach is certainly the Myrtle Beach area's No.1 attraction, but the fun does not end with surf and sand. The Grand Strand 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.

RETAIL

The Grand Strand shopping complexes are destinations within themselves. Visitors can stroll along boardwalk promenades on warm evenings, venture in and out of hundreds of unique specialty stores and dine in exceptional restaurants along the way.

MEETINGS/GROUPS

The Myrtle Beach area is an ideal locale for meetings and group gatherings, with 60 miles of breathtaking beachfront, more than 100 golf courses, 89,000 accommodations and a modern convention center with 250,000 square feet of meeting space and an adjoining business-class hotel.

FAMILY REUNIONS

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

ROMANCE

With dazzling sunsets painting the horizon, and palmetto trees swaying in the gentle breezes, the Myrtle Beach area offers a picturesque location for a romantic getaway or beach wedding.

WELCOME CENTERS

*Myrtle Beach Area Chamber of Commerce
Main Office and Myrtle Beach Welcome Center
1200 N. Oak Street, Myrtle Beach, SC 29577
Phone: (843) 626-7444/Toll free: (800) 356-3016*

*Myrtle Beach Area Chamber of Commerce
Airport Welcome Center, Myrtle Beach International Airport
1100 Jetport Road, Myrtle Beach, SC 29577
Phone: (843) 626-7444/Toll free: (800) 356-3016*

*Myrtle Beach Area Chamber of Commerce
South Strand Welcome Center
3401 U.S. 17 Bus. S., Murrells Inlet, SC 29576
Phone: (843) 651-1010/Toll free: (800) 356-3016*

CONTACT

For additional information on the Myrtle Beach area and a complete Myrtle Beach travel and tourism press kit, visit www.myrtlebeach.travel and click on the travel media link or call 1.888.Myrtle1.

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