

Hilton Myrtle Beach Resort

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HILTON MYRTLE BEACH RESORT UNDERGOES EXTREME MAKEOVER

MYRTLE BEACH, S.C. – (November 2006) – Construction crews are gearing up for a busy holiday season as plans for an extreme makeover get ready to launch this November at the Hilton Myrtle Beach Resort. The hotel will close for guests and open for construction crews from November 28 to January 4.

“This is a fast track construction project,” says Eugene Silvestri, general manager. “Crews will work 18 hours a day, 7 days a week to get this renovation completed in the short window of time allotted.”

The makeover touches just about every level of the guest experience including upgrading meeting facilities, completion of the exterior entrance, business center relocation, restaurant and fitness center expansion and the addition of luxurious bedding.

For meetings and conference upgrades, the Hilton is getting a new 12,500 sq. ft. conference center. The state-of-the-art facility is designed to be flexible and functional with special acoustics, lighting and rigging. It is divisible into nine sections that can accommodate groups up to 1,500. Bookings are being accepted for January 2008. This new space will connect with the hotel’s existing 32,000 sq. ft. of meeting space through a covered walkway and all existing space will be upgraded with new carpet, lighting, sound proofing and moveable walls in time for 2007. An exterior courtyard will add 3,000 sq. ft. of intimate space for weddings and cocktail receptions. And, a 5,000 sq. ft. seasonal tent will be added for additional exhibition and event space.

A new exterior entrance, adorned with palm trees, will provide vehicular access to the new 750-car garage. A covered walkway will protect guests from the garage to the Hilton. A lighted port à chère and fountain will be added to the parking circle as the grand entrance to the hotel.

Guests will be treated to the Beds by Hilton upgrade that includes Serta mattresses, down pillows, triple sheeting in executive striped linen, duvet and bed skirts. “It’s the ultimate in bedding,” says Silvestri. In-room safes will also be added.

“With this pace, we will be busier than if we were open for business,” adds Silvestri. Most of the interior construction will end as the New Year begins on the newest chapter for Myrtle Beach’s first high rise hotel. The Conference Center, exterior courtyard, entrance and walkway will be complete by 2008.

Located in the heart of the famed Grand Strand in Myrtle Beach, Hilton Myrtle Beach Resort offers 385 beautifully appointed rooms with ocean views and private balconies. A stunning new oceanfront pool complex with whirlpool spa adorns the lush 12-acre site. Cabanas with televisions, telephones, internet access, table & chairs, refrigerators and wet bars complement the resort atmosphere providing families and guests with shelter and luxury. Hilton guests may enjoy the new Hilton Golf Academy, one of only three in the country, and the Rees Jones-designed Arcadian Shores Golf Course. Guest also have access to the amenities at the adjacent 145-acre Kingston Plantation including a 50,000 sq. ft. Sport & Health Club with nine lit tennis courts, pro shop and fitness equipment; Splash!, an oceanfront waterpark and lazy river; and a host of seasonal activities for adults and children. For more information, visit www.hiltonmyrtlebeach.com.

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