

Best of the Best: Myrtle Beach Area Receives Prestigious Accolades and Awards

The Grand Strand holds records ranging from “World’s Tallest Sandcastle,” to “Favorite Destination for a Family Vacation” and more

The Myrtle Beach area of South Carolina continually proves that it is worthy of the moniker “The Grand Strand” year-after-year, garnering prestigious awards and designations ranging from the “World’s Best Beach” by *Yahoo! Travel*, “Overall Value for Money Destination” and seven of the “Best US Golf Destination” by *USA Today’s 10Best*. Whether seeking an exciting sporting event or recreational vacation, the perfect family beach, the ideal retirement location, or the best place to host a meeting, visitors to the Myrtle Beach area will find award-winning offerings in every lifestyle category.

PUBLIC RELATIONS SOCIETY OF AMERICA ANVIL AWARDS BRONZE – 60 MORE DAYS OF SUMMER CAMPAIGN

Myrtle Beach, SC was selected as a 2015 Bronze Anvil Award Winner in the Media Relations: Consumer Services – Travel and Tourism/Hospitality category for the “60 More Days Of Summer” fall campaign.

TRIPADVISOR VACATION RENTALS 30 RISING RENTAL DESTINATIONS IN 2015

Recognized for its laid-back atmosphere and stunning beauty, Garden City Beach, SC, was named No. 1 in TripAdvisor’s list of the fastest-growing vacation rental destinations in 2015. TripAdvisor found that Garden City Beach showed the greatest booking increase within the last year, and was praised time and time again by reviewers.

ABOUT.COM TOP 5 SOUTH CAROLINA RV PARKS YOU MUST VISIT

Ocean Lakes Family Campground, in Myrtle Beach, S.C., was named to About.com's "Top 5 South Carolina RV Parks You Must Visit" list. The list features five RV parks from various regions of South Carolina. About.com referred to Ocean Lakes as a “lovely RV Park.” Ocean Lakes is the first campground in the Myrtle Beach area to be recognized.

USA TODAY 10BEST BEST KID-FRIENDLY DESTINATIONS

Myrtle Beach, SC, was named No. 3 in *USA Today’s* 10Best list of Kid-Friendly Destinations. Citing its 1.2-mile Oceanfront Boardwalk and Promenade and endless attractions, 10Best called Myrtle Beach “a complete family destination for all ages.”

SOUTH CAROLINA PUBLIC RELATIONS SOCIETY OF AMERICA SCPRSA MERCURY AWARDS

Myrtle Beach received an Award of Excellence in the Marketing Consumer Services Category at the South Carolina Public Society of America’s Mercury Awards for its 60 Days campaign.

VACATION IDEA MAGAZINE 22 BEST SMALL TOWN FAMILY WEEKEND DESTINATIONS

Recognized as a vibrant seaside town with excellent restaurants, beautiful natural scenery, amazing golf courses, and a wealth of attractions and activities, Myrtle Beach was named one of *Vacation Idea* magazine’s 22 Best Small Town Family Weekend Destinations.



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U.S. NEWS & WORLD REPORT

BEST FAMILY BEACH VACATIONS IN THE USA

Myrtle Beach, SC, ranked fourth on *U.S. News and World Report's* top 10 list of best family beach vacations. This accolade recognized Myrtle Beach's expansive sands, as well as plentiful attractions.

FAMILYFUN MAGAZINE

FAMILYFUN TRAVEL AWARD – TOP 10 TOURIST TOWNS & TOP 10 VACATION DESTINATION IN THE SOUTH

FamilyFun Magazine surveyed 2,000 parents about their all-time favorite U.S. vacation destinations and Myrtle Beach, SC was selected as one of the Top 10 Tourist Towns in the country, as well as a Top 10 Vacation Destination in the South.

USA TODAY 10BEST

BEST SPRING BREAK DESTINATION

Readers of *USA Today* and *10Best* selected Myrtle Beach as the best spring break destination. The readers cited the destination's mini golf courses, water parks, amusement parks, SkyWheel and banana boat rides as what makes Myrtle Beach an obvious option for spring breaking families.

HSMAI ADRIAN AWARD

BRONZE – BEACH HOUSE GIVEAWAY CAMPAIGN

Myrtle Beach, SC was selected as a 2014 Bronze Adrian Award Winner in the Digital Marketing: Contests/Sweepstakes category. The 2014 Adrian Awards embraced every segment of the industry, including hotels, airlines, cruise lines, car rental companies, and destination. Winners were selected from a field of nearly 1,200 entries by senior industry and media experts.

SOUTH CAROLINA GOVERNOR'S CONFERENCE ON TOURISM AND TRAVEL

2015 GOVERNOR'S CUP – MYRTLE BEACH BOARDWALK

The Myrtle Beach Boardwalk was awarded the prestigious Governor's Cup at the 2015 Governor's Conference on Tourism and Travel. The winner of the annual Governor's Cup sets the benchmark for the state's tourism industry and highlights outstanding achievements in tourism marketing.

COUPONSDAILY.COM

20 CITIES FOR AN AFFORDABLE VALENTINE'S DAY GETAWAY

After comparing affordable bed-and-breakfasts, budget-friendly eateries and free attractions, Myrtle Beach was selected by CouponsDaily.com as one of most affordable cities for a Valentine's Day getaway.

TRIPADVISOR VACATION RENTALS

BEST FAMILY TRIP DESTINATION

TripAdvisor Vacation Rentals named Myrtle Beach one of its top family friendly destinations, calling it "the ideal family vacation spot."

TRIPADVISOR

TOP 25 DESTINATIONS – UNITED STATES

Myrtle Beach was named one of the best destinations in the United States, coming in at No. 22. TripAdvisor commended the Myrtle Beach area for its variety of attractions, sandy beaches, and golf courses.

A wide-angle photograph of a sandy beach with gentle waves lapping at the shore. Two people are walking along the water's edge. The sky is clear and blue.

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YAHOO! TRAVEL

50 COOLEST THINGS IN AMERICA

Yahoo! Travel named Myrtle Beach's Apache Pier the coolest thing to see in South Carolina.

U.S. NEWS & WORLD REPORT: TRAVEL

BEST FAMILY BEACH VACATIONS IN THE USA

Myrtle Beach was ranked as the No. 3 best family beach vacation in the United States for its expansive sands and variety of family friendly attractions. When judging destinations, *U.S. News* considered factors such as safe waters, kid-friendly attractions and dining, spacious accommodations, multi-generational appeal and overall accessibility.

DESTINATION TRAVEL MAGAZINE

TOP 12 BEST AQUARIUMS IN THE NATION (2014)

Ripley's Aquarium in the Myrtle Beach area was named one of the top 12 best aquariums in the nation, according to the editors of *Destinations Travel Magazine*.

CONVENTIONSOUTH MAGAZINE

BEST PLACE TO KICK BACK (2014)

Myrtle Beach was recognized by readers and fans of *Convention South Magazine* as the Best Place to Kick Back in 2014.

PRICELINE.COM

TOP 10 SUMMER BEACH DESTINATIONS (2014)

Based on advance Priceline.com hotel bookings, Myrtle Beach was ranked the No. 3 top summer beach destination.

USA TODAY, 10BEST

BEST GOLF DESTINATION (2014)

In 2014, Myrtle Beach was named as 10Best's 'Best Golf Destination' chosen by readers of *USA Today*.

STADIUM JOURNEY MAGAZINE

TOP 100 STADIUM EXPERIENCES OF 2014

TicketReturn.com Field at the Myrtle Beach Pelicans Ballpark ranked No. 32 on Stadium Journey magazine's list of the Top 100 Stadium Experiences of 2014, placing it in the top 50 in each of the four consecutive years the magazine has produced the list, which includes baseball, football, basketball, hockey and soccer venues.

TRIP ADVISOR

MOST POPULAR TRAVEL DESTINATIONS FOR SUMMER 2013 & 2014

TripAdvisor, the world's largest travel site, released the results of its annual summer travel survey of more than 2,500 respondents, which showed Myrtle Beach as the most popular travel destination of 2014 – the second year in a row for the destination.

FAMILY VACATION CRITIC

10BEST BEACHES FOR FAMILIES IN 2014

Family Vacation Critic listed Myrtle Beach as one of its 10 Best Beaches for Families in 2014.



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FLIPKEY.COM

2014 TOP MARATHONS AND RACES WORTH TRAVELING FOR (2014)

FlipKey.com, a vacation rental marketplace with more than 240,000 rentals around the world, included the Myrtle Beach Mini Marathon on its list of Top Marathons & Races Worth Traveling For in 2014.

TRIPADVISOR

TRAVELERS' CHOICE: U.S. TOP 25 DESTINATIONS (2014)

Trip Advisor released its top 25 cities from the Travelers' Choice U.S. list, with Myrtle Beach ranking No. 22. Travelers' Choice award-winning destinations are determined using an algorithm that takes into account the quality and quantity of reviews from TripAdvisor users.

DREAM PLAN GO

THE NINE BEST LAST-MINUTE U.S. TRIP DESTINATIONS (2014)

DreamPlanGo.com released its nine best last-minute trip destinations, including Myrtle Beach. According to the website, "travelers in need of fresh ocean air and impeccably soft sand will find it at this beloved Grand Strand location."

PARENTS.COM

BEST FAMILY VACATIONS: 2013 FAMILY FUN AWARDS (2013)

Parents.com released the winners from the 2013 Family Fun Awards, listing Myrtle Beach as the No. 3 Tourist Town with a score of 83/100.

TOURIST MEETS TRAVELER

TOP 10 MOST SEARCHED FOR TRAVEL DESTINATIONS (2013)

Yahoo released their list of the most searched for travel destinations with Myrtle Beach listed as the second most searched for destination.

OPENTABLE DINERS' CHOICE AWARDS

TOP 100 AMERICAN FARE RESTAURANTS IN THE U.S. (2013)

Aspen Grille was named a winner of the OpenTable Diners' Choice Awards for the top 100 restaurants in the U.S. that specialize in American cuisine. The list of winners is derived from more than 5 million reviews submitted by OpenTable diners for more than 15,000 restaurants in all 50 states and the District of Columbia.

SOUTHEAST TOURISM SOCIETY

ESCAPE TO THE SOUTHEAST TRAVEL ATTRACTION OF THE YEAR SHINING EXAMPLE WINNER (2013)

The Myrtle Beach Boardwalk and Promenade was named the 2013 Escape to the Southeast Travel Attraction of the Year Shining Example winner. The award, presented by the Southeast Tourism Society, is given to destinations where the work of those in the travel and tourism industry sets an example that others in the industry can follow.

TRAVEL WEEKLY

SILVER MAGELLAN AWARD WINNER IN THE FAMILY DESTINATIONS CATEGORY (2013)

Myrtle Beach, SC was selected as a 2013 Silver Magellan Award Winner in the Family Destination category. The 2013 Magellan Awards received entries from top travel organizations and professionals worldwide, proving the Grand Strand's high standard of excellence within the travel industry.

A wide-angle photograph of a sandy beach with gentle waves lapping at the shore. Two people are walking along the water's edge in the distance. The sky is clear and blue.

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GUINNESS BOOK OF WORLD RECORDS
TALLEST TOWER OF CUPCAKES (2013)

The City of Myrtle Beach claimed the Guinness World Record for the “Tallest Tower of Cupcakes” during the 75th Anniversary Celebration at the Beach Music Festival on July 20, 2013. The tower included more than 7,800 cupcakes that were made by Katherine Kallinis Berman and Sophie Kallinis LaMontagne of Georgetown Cupcakes, featured in TLC’s hit series “DC Cupcakes.”

SAMANTHA BROWN
BEST OF SAMANTHA BROWN, TRAVEL CHANNEL (2013)

Samantha Brown, well known for her travel programs on The Travel Channel ranked Myrtle Beach #1 on her list of Best Travel Spots on her show’s website. This list was out of five other locations and included places such as Los Angeles, Miami and Nantucket.

FLIPKEY
BEST FAMILY VACATIONS (2013)

FlipKey, the vacation rental company of leading travel website TripAdvisor.com, ranked Myrtle Beach as one of the best family vacation spots.

USA TODAY
BEST BOARDWALKS FOR FOOD ACROSS THE USA (2013)

USA Today chose the top 25 boardwalks around the country based on reflection of region, price, and quality of ingredients. Myrtle Beach ranked 12th on the list.

USA TODAY
TOP 10 BEST DESTINATION FOR TEENS (2013)

Chosen by readers of USA Today and 10Best including family travel experts, authors and mommy bloggers, Myrtle Beach was chosen as one of the top 10 best destinations for teens around the country. Myrtle Beach ranked 6th on the list.

HIGHLIGHTS MAGAZINE
TOP 10 AMERICAN PLACES KIDS WOULD MOST LIKE TO VISIT (2013)

To celebrate the re-launch of Which Way USA, its popular puzzle club that delivers a state-by-state adventure though the U.S., Highlights for Children polled kids to discover their most-desired vacation destinations. Myrtle Beach, SC, ranked no. 3 on the top 10 list.

CONVENTIONSOUTH
TOP SOUTHERN HOT SPOT FOR WINTER MEETINGS & EVENTS (2013)

ConventionSouth magazine, a national multimedia resource for planning events that are held within the South, asked readers and Facebook fans to vote for the cities they felt were the best places to hold a meeting or event during the winter months. Voters were directed to a Facebook ballot and were given a selection of 50 destinations across the Southeast and the Caribbean Seas region to select from. Myrtle Beach ranked no. 11 on the list.

FLIPKEY
TOP EAST COAST BEACHES (2013)

FlipKey is the vacation rental company of leading travel website, TripAdvisor.com. Through traveler feedback and industry research, Myrtle Beach was recognized as one of the Top East Coast Beaches based on a variety of factors, including access to restaurants, attractions, lifestyle and of course scenery.



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HUFFINGTONPOST.COM

BEST RESTAURANT CITIES (2013)

The Huffington Post ranked the Myrtle Beach/Florence market as number 6 of 15 restaurant crazy cities based on the number of restaurants per capita in the area. HuffPost Food used data from The NPD Group's annual ReCount survey, which takes a yearly census of the number of restaurants in the country, to rank United States metropolitan areas by the number of restaurants per capita. The group sites the area having over 1700 restaurants and 24 restaurants per 10,000 restaurants.

STADIUM JOURNEY MAGAZINE

101 BEST STADIUM EXPERIENCES IN SPORTS (2013)

Stadium Journey Magazine ranked TicketReturn.com Field at Pelicans Ballpark 19th on its annual list of the 101 best stadium experiences in sports in 2013. The list ranked the Myrtle Beach Pelicans home ballpark among, and ahead of, some of the most famous venues in all of sports such as Wrigley Field and the Cowboys Stadium. The list also ranked the Pelicans as the third-best stadium experience in Minor League Baseball, and the best in the state of South Carolina.

HSMAI

SILVER FOR MYRTLE BEACH PRIMARY DEBATE (2012)

Myrtle Beach was judged to be exceptional by expert travel and tourism professionals to be awarded a Silver HSMAI Award in the special events Public Relations category for the Myrtle Beach Republican Primary Debate on Fox News in January 2012. Myrtle Beach brought the beach into politics with the creation of a large sand sculpture of the presidential candidates coined Mount Myrtle.

CHEAPFLIGHTS.COM

AIRPORT AFFORDABILITY INDEX (2012)

The Affordability Index, according to Cheapflights.com, is an annual snapshot of airfares across the country. Myrtle Beach was ranked No. 2.

TRIPADVISOR.COM

TOP 10 BEST BREWERY TOURS IN THE U.S. (2012)

In October 2012, Tripadvisor named Myrtle Beach based New South Brewery one of the top best brewery tours in the United States. Based on their sites popularity index, New South was ranked number 7 of 10. Visitors to the area can tour the brewery, try samples and purchase their favorite brews to take home.

WHERE TO RETIRE MAGAZINE

TOP 15 LOW COST TOWNS (2012)

For its Sept/Oct 2012 issue, the magazine included Myrtle Beach in its profile of low cost towns for retirees. Towns in this ranking were chosen for their below average living costs, affordable homes and low taxes.

NATIONAL TRAVEL ASSOCIATION/COURIER MAGAZINE

"2012 DISTINGUISHED DOZEN: FAVORITE DESTINATION FOR SUN & SAND"

The Myrtle Beach Convention and Visitors Bureau has been selected for the Silver award in the "Favorite Destination for Sun & Sand" category in the NTA/Courier's Distinguished Dozen awards. These awards are selected through a survey of NTA tour operators, in which they share their favorite NTA supplier partners or destinations in 12 categories. The Carolina Opry has also been selected as the second favorite theater/show venue in the country and named the Silver award winner in the "Favorite Theater/Show Venue" category.



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AWAY.COM

TOP 5 FAMILY BEACHES ACROSS AMERICA (2012)

Away.com included Myrtle Beach in its top 5 list of family beaches in America in 2012. The accolade highlights the great weather and wealth of family friendly activities one of the top family beach destinations in the US.

10BEST.COM

BESTIES READERS' CHOICE TRAVEL AWARDS "BEST SPRING BREAK DESTINATION" (2012)

Myrtle Beach was voted best spring break destination by readers of 10Best.com. It was given the honor for its endless entertainment options for families and 60 miles of coastline.

GOLFWEEK

"BEST YOU CAN PLAY" (2012)

Nine golf courses in the Myrtle Beach area were selected among the top 15 "Best You Can Play" in South Carolina by Golfweek, including a third place ranking for Caledonia Golf and Fish Club and top-10 honors for The Dunes Golf and Beach, True Blue Golf Plantation, Tidewater Golf Club, TPC Myrtle Beach and Barefoot Resort's.

AWAY.COM

"CHEAT SHEET OF BEST BEACH FOR 2012"

Away.com included Myrtle Beach in its list of just eight "best beaches" for 2012, calling out the Grand Strand for its "for the whole crew" appeal – citing the destination's family-friendly offerings like the SkyWheel, the Boardwalk and WonderWorks. According to the website, Myrtle Beach is "a no-brainer for the active family on a domestic-trip budget in 2012."

U.S. NEWS & WORLD REPORT

"BEST VACATIONS" (2012)

US News & World Report honored Myrtle Beach in multiple categories, including #6 Best Family Beach Vacations, #6 Best Family Vacations in the U.S.A., #7 Best Affordable U.S. Vacations, and #9 Best Beaches U.S.A. Myrtle Beach was described as "one of the best East Coast family vacation destinations" and notes that "Southern hospitality is alive and well at Myrtle Beach".

Accolades prior to 2012

TRIPADVISOR, "2011 TRIPADVISOR TRAVELERS' CHOICE AWARDS"

TRIPADVISOR, "2011 TRIPADVISOR TRAVELERS' CHOICE AWARDS"

BETTER HOMES & GARDENS REAL ESTATE, "AMERICA'S MOST FUN, AFFORDABLE CITIES" (2011)

TRIPADVISOR, "TOP 10 U.S. PROPERTIES FOR JET-SET PETS" (2011)

TRIPADVISOR, "AMERICA'S TOP 10 WATER PARKS" (2011)

COASTAL LIVING MAGAZINE, "TOP TEN PUBLIC GARDENS AMERICA" (2011)



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TRAVEL TICKET, "TOP 5 SUMMER TRAVEL DESTINATIONS OF 2011"

TRAVEL CHANNEL, "TOP 10 VACATION SPOTS" (2011)

PINPOINT DEMOGRAPHICS, "TOP TEN LIST OF 2011 RESTAURANTS PER CAPITA"

TRAVELZOO, "2010 TRAVELZOO AWARD WINNERS"

YAHOO! TRAVEL "TOP TEN MOST POPULAR DESTINATION FOR HOLIDAY TRAVEL AND WORLD TRAVEL"

TRIPADVISOR, "2010 TRIPADVISOR TRAVELERS' CHOICE AWARDS"

SMARTER TRAVEL, "TEN BEST BEACH TOWNS IN AMERICA"

NATIONAL GEOGRAPHIC, "TOP 10 U.S. BOARDWALKS"

TRAVEL + LEISURE MAGAZINE, "America's Best Beach Boardwalks"

For additional information on the Myrtle Beach area, go to www.VisitMyrtleBeach.com or call 1.888.Myrtle1.