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HOSPITALITY & PROPERTY MANAGEMENT SERVICES

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**SOUTHEAST TOURISM SOCIETY ANNOUNCES “FORTY FOR THE FUTURE:
TRAVEL’S LEADING TALENT”**

Michael Tall of Charlestowne Hotels Chosen for Inaugural Class

CHARLESTON, SC. (July 2012) – Michael Tall, President and Chief Operating Officer of Charlestowne Hotels, has been chosen for the inaugural class of “Forty for the Future: Travel’s Leading Talent.” The Southeast Tourism Society (STS), an Atlanta-based professional association in the tourism industry, organized the recognition.

“Our objectives with ‘Forty for the Future’ are to recognize leadership, demonstrate how varied tourism jobs are and inspire even younger people to consider tourism as a career,” said Bill Hardman, president and CEO of the Southeast Tourism Society.

The nominees had to be younger than 40 and could work in any segment of the tourism industry. The nominations were also open nationwide, not limited to the 12 member states of STS, and those chosen came from across 14 states. Tall, along with Phil Shirley, Director of Oconee County Parks, Recreation and Tourism, were the only recipients from South Carolina.

“All of them have demonstrated leadership in their careers and communities and are beacons for others,” said Hardman. “We wish we could have recognized even more, but this group lives up to the program’s name. They truly are ‘Forty for the Future,’ and we expect even bigger accomplishments and leadership from them.”

In being chosen for the award, Tall was recognized for accomplishments throughout his career, but most specifically for the unprecedented growth and industry recognition of Charlestowne Hotels since he became a partner in the company in 2008. Since that time, Charlestowne Hotels has grown from 12 properties to 32 properties, most of which are located in six southeastern states. In addition, managed properties within the company’s portfolio have been consistently ranked as some of the best in the country by leading industry publications and have continued to outperform their markets. Likewise, Charlestowne Hotels has been recognized as one of the top management firms in the United States.

STS will recognize the 'Forty for the Future' Class of 2012 during a special presentation at the STS Fall Forum in Virginia Beach, VA, October 31-November 2.

Visit www.southeasttourism.org for more information.

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ABOUT SOUTHEAST TOURISM SOCIETY (STS)

Founded in 1983, the Southeast Tourism Society is dedicated to the promotion and development of tourism in its member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Its headquarters are in Atlanta. The membership includes state travel offices, attractions, hotels, motels, resorts, convention and visitor bureaus, chambers of commerce, travel media and other travel-related organizations.

ABOUT CHARLESTOWNE HOTELS, INC.

Charlestowne Hotels, Inc. is a full-service hospitality management company offering innovative, yet proven, expertise in hotel development, operational controls, marketing and revenue management, and financial reporting. Founded in 1980 by Chief Executive Officer Everett L. Smith, Jr., Charlestowne Hotels has become one of the most successful firms in the hospitality industry, and one of the largest hotel management companies in the Southeast.

The company currently works with 32 properties which include the Andrew Pinckney Inn, Best Western King Charles Inn, Best Western Sweetgrass Inn, French Quarter Inn, The Elliott House Inn, The Society House, The HarbourView Inn, The Inn at Middleton Place, Holiday Inn Express Charleston, Holiday Inn Express and Suites Mt. Pleasant, North Charleston Inn, Shem Creek Inn, and the Sleep Inn - all of which are located in the Charleston, SC area; The Palms Hotel - Isle of Palms, SC; Surfside Beach Resort - Surfside Beach, SC; The Oceanfront Litchfield Inn - Pawleys Island, SC; Springmaid Beach Resort - Myrtle Beach, SC; Lookaway Inn and Rosemary Inn Bed & Breakfast - North Augusta, SC; Sea Trail Golf Resort & Convention Center - Sunset Beach, NC; Planters Inn at Reynolds Square - Savannah, GA; Glenstone Lodge - Gatlinburg, TN; Runaway Beach Club - Kissimmee, Florida; Cheeca Lodge & Spa - Islamorada, Florida; Rustic Inn Creekside Resort & Spa and Best Western The Lodge at Jackson Hole - Jackson, WY and currently under development, The Blackburn Inn and Spa, Staunton, VA.

For more information please visit www.CharlestowneHotels.com

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