

## FOR IMMEDIATE RELEASE

### SOUTHERN VENTURES ANNOUNCES 98 ROOM FAIRFIELD INN & SUITES – COASTAL CAROLINA NOW OPEN FOR BUSINESS IN CONWAY, SOUTH CAROLINA



**CONWAY, S.C. | August 1, 2023** – Southern Ventures announced the grand opening of the new 98 room **Fairfield Inn & Suites – Coastal Carolina / Conway** in Conway, South Carolina.

Located at 2061 E. Highway 501, immediately across the street from **Coastal Carolina University** and the **Horry-Georgetown Technical College**, the hotel is in an excellent location to facilitate lodging for visitors to the greater Conway community.

“We are extraordinarily pleased to officially be a part of the local community now that the hotel is open for business. We look forward to providing guests an unequalled lodging experience as they visit the vibrant, growing city of Conway,” said **Lowell Larson, Jr.**, Founder and CEO of Southern Ventures.

The Fairfield brand, named for J.W. Marriott’s Fairfield Farm in rural Virginia, is the second largest brand in the Marriott International portfolio with over 1,000 hotels open globally and the largest development pipeline in progress.

Fairfield warmly welcomes guests with friendly service and comfortable spaces, offering them the flexibility to work, rest and maintain their balance while on the road. The interior design of the hotel is inspired by founder J.W. Marriott’s Fairfield Farm, the namesake of the brand. Backed by **The Fairfield Guarantee**<sup>™</sup>, Fairfield delivers the quality and reliability expected by guests.

Fairfield is proud to participate in **Marriott Bonvoy**, Marriott’s industry leading travel loyalty program. The program offers members an extraordinary portfolio of global brands, destinations, and experiences along with unparalleled benefits.

The hotel is owned by **Waccamaw Hotel, LP** and was constructed by Myrtle Beach, SC based, **Dargan Construction Company**. The planning and design of the hotel was provided by **Base4 Architects** and **Venture Engineering**. As the property Asset Manager, Southern Ventures provided design and development oversight services.

**PHOTOS**



**ABOUT SOUTHERN VENTURES**

Founded in 1976, **Southern Ventures Corporation** (Southern Ventures) is a Florida-based diversified real estate development firm. Business operations include single family residential construction & development, hospitality development & asset management, and real estate brokerage and investment. Southern Ventures’ current hotel portfolio includes properties in Florida and South Carolina. For more information, please visit [www.venture.realestate](http://www.venture.realestate).

