



CHARLESTOWNE

HOTELS

CORPORATE FACT SHEET

WHO WE ARE

CHARLESTOWNE HOTELS, a leading full-service hospitality management company, utilizes a tailored management style that is client-focused rather than process driven. With over 40 years in experiential independent hotel management, Charlestowne Hotels develops and leads award winning properties across the country. The management company works across multiple industry segments, offering specialized expertise in lifestyle independent, collegiate, adaptive reuse, seasonal and condo markets. They have developed and recruited a talented team of industry experts who consistently deliver against each property's individual needs. The results speak for themselves: Charlestowne Hotels' properties regularly receive top industry accolades and achieve above average RevPAR growth for their markets.

OUR HEADQUARTERS

| | |
|----------------------------|---|
| Address | 28 Bridgeside Blvd, Charleston, SC 29464 |
| Website | charlestownehotels.com |
| Founded | 1980 |
| Media Contact | Michael Cady VP, Marketing mcady@charlestownehotels.com |
| Development Contact | Gavin Royster Corporate Director of Development groyster@charlestownehotels.com |
| Social Media |  |

QUICK FACTS

Hotels Under Full Management Services:
37

Hotels Under Development:
7

Hotels Under Revenue & Marketing Services:
8

Number of Keys:
4,660

Number of States:
20

OUR SPECIALTIES

- + LIFESTYLE INDEPENDENT
- + SECONDARY & TERTIARY MARKETS
- + COLLEGIATE MARKETS
- + ADAPTIVE REUSE
- + SEASONAL MARKETS
- + CONDO HOTELS
- + FOOD & BEVERAGE

OUR APPROACH

AGILE

Decentralized, non-bureaucratic approach

OWNER CENTRIC

Client focused, results driven, property specific

EMPOWERED

Entrepreneurial teams empowered to make decisions

DISTINCT

Diverse portfolio enhances skills and expertise

OUR REPUTATION

INNOVATIVE

Unparalleled top line revenue optimization

SOPHISTICATED

Operational excellence in lifestyle hotels

BESPOKE

Tailored, property-specific management style

ALTRUISTIC

Hotels are the stars, we just hold the spotlight

2020 AWARDS & ACCOLADES

*TripAdvisor's
Travelers' Choice Awards*

#1 Hotel in the U.S.

#24 Hotel in the World

*Travel + Leisure
World's Best Awards*

#18 Best Hotel in the World

#2 Resort Hotel in the U.S.

#4 Resort for Families in the U.S.

#10 City Hotel in the U.S.

#1 Resort Hotel in the Midwest

#3 Best Florida Resorts

USA Today 10 Best

#4 Best Hotel Bar

#5 Best Pet Friendly Hotel

#6 Best Historic Hotel

#9 & #10 Best Romantic Hotel

*Condé Nast Traveler
Readers' Choice Awards*

#1 Hotel in Charleston

OUR CAPABILITIES

LIFESTYLE OPERATIONS

By addressing both the emotional and practical aspects of hotel operations, we are able to provide guests with an experience they want to enjoy again. We focus on capital budget planning, reputation management and system procurement - all putting the guest experience first.

FOOD & BEVERAGE

From menu design to strategic pricing, ingredient sourcing to table service, we excel in building relationships with guests that last long after plates have been cleared. Our strategic partnerships, not only enhance our resources, but keep our venues fresh.

TALENT MANAGEMENT

The most important company assets are the ones that leave every night and return every morning: staff is the greatest investment towards guest satisfaction. Through recruitment to training and development - the property team aids in the overall property experience.

FINANCIAL SERVICES

We couple hands-on training of property staff with proprietary systems to maintain both the quality and efficiency of financial procedures.

REVENUE OPTIMIZATION

Through the incorporation of the latest technology, we help hotels segment their customers, forecast demand and manage profitability in a complex landscape of distribution channels. Give us a hotel and we find the best ways to maximize revenue potential.

STRATEGIC MARKETING

We excel in blending innovative strategy with efficient execution to develop and deploy successful marketing plans. Through an integrated approach - our team utilizes the latest techniques of digital and traditional marketing to position each property as a leader in its space.