



charlestowne**hotels**

For Immediate Release:
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CHARLESTON-BASED COMPANY TO MANAGE 30 ACRE OCEANFRONT RESORT
IN MYRTLE BEACH

Charlestowne Hotels, Inc. To Manage Springmaid Beach Resort

CHARLESTON, SC - Charlestowne Hotels, Inc. has been selected by Leroy Springs & Co. to manage [Springmaid Beach Resort](#) in Myrtle Beach, SC. The 30 acre property, located on the south end of Myrtle Beach, encompasses nearly 500 rooms, oceanfront conference facilities and abundant amenities. Charlestowne Hotels, in operation since 1980, also manages two other properties along the Grand Strand, the Surfside Beach Resort and the Litchfield Inn, and has a proven record of managing independent properties with an emphasis on quality and guest service.

“Charlestowne Hotels is uniquely qualified to partner with us and continue our tradition of Southern Hospitality on the Grand Strand”, said Tim Patterson, President of Leroy Springs. “Charlestowne brings to Springmaid a level of knowledge and experience to operations we could not achieve as an independent hotel.”

Springmaid Beach was originally built in 1949 as an economical beachfront vacation option for thousands of employees of the famed Springs Corporation, whose founders and leaders believed in fostering healthy recreation options for their employee community. With expansions and upgrades over the years, the resort now offers nearly 500 ocean view rooms with private balconies, 6 pools (2 heated) and 2 lazy rivers, 18-hole miniature golf course and gaming arcade, fitness center, tackle shop and gift shop, 1060 foot [Springmaid Fishing Pier](#), 2 onsite restaurants, Marlin’s Buffet and The Pier Café and 35,000 square feet of oceanfront conference and exhibit space.

“With its myriad of amenities and an unbeatable location, it is easy to see why Springmaid Beach Resort has been a favorite destination for over 60 years” states Michael Tall, Partner, Charlestowne Hotels. “Their reputation and tradition in the Myrtle Beach area has been well earned. We’re excited to become part of that tradition as we look forward to the next 60 years!”

ABOUT [CHARLESTOWNE HOTELS, INC.](#)

Charlestowne Hotels, Inc. 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 in the Southeast.

The company currently works with 22 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, The Inn at Middleton Place, 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 Surfside Beach Resort - Surfside Beach, SC, the Litchfield Inn - Pawleys Island, SC, Springmaid Beach Resort – Myrtle Beach, SC, Rhett House Inn - Beaufort, SC, Sea Trail Golf Resort and Convention Center - Sunset Beach, NC, Waynesville Inn Golf Resort and Spa – Waynesville, NC, Planters Inn - Savannah, GA, Smithfield Station - Smithfield, VA and Cheeca Lodge and Spa – Islamorada, Florida.

Visit www.charlestownehotels.com for more information.

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