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Charlestowne Hotels Selected to Manage Operations for The Abernathy at Clemson
Opening late April 2017, The Abernathy Contributes to Clemson's Hospitality Boom

Clemson, SC – August XX, 2016 – Charlestowne Hotels, a full-service hospitality management company, is appointed by Tom Winkopp Realtor/Developer, LLC to oversee all hotel operations for The Abernathy at Clemson. Slated to open in late April 2017, The Abernathy will be the closest luxury hotel in proximity to Clemson University. Offering thorough experience in the development of college town properties, the Charlestowne Hotels team will add The Abernathy to an already strong portfolio of independent hotels and resorts, franchised properties and condo-hotels across the country.

A property dedicated to Clemson tradition and pride, The Abernathy is located one block from The Frank Howard Field – Clemson University's football stadium – giving returning alumni, parents and prospective students easy access to the university, athletic events and downtown shopping and entertainment. Consisting of 41 rooms, The Abernathy will include oversized, modern single bedroom accommodations with kitchenettes and living space to accommodate larger families. For business travelers, a board room will be available for meetings and events.

"Our team has a passion for the hospitality landscape in college towns and we aim to add an element of university appeal to our work with The Abernathy, developing the hotel to serve as its own information hub while maintaining a sense of loyalty to Clemson's roots," commented Michael Tall, president and chief operating officer of Charlestowne Hotels. "The Abernathy is a groundbreaking development for Clemson's growth and we look forward to welcoming loyal visitors while drawing in a new audience of travelers who are interested in learning more about the Clemson charm."

Continuing the legacy of hotel namesake Larry Abernathy, the city's late, long-time mayor and adjunct university professor, The Abernathy will implement localized programs that connect guests with the Clemson community through activities ranging from performances by local musicians to sponsored book clubs and author readings. Maintaining Clemson traditions, staff uniforms will include orange handkerchiefs, two dollar bills will be given as change and during home football games the hotel will hold group gatherings and walkovers to the stadium. Further symbolizing hometown pride, the hotel lobby bar will feature Clemson-inspired cocktails and the Grab & Go Café will offer South Carolina favorites such as sweet iced tea alongside orange and purple sweets and famed Clemson blue cheese creations. In order to acquaint new visitors with the destination, an interactive display will feature illustrated city and campus maps, virtual tours, live university news and sports schedules/standings. Staff will also be available to share suggested area activities including hiking trails, running paths and golf courses.

“We wanted to create a hotel that was a common meeting point for friends and family to fully embrace Clemson’s pride and tradition while also generating a sense of familiarity for those who only visit once a year,” commented Tom Winkopp, owner of Tom Winkopp Realtor & Developer, LLC. “We brought on Charlestowne Hotels because they have demonstrated success with college town hotels through a strategic, individualized approach that drives revenue and enhances guest satisfaction.”

Providing further benefit to those connected with Clemson University, The Abernathy will offer alumni discounts, class ring identification and a faculty membership with special privileges including occasional meet-and-greets with visiting dignitaries. Easily accessible for any traveler, guests can reach The Abernathy via Clemson’s Amtrak station or the three nearby airports: Greenville-Spartanburg International Airport, Hartsfield-Jackson Atlanta International Airport and the Charlotte-Douglas International Airport.

Through the next eight months of construction, Charlestowne Hotels will work closely with Tom Winkopp Realtor/Developer, LLC to support the hotel team during pre-opening stages, ensuring The Abernathy is on target to open in late April 2017. Providing the new hotel with holistic, customized attention, the Charlestowne Hotels team will employ their signature hands-on management style to all hotel operations. Seasoned revenue managers will oversee a comprehensive financial system, aiming to maximize revenue potential and meet the company’s standard for managing hotels with RevPAR growth that doubles the national average. In order to distinguish the property against other accommodations in Clemson’s niche travel market, the Charlestowne Hotels marketing team will lead a brand development process to promote The Abernathy as the upscale hotel of choice for travelers who desire an authentic Clemson experience.

The collaboration between Charlestowne Hotels and Tom Winkopp Realtor/Develop, LLC is a joint effort to establish The Abernathy as a welcoming accommodation option for the university community while also serving as a pioneer for the evolution of Clemson as a desirable domestic travel destination.

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About Charlestowne Hotels

Founded in 1980, Charlestowne Hotels is a leading full-service hospitality management company offering innovative expertise in hotel development, operational controls, marketing management, revenue optimization and financial reporting. One of the top ranked hotel management companies in the US, Charlestowne properties consistently achieve RevPAR growth nearly double the national average. The brand offers a robust portfolio of independent hotels and resorts, franchised properties and condos around the country. Known for a proficient management style that pays close attention to guest experience, properties under Charlestowne Hotels regularly receive industry accolades on *Condé Nast Traveler’s* Gold List and Readers’ Choice Awards, *Travel + Leisure’s* World’s Best Awards for “Top City Hotels in the Continental U.S.” and “Top 100 Best Hotels in the World,” and top standings on TripAdvisor. For more information please visit www.CharlestowneHotels.com.