

# Hilton Myrtle Beach Resort

Media Contact: Cindy Mackey 757-754-4552  
cindy@thinkotto.com

FOR IMMEDIATE RELEASE

## **\$14.7 MILLION IMPROVEMENTS UNDERWAY AT HILTON MYRTLE BEACH RESORT** *Renovations to oceanfront resort include new pool complex and conference center for 2008*

MYRTLE BEACH, S.C. – (August 2006) – Major renovations are currently underway at the Hilton Myrtle Beach Resort. The total project costs are estimated at \$14.7 million. The biggest portion of the project is construction of a new 12,500 conference center, which will be available for bookings in January 2008.

Renovations to the oceanfront pool complex were completed this summer. These exterior renovations now showcase a stunning pool complex complete with whirlpool spa and fire pit. Located on a 12-acre site, the 82,000 gallon pool complex includes connecting pools—one deep water and one sand—surrounded by lush landscaping and an array of palm trees. Finishing touches include cabanas with televisions, telephones, internet access, table & chairs, refrigerators and wet bars. The pool complex is adjacent to the newly renovated Wet Whistle poolside bar, which offers a light menu and beverages.

The Hilton Myrtle Beach Resort currently contains 34,000 square feet of on-site meeting facilities, which includes an 18,000 square-foot exhibition hall. Construction has begun on a new conference center that will add approximately 12,500 square feet of meeting space in a ballroom that may be subdivided into nine smaller meeting rooms. Reservations are currently being accepted for the new facility for January 2008 for groups up to 1,500.

“Our guests have been thrilled with the new pool complex,” says Eugene Silvestri, general manager. “And, our sales staff is quickly alerting meeting planners across the country about our expanded conference capabilities with this major addition of meeting space. Our goal is to remain the largest and most comprehensive meeting and conference facility and resort on the East Coast. “

Located in the heart of the famed Grand Strand in Myrtle Beach, the Hilton Myrtle Beach Resort sits adjacent to Kingston Plantation. The 145-acre property offers oceanfront accommodations including the 385-room Hilton Myrtle Beach Resort. Guests enjoy access to extensive recreational and meeting facilities including a 50,000 square-foot Sport & Health Club with indoor and outdoor pools, nine lit tennis courts, pro shop and state-of-the-art fitness equipment; Splash!, an oceanfront waterpark and lazy river; 72-par Rees Jones-designed Arcadian Shores Golf Course; the new Hilton Golf Academy and a host of seasonal activities for adults and children. For more information, visit [www.hiltonmyrtlebeach.com](http://www.hiltonmyrtlebeach.com).

###