The Taco Counter That Locals Guard Carefully

There's a gas station next to the Pacific Beach store in the Big Lots plaza, and in the back, two women cook tacos right in front of you. Click here! The menu is limited—maybe two choices—but when you see locals walking in, they're not there for beer or a lottery ticket. They're there for the tacos. It's the kind of place that feels like a secret until someone lets it slip, and then you wonder how you ever ate anywhere else. This isn't a trendy food truck or a chef-driven taqueria. It's a kitchen counter, a couple of excellent cooks, and the kind of word-of-mouth reputation that no marketing budget can buy.

Timing Is Everything (and the Locals Know It)

The waterfront park on a random Tuesday evening is a different experience entirely from the same park on a summer Saturday. The locals know this. They also know that January and February are the months when downtown becomes conversational again—when shop owners have time to talk, when restaurant staff aren't sprinting between tables, when the town feels less like a destination and more like itself. Southport's reputation as an "undiscovered" coastal town, as TravelPulse noted, has less to do with what's missing and more to do with what hasn't been overrun. The trick is visiting like you understand that.

Dockside Dining That Tourists Drive Past

Fish Factory Road doesn't sound like a dining destination. It sounds like exactly what it is—a road that leads to the water—which is precisely why Rusty Hooks Dockside Grill remains a hidden gem. Tucked at the end of the road, overlooking the Intracoastal Waterway and the G.V. Barbee Bridge, it's the kind of place where you sit on the deck, watch boats cruise by, and wonder why anyone bothers with the crowded Yacht Basin. The fried pickles are a required order. The fish tacos, when the catch of the day is blackened flounder, are the kind that reset your expectations for what a fish taco can be. Arrive between 4 and 5 PM if you want to beat the crowd that's starting to figure this out.

Then there's Cozy's Dockside, hidden not because it's far away but because it's off the main strip. The view over Cozy Harbor is best as the sun sets, and the Nashville hot chicken sandwich has earned a quiet following among people who know to call ahead for reservations. It's the opposite of the waterfront dining experience that announces itself. You have to know it's there.



The Art Galleries That Aren't Trying to Be Discovered

Southport's arts community isn't a tourist attraction. It's a genuine expression of the people who live here, which is why the galleries feel different from the curated boutiques downtown. Franklin Square Gallery, with its blue exterior and red doors, houses the Associated Artists of Southport—work that captures the particular light of the coast because the people making it actually live under that light. The Artisans Gallery on Howe is the same story: handmade work from local makers, displayed on a porch that invites you to linger. These aren't stops on a guidebook itinerary. They're places where the town's creative life happens to be visible to anyone paying attention.

Beyond the Southport Bubble

The hidden gems don't stop at the town limits. A short drive or ferry ride opens up experiences that most visitors never plan for. On Oak Island, the Guardians of the Dunes—driftwood sculptures created by local resident Dean Russell from materials he collected on beach walks—stand watch along East Beach Drive near 55th Street. They're whimsical, slightly eerie, and entirely unplanned as a tourist attraction, which is exactly what makes finding them feel like a discovery.

Further afield, the Kindred Spirit Mailbox on Bird Island has been a repository for handwritten notes and prayers for over fifty years. The walk from Sunset Beach's 40th Street access is over two miles round trip, and the mailbox itself is a simple structure in the dunes. But the tradition of leaving a thought, a hope, a confession—it's the kind of place that means more than any museum exhibit.

And if you're willing to embrace the absurd, the Sunset Beach Maze Man creates elaborate sand mazes that sometimes span a third of a football field. Hunter Gibbes spends between 45 minutes and two hours designing each one, never repeating a pattern, then steps back and watches beachgoers try to solve them. Free, ephemeral, and gone with the tide.

What "Undiscovered" Actually Means

Southport made TravelPulse's list of U.S. coastal towns that still feel undiscovered, and the reasons are simple: a population hovering around 4,000, a pace that hasn't accelerated to match its neighbors, and a downtown that still belongs to the people who live there. But "undiscovered" doesn't mean there's nothing to find. It means the finding takes a little effort—a turn down the wrong-looking road, a Tuesday instead of a Saturday, a gas station instead of a restaurant with a sign.

The best parts of Southport aren't hidden because someone is keeping them secret. They're hidden because they were never built for tourists in the first place. They're where the locals eat, where the artists work, where the sunset is best when you have it mostly to yourself. The guidebook will tell you where to go. The town itself will tell you something better, if you're willing to listen.