



Coastal Grand

Myrtle Beach, SC

Location	Highway 17 Bypass and U.S. Highway 501
Anchors	Belk, Dillard's, JCPenney, Sears, Bed Bath & Beyond, Dick's Sporting Goods, Books-A-Million, Old Navy and Cinemark Theatre (14-screens)
Size	1,039,740 square feet
Website	CoastalGrand.com

Mall Facts

Coastal Grand is a one-level, super regional mall that is home to approximately 170 stores and restaurants including Buckle, Abercrombie & Fitch, H&M, Hollister, Jos. A. Bank, LOFT, Pandora, Reeds Jewelers, Victoria's Secret and Starbucks.

Recently added specialty stores include abercrombie kids, Cinnabon, rue21, White Barn, PINK, Palmetto Moon, and Zumiez.

Adjacent to the mall, The Shoppes at Coastal Grand - featuring a Lil' Tokyo Steakhouse & Sushi Bar - enhances the already-popular restaurant and shopping district that includes Abuelo's Mexican Cantina, Dick's Sporting Goods, Books-A-Million, Old Navy, Texas Roadhouse Grill and ULTA.

Coastal Grand's mall periphery is a major draw in the trade area offering Cracker Barrel, Hilton Garden Inn, Ethan Allen, La-Z-Boy, Men's Wearhouse, PetSmart, Red Lobster, Red Robin Gourmet Burgers and Sticky Fingers.

Trade Area Facts

Coastal Grand is located at the "main and main" North/South intersection of the famous "Grand Strand," a 60-mile stretch of beach along the Atlantic Ocean known as much for its shopping and dining as its golf, beach and water sports.

The Fantasy Harbour Interchange was recently completed adding additional connectivity to the mall. In addition, the Myrtle Beach International Airport, located less than one mile away, recently completed a \$129 million renovation and added six additional gates.

Myrtle Beach annually hosts nearly 17 million tourists, ranking it in the country's top five most popular vacation destinations. With more than 100 golf courses, Myrtle Beach is known as the "Seaside Golf Capital of the World." There are more than 90,000 hotel, condo and cottage rooms available.

The average household income of the more than 17 million visitors is nearly \$80,000. In addition, more than 545,000 people permanently reside in the total trade area. Combining the visitor and the resident profile, the blended average household income exceeds \$65,000 per year.

There are several colleges and universities with more than 17,000 students within the Coastal Grand trade area including Coastal Carolina University.

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Demographics

Population Trends	Primary Trade Area	Secondary Trade Area	Total Trade Area
2021 Projection	430,625	214,645	645,270
2016 Estimate	366,390	201,323	567,713
2010 Census	315,111	191,941	507,052
2016 - 2021 % Change	17.53%	6.62%	13.66%
2016 Daytime Population Estimate	189,377	80,189	269,566

Average Household Income

2021 Projection	\$69,676	\$70,347	\$69,906
2016 Estimate	\$60,433	\$60,832	\$60,571
2016 - 2021 % Change	15.30%	15.64%	15.41%

Median Age

2016 Estimate	46	46	46
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Source: 2010 Census; Scan/US 2016/2021 Estimates

Location Map

