

Resort Trades

Every Resort, Every Month

ANNUAL REPORT: MAY '20-MAY '21



THIS MONTH LEARNING CENTER EVENTS:

May 4 -- "Do's & Don'ts of Renovations," with Margit Whitlock, Architectural Concepts, Inc.

May 11 -- "How Can PR Help Me Market My Business?" with Georgi Gordon, GBG & Associates

May 19 -- ARDA Chairman & Travel + Leisure President Michael Brown

May 20 -- Improve your Sales & Marketing with This Quick 15 Minutes with Dave Stroeve



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Hilton Grand Vacations Opens Charleston Resort

by Marge Lennon



Positioned within walking distance of the South Carolina Aquarium and The Battery, Charleston's most prominent landmark overlooking the harbor and home to well-known stately colonial mansions, boasting gardens, local eateries, shops and entertainment.



Liberty Place Charleston by Hilton Club

In a joint venture between Hilton Grand Vacations (HGV) and Strand Capital Group, the Liberty Place Charleston by Hilton Club is a vacation ownership resort scheduled to make its debut in June 2021. With management by HGV, the purpose-built five-story resort will showcase 100 spacious and modern studios and one- and two-bedroom suites, accompanied by on-site amenities including a lobby bar, owners' lounge and fitness center.

Liberty Place is HGV's first property in this low country city, a low-lying region of the state. Charleston has been at the top of Travel + Leisure magazine's Best U.S. Cities list for the past seven years, attracting nearly seven million annual visitors.

Liberty Place will be part of the expanding Hilton Grand Vacations' portfolio and its diverse network of 56 upscale and luxury vacation ownership properties with over 325,000 club members. This will be the fifth South Carolina timeshare resort for HGV. Liberty Place will have an onsite gallery and the sales team will include eight sales Team Members.

History permeates every corner of the timeless city, which embodies historic charm. Located at East Bay Street, Liberty Place sits near the site of the iconic Liberty Tree, where the Declaration of Independence was first read to Charleston's citizens.

Since 1680, Charleston has been a significant port town along South Carolina's Atlantic coastline and an epicenter of historic southern charm with its cobblestone streets, centuries-old romantic oak trees, historic landmarks and gas lamp-lit streets. The city celebrates the best of the classic and contemporary, surrounded by antebellum architecture, upscale restaurants and retailers, waterfront parks and world-class festivals.

About Hilton Grand Vacations Inc.

Hilton Grand Vacations Inc. (NYSE:HGV) is recognized as a leading global timeshare company. With headquarters in Orlando, Florida, Hilton Grand Vacations develops, markets and operates a system of brand-name, high-quality vacation ownership resorts in select vacation destinations. The Company also manages and operates two innovative club membership programs: Hilton Grand Vacations Club® and The Hilton Club®, providing exclusive exchange, leisure travel

Liberty Place Charleston by Hilton Club

and reservation services for more than 325,000 club members. For more information, visit www.hiltongrandvacations.com.

Marge Lennon has been writing about the timeshare industry and its resorts since forever. She can be reached at Marge@LennonCommunications.com.

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