



charlestowne**hotels**

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CHARLESTON-BASED COMPANY TO MANAGE MYRTLE BEACH AREA HOTEL

***Oceanfront Surfside Beach Resort Chooses New Name and Direction***

CHARLESTON, SC - Charlestowne Hotels, Inc. has reached an agreement to manage the oceanfront [Surfside Beach Resort](#), located on South Carolina's Grand Strand just south of popular Myrtle Beach. The addition of this property is one of six new contract agreements for Charlestowne Hotels in 2010 and coincides with the company's aspirations to expand its presence in the Southeast.

The owners of the 157 room oceanfront hotel, previously known as the Days Hotel Surfside Beach, have chosen to become an independent hotel, introducing the property to new Grand Strand visitors and continuing to welcome its many repeat guests, as the Surfside Beach Resort. Facilitating the transition, Charlestowne Hotels offers all the support services of a national brand, while allowing the property to develop and promote a unique identity. "As we assessed the market segments we would target, seeing Charlestowne Hotel's collection of high-quality independent hotels made our decision to make this transition even more appealing," said Hal Coker, VP of the owners' holding company.

"Charlestowne Hotels is excited about the opportunity to manage the Surfside Beach Resort. Whether you're looking for fresh seafood, entertainment, shopping or golf, this hotel is a great central location for all that the Myrtle Beach area has to offer," said Michael Tall, Senior Vice President.

The property is located adjacent to the historic Surfside Fishing Pier and is a favorite family vacation destination on the South Strand. Amenities include an oceanfront outdoor pool, the Surfside Beach Café and Scotty's Beach Bar. Offering a peaceful alternative to more crowded beachfront resorts, the property is only a short drive to the famous creek front restaurants of Murrells Inlet, the Market Commons and Coastal Grand shopping complexes, the nightlife and amusements of Myrtle Beach and more than one hundred golf courses.

ABOUT [CHARLESTOWNE HOTELS, INC.](#)

Charlestowne Hotels, Inc. (formerly Charlestown Management Hotels) is a full-service hospitality management company offering innovative, yet proven, expertise in hotel development, operational controls, marketing and revenue management, and financial reporting. Founded in 1980 by Everett L. Smith Jr, Charlestowne Hotels has become one of the most successful firms in the hospitality industry, and one of the largest hotel management companies on the Southeast coast.

The company currently works with 25 properties which include the Andrew Pinckney Inn, Best Western King Charles Inn, Best Western Sweetgrass Inn, French Quarter Inn, The Restoration on King, The HarbourView Inn, Holiday Inn Express Charleston, Holiday Inn Express and Suites Mt. Pleasant, North Charleston Inn, Shem Creek Inn, and the Sleep Inn - all of which are located in the Charleston, SC area, The Palms Hotel - Isle of Palms, SC, the Meridian Plaza - Myrtle Beach, SC, the Surfside Beach Resort - Surfside Beach, SC, the Litchfield Inn - Pawleys Island, SC, The Inn at Claussen's - Columbia, SC, Rhett House Inn - Beaufort, SC, The Esmeralda - Chimney Rock, NC, Sea Trail Golf Resort and Convention Center - Sunset Beach, NC, Waynesville Inn Golf Resort and Spa - Waynesville, NC, Planters Inn and Hamilton-Turner Inn - Savannah, GA, Smithfield Station - Smithfield, VA and La Fiesta Ocean Inn and Suites and Beachfront Bed and Breakfast in St. Augustine Beach, Florida.

Visit [www.charlestownehotels.com](http://www.charlestownehotels.com) for more information. Or contact Michael Tall (843) 571-3442 [mtall@charlestownehotels.com](mailto:mtall@charlestownehotels.com)