

Market Street Saloon Keeps Spirits High, Welcomes Tourists for SC Football Season

Written by Australian Business

CHARLESTON, SC, September 28, 2013 /**24-7PressRelease**/ -- As a nightlife hotspot in Charleston, [Market Street Saloon](#) is used to serving a wide array of local patrons and visitors who love to have fun in a Lowcountry style. However, as the public embraces football season, this bar and its high-energy "saloon girls" are gearing up to serve a whole new and exciting crowd of customers. In fact, according to a recent [article](#) from The Post and Courier, South Carolina football is likely to bring a boon of tourism to many of the state's destinations, including that of Charleston.

The Post and Courier states, "When the Gamecocks and the Tigers kick off their football seasons this [fall], it will trigger the beginning of more than \$120 million in combined economic activity from the seven home games each school has scheduled." While South Carolina remains a top tourist destination for its beaches, culture, history and cuisine, many predict that the current football season will have a considerable impact on local business.

As a bar that serves a vast selection of patrons ranging from college students to tourists, Market Street Saloon believes that South Carolina football has some of the most incredible fans who love to celebrate victory. The Post and Courier notes how such cultural tradition can reap notable rewards for the local business community.

The article states, "Heading into the 2013 season, experts who track college football economics say South Carolina is on the verge of its most profitable year ever in terms of a statewide financial windfall tied to football Saturdays. With its two flagship schools ranked in the pre-season Top 10, South Carolina will be challenging perennial states like Florida and Alabama for dual-program profile, generating more alumni interest, drawing traveling fans from other schools and seeing an overall upswing in activity. And that means millions of dollars are expected to be pumped into bars, eateries and fan stores from the mountains to the coast."

In a recent press statement, Market Street Saloon comments, "We are excited to serve local and visiting South Carolina football fans. While many may come to Charleston and local areas to watch the games, we believe that our lively Lowcountry culture, beautiful saloon girls and nightly drink specials are what show tourists what southern hospitality is truly all about." Located in the historic Market Street area, Market Street Saloon welcomes locals and visitors alike to take part in its fun, nightly events and drink specials for a one-of-a-kind nightlife experience.

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[Market Street Saloon](#) , based in Charleston, South Carolina, is a first-rate nightlife destination in this coastal city for those who want to party like rock stars with true southern flair. At the saloon, patrons not only get to enjoy awesome drinks served up by attractive bartenders, but also delight in a performance put on by the "saloon girls." The saloon girls are noted for their exceptional southern beauty, charm and rowdiness. They are likely to take control of the crowd every night equipped with daisy dukes and cowboy boots. Market Street Saloon is a hot spot for Bachelorette and Birthday parties or to simply enjoy one of the usual nightly specials, such as Wild N' Wet Whiskey Wednesdays.