





# South Carolina's **MOST VISITED** ATTRACTION

Broadway at the Beach is South Carolina's number one tourist destination, attracting more than 10.4 million visitors annually. Broadway is set on 350 acres in the heart of Myrtle Beach and features world-class shopping, dining, attractions and entertainment in a series of magical, interconnected villages, surrounding the 23-acre Lake Broadway.

Day or night, Broadway at the Beach is a must-see shopping, dining and entertainment destination for visitors of all ages. The center is one of Myrtle Beach's most energized experiences, joining together a distinguished collection of specialty shops featuring national and local brands, more than 20 restaurants and eateries, the area's most popular attractions, world-class entertainment and hotels.

On the heels of celebrating its 25th anniversary in 2020, Broadway at the Beach embarked on its largest, most comprehensive reinvestment plan to date, ensuring it continues to be a vibrant destination for residents and visitors to shop, dine, and be entertained for years to come.



**620,000**  
Square Feet



**#1 Most Visited  
Shopping Center**  
in South Carolina

Source: Placer.ai



**10.4 Million**  
Annual Visitors













Myrtle Beach

## WITHIN A DAY'S DRIVE OF MOST EASTERN U.S. CITIES

ATLANTA	364 miles	INDIANAPOLIS	749 miles
BOSTON	888 miles	NASHVILLE	593 miles
CHARLOTTE	171 miles	NEW YORK	685 miles
CHICAGO	943 miles	PHILADELPHIA	596 miles
CINCINNATI	642 miles	RALEIGH	193 miles
COLUMBIA	138 miles	ST. LOUIS	898 miles
DETROIT	838 miles	WASHINGTON	450 miles

Source: Myrtle Beach Chamber

The Grand Strand's ease of access, 180,000 rental units, temperate climate and 60+ miles of beachfront attracts a growing number of residents and tourists.

# MARKET HIGHLIGHTS

## ANNUAL VISITORS (in Millions)



Source: Myrtle Beach Chamber

## REASONS TO VISIT THE GRAND STRAND

### One of the Most Popular Family Beach Destinations on the East Coast

- TripAdvisor **TOP 25** Beach in the World
- US News & World Report **TOP 10** Best Family Beach Vacations
- Travel Channel **TOP 10** Vacation Spots

### World-Class Golf

- **86** golf courses host more than **2.7** million golf rounds/year

### Sports Tourism

- Outdoor sports complexes
- 100,000 Sq. Ft. indoor sports facility
- The Ripken Experience

## % POPULATION GROWTH FROM 2013-2023

METROPOLITAN STATISTICAL AREA	POPULATION		% CHANGE	RANK
	2013	2023		
The Villages, FL	109,557	147,514	34.6%	1
St. George, UT	147,800	196,068	32.7%	2
Austin-Round Rock, TX	1,883,051	2,241,123	28.6%	3
<b>Myrtle Beach-Conway-N. Myrtle Beach, SC</b>	<b>404,951</b>	<b>511,784</b>	<b>26.4%</b>	<b>4</b>
Lakeland-Winter Haven, FL	623,009	779,848	25.2%	5
Boise, ID	650,288	795,268	22.3%	6
Cape Coral-Fort Myers, FL	661,115	806,325	22.0%	7
Bend-Redmond, OR	166,622	202,590	21.6%	8
Raleigh, NC	1,214,516	1,472,727	21.3%	9
Nashville-Davidson-Murfreesboro-Franklin, TN	1,757,912	2,118,511	20.5%	10

**Myrtle Beach** has recently ranked among the **Top 3** fastest growing metro area by % growth over the last decade, according to the **U.S. Census Bureau**.

# ANNUAL VISITATION TO BROADWAY

## TENANTS AT BROADWAY RANK AS SOME OF THE MOST PRODUCTIVE IN THE INDUSTRY

- **Build-A-Bear Workshop**  
Top 5 out of 350+ locations worldwide
- **Joe's Crab Shack**  
Ranked #2 out of 25 locations worldwide (Top 10% in chain)
- **The Hangout**  
Ranked 235 out of 141,055 restaurants nationwide (Top 1%) & 1 out of 2,522 restaurants in SC.
- **Jimmy Buffett's Margaritaville**  
Ranks #1,452 out of 141,055 restaurants nationwide (Top 2%) and #23 out of 2,522 restaurants in SC (Top 1%)
- **Ripley's Aquarium**  
Ranked #43 out of 19,523 attractions nationwide (Top 1%)
- **Popstroke**  
Top 1/3 of all locations

DESTINATION	LOCATION	ANNUAL VISITS (MILLION)
Disney Springs	Lake Buena Vista, FL	17.7
Magic Kingdom Park	Lake Buena Vista, FL	13.2
Broadway Nashville	Nashville, TN	11.3
<b>Broadway at the Beach</b>	<b>Myrtle Beach, SC</b>	<b>10.4</b>
Pier Park	Panama City Beach, FL	9.9
Universal Studios	Orlando, FL	9.6
North Hills	Raleigh, NC	8.6
Americana at Brand	Glendale, CA	8.2
The Grove	Los Angeles, CA	7.9
Lenox Square Mall	Atlanta, GA	6.3
Icon Park	Orlando, FL	4.2
South Park Mall	Charlotte, NC	4.0
The Island	Pigeon Forge, TN	4.0
Dollywood	Pigeon Forge, TN	3.7

**Broadway's over 10.4 million annual visits over the trailing twelve-month period places it among the top destinations in the country.**







# A+ LOCATION

## GREAT VISIBILITY

Located on US Highway 17 Bypass, which is the major corridor through the Myrtle Beach area, connecting Myrtle Beach to Wilmington, NC to the north and Charleston, SC to the south.

## ROBUST TRAFFIC COUNTS

- Hwy 17 61,540 AADT
- Grissom Pkwy 27,000 AADT
- 21st Ave 23,462 AADT
- 29th Ave 19,400 AADT

## DYNAMIC TRADE AREA

- Located within the premier shopping node in Myrtle Beach.
- Close proximity to the largest concentration of hotels along the Grand Strand.







ATLANTIC INTRACOASTAL WATERWAY

HWY 17



HWY 501

HWY 17

**SEABOARD COMMONS**  
420,000 SF

**CONVENTION CENTER**

**501 COMMONS**  
625,000 SF

**COASTAL GRAND MALL**  
1,093,200 SF

GRISSOM PKWY

HWY 501

HWY 17 BUSINESS

**HOTEL DISTRICT**  
100,000+ ROOMS  
WITHIN A  
30 MINUTE DRIVE

ATLANTIC OCEAN

HWY 17 BUSINESS

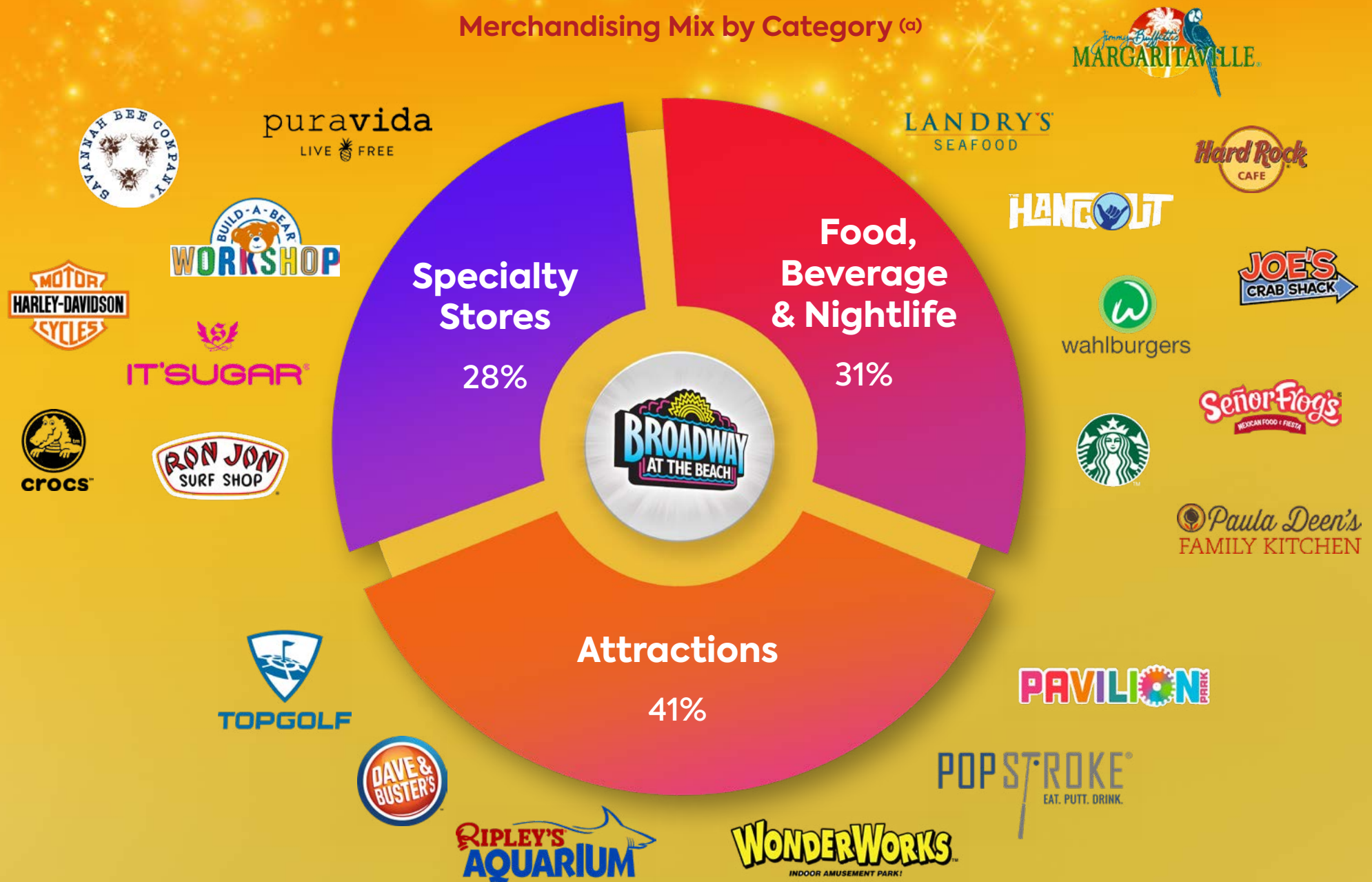






# MERCHANDISING MIX

Merchandising Mix by Category (a)



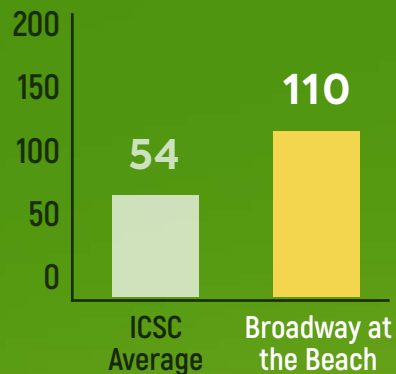
Broadway at the Beach appeals to a broad demographic, produces attractive shopping behaviors and generates strong sales per square foot.

(a) Percentage of total square feet

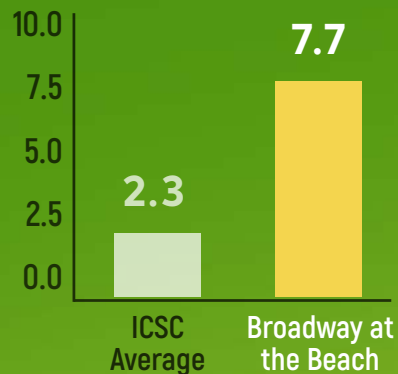


# CONSUMER BEHAVIOR

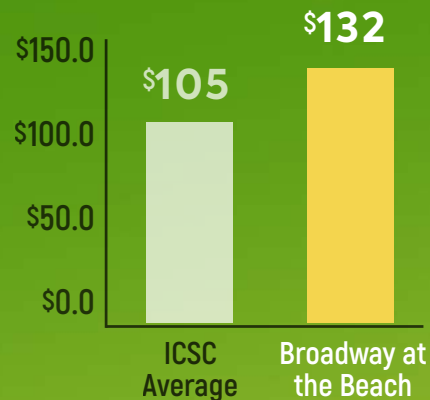
**Average Duration of Visit**  
(in minutes)



**Average Number of Stores Entered**



**Average Expenditure**



**CUSTOMERS  
ARE STAYING LONGER**

**VISITING  
MORE STORES**

**& SPENDING MORE  
THAN ICSC AVERAGES**

“Maintaining high traffic using a variety of visit motivations ultimately assures strong retail sales performance because patrons exposed to retail goods tend to make purchases regardless of the motivation that initially brought them to the site.”

*H. Blount Hunter | Retail & Real Estate Research*











**OLE SMOKEY DISTILLERY & YEE-HAW BREWERY**  
**OPENING SPRING 2026!**





# LEASING MOMENTUM

## MOMENTUM OF NATIONAL BRANDS



## UNIQUE OFFERINGS









# PROPERTY SITE PLAN









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