



charlestowne**hotels**  
HOSPITALITY & PROPERTY MANAGEMENT SERVICES

**FOR IMMEDIATE RELEASE**  
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## **Charlestowne Hotels Expands Into the Orlando Market** **Runaway Beach Club Resort Under New Management**

ORLANDO, FL -- [Charlestowne Hotels](#) has assumed management of the resort operations at one of the Orlando area's finest condominium resorts, the 192 unit Runaway Beach Club located in Kissimmee. Charlestowne was first contacted by owners seeking a change of management in spring of 2011 and began operating the resort in spring of this year. The hospitality and property management company was chosen by the owners and developers of Runaway Beach Club for the quality of its managed properties including several condo-hotels and condo-resorts for which the company has produced dramatic results. Charlestowne Hotels manages a large number of luxury, boutique, and independent properties throughout the Southeast, as well as several chain affiliated hotels.

While a new operator for an Orlando area resort may be unremarkable, the distinguishing factor is the new business model that is nothing less than a paradigm shift for condo-hotel and condo-resort management. A [white paper](#) on the new model was recently published by Larry Spelts, Charlestowne Hotels' director of asset management, and can be found in the September 2012 issue of [Hotel Business Review](#).

The experience for both the resort's guests and unit owners at Runaway Beach Club has already improved in a relatively short period of time since the management transition. A few examples of the recent changes and improvements include a beautiful [new website](#) with interactive features for both owners and guests; a completely remodeled lobby area boasting a new front desk space and café bar; 24 hour guest services; dance and fitness classes; and new kids programs.

Owners Association president, Don Abernathy, states that, "It was a huge undertaking to change management, but Charlestowne Hotels was accommodating to our concerns and has worked very hard to turn things around at the resort. We are just starting to see the positive impact of the change. The other owners and I look forward to seeing the transformation completed."

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## **ABOUT CHARLESTOWNE HOTELS, INC.**

Charlestowne Hotels is a full-service hospitality management company offering innovative, yet proven, expertise in hotel management. Armed with the latest technologies and a deep understanding of industry trends, Charlestowne Hotels engages in innovative, hands-on management that maximizes profitability through a potent combination of revenue management, sales and marketing, and financial reporting. Founded in 1980 by CEO Everett L. Smith, Jr., Charlestowne Hotels has become one of the top ranked hotel management companies in the US. The firm is a "Top 100" ranked hotel management company by the industry's four leading trade journals, as determined by a combination of properties, rooms, and revenue under management. .

Its current portfolio includes AAA Four Diamond hotels, luxury boutique historic inns, beachfront condominium hotels, deluxe mountain inns, and branded full-service and limited-service properties, and stretches from the Atlantic seaboard to Wyoming. Charlestowne's proficiency in managing a diverse portfolio of properties has led to numerous industry accolades including Condè Nast Magazine "Gold List" and "Top 100 Hotels in the United States" awards, TripAdvisor's #1 Luxury Hotel in the United States award, Expedia's "Top 10 Four Star Hotels in the US" award, as well as other national media and AAA honors.

Charlestowne Hotel's portfolio includes 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, Zero George, The Inn at Middleton Place, Holiday Inn Express Charleston, Holiday Inn Express and Suites Mt. Pleasant, Holiday Inn Express Medical Area, 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; Rustic Inn Creekside Resort & Spa and The Lodge at Jackson Hole – Jackson, WY and currently under development, The Blackburn Inn and Spa, Staunton, VA.

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