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A travel company specializing in services to South Carolina's Myrtle Beach golf and beach resort is set to begin several new services from the north-east in the coming months.

[Myrtle Beach Direct Air and Tours](#) is filling a void left by Hooters Air by offering direct, nonstop flights to the Grand Strand from Pittsburgh, starting March 7, 2007. Flights will also be available from Niagara Falls, NY, and Newark, NJ, beginning around the same time.

Flights from the Pennsylvania city will operate twice a week, on Thursdays and Sundays, with initial fares costing from \$99 each-way. Myrtle Beach Direct flights to and from Niagara Falls will carry a similar price-tag and fly on Monday and Friday and the Newark service is expected to run five times per week - every day except Tuesday and Saturday.

Myrtle Beach Direct intends to make the service seasonal, operating from March through November instead of year-round.

In addition to the \$99 introductory fare flights, which are available to book from this week, full golf package holidays can also be reserved through the company, starting at \$399.

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