



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	1,039,847 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 and Fitch, H&M, Hollister Co., Jos. A. Bank, LOFT, Pandora, Reeds Jewelers, Victoria's Secret and Starbucks.

Newer specialty stores include Abercrombie Kids, Cinnabon, rue21, White Barn and Zumies.

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 14 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 14 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.

Demographics

Population Trends	Primary Trade Area	Secondary Trade Area	Total Trade Area
2019 Projection	362,515	210,863	573,378
2014 Estimate	344,079	201,396	545,475
2010 Census	315,797	190,772	506,569
2014 - 2019 % Change	5.36%	4.70%	5.12%
2014 Daytime Population Estimate	186,897	81,037	267,934

Average Household Income

2019 Projection	\$62,678	\$59,883	\$61,653
2014 Estimate	\$58,641	\$55,191	\$57,390
2014 - 2019 % Change	6.88%	8.41%	7.43%

Median Age

2014 Estimate	44	45	45
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Source: 2010 Census; Scan/US 2014/2019 Estimates

Location Map

