Beyond the Headlines: Myrtle Beach’s Summer Tourism

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Myrtle Beach’s Summer Tourism

Special Guest:
Rob Salvino
Director of the Grant Center for Real Estate and Economics & Ammons Family Endowed Professor of Free Enterprise at Coastal Carolina University

Moderated by:
Jay Rodriguez
Local Editor

The Post and Courier
MYRTLE BEACH

Carolina has lost some fight. Despite promises to clean up corruption, South Carolina has a long history of sweeping issues under the rug. In recent years, the state has been embroiled in a scandal over the handling of sexual assault cases, with a former member of the state’s Department of Justice sentenced to prison for her role in the cover-up.

Spartanburg, however, has shown a different approach. The city has taken steps to address corruption and improve transparency. This year, the city’s chief financial officer was arrested on charges of embezzlement.

That’s why The Post and Courier decided to focus on the contrast between the two cities. The newspaper’s investigation revealed that Spartanburg, unlike Myrtle Beach, has a culture of holding officials accountable for their actions.

Despite these issues, Myrtle Beach continues to attract tourists from around the world. The city has a vibrant nightlife and a beautiful beach, making it a popular destination for families and couples alike.

But as The Post and Courier’s investigation shows, there are also challenges that need to be addressed. By shining a light on these issues, the newspaper is helping to create a more transparent and accountable government in Myrtle Beach.

That’s why The Post and Courier is proud to support local journalism and to help ensure that the truth is told. We believe that a strong, independent press is essential to a healthy democracy.

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How hot is Myrtle Beach’s tourism market this summer? With a severe staffing shortage affecting the nation, how has the Myrtle Beach region been able to adapt to the millions of visitors it sees each summer?

On June 24, Grant Center director Robert Salvino, Ph.D., was the featured speaker for The Post and Courier’s event “Beyond the Headlines: Myrtle Beach’s Summer Tourism,” moderated by Jay Rodriguez of The Post and Courier.

Grant Center director interviewed on WTKN’s The Week with Tim McGinnis

Grant Center director Rob Salvino spoke with Tim McGinnis of The Week with Tim McGinnis on June 26. Topics included the local economy, national economy, and tourism in the Grand Strand this summer.
This past month, the Grant Center had the privilege of being introduced at the virtual event, FIABCI Fridays.

FIABCI Fridays is an international event hosted by FIABCI-USA. It is a weekly opportunity to present a real estate listing, business opportunity, or provide expertise and advice.

FIABCI, the international real estate federation, consists of leading companies in the real estate industry.

Coastal Carolina University is a university partner of FIABCI. Through this partnership, students have the opportunity to be included in internship opportunities with members of the federation.

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Batabyal delivers economic outlook presentation to Tidelands Health Leadership Academy
Wall College of Business professor Sourav Batabyal, Ph.D., recently delivered a presentation on the economic outlook of the Grand Strand to members of Tidelands Health Leadership Academy. Additionally, he participated in a panel about the state of the local and regional economy of the Grand Strand. In addition to Batabyal, the panel included Karen Riordan, president of the Myrtle Beach Area Chamber of Commerce; and Brendon Barber, mayor of Georgetown, South Carolina.

Click here to view Batabyal's presentation.

www.coastal.edu/grantcenter/