



CHARLESTOWNE

HOTELS

FACT SHEET

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OFFICE

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Founded 1980

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WHO WE ARE

Independent hotel management has been a cornerstone of Charlestowne Hotels' business for more than 40 years. Ranked one of the industry's top management companies (Lodging, HOTELS), Charlestowne specializes in lifestyle, adaptive reuse, collegiate, branded, soft-branded and condo properties spanning a range of markets including urban city centers, secondary cities and resort destinations. The company, which currently manages a portfolio of 50+ hotels, also includes a growing food and beverage division with more than four dozen food and beverage outlets, ranging from coffee shops and delis to rooftop bars and full-service restaurants. Charlestowne operates some of the country's most award-winning properties, many of which regularly top the "best hotels" lists by Travel + Leisure, Condé Nast Traveler, USA Today and TripAdvisor. To achieve this, Charlestowne treats each property like its own brand, working with owners and on-site teams to develop revenue optimization, operation systems, creative programming and strategic marketing synergies that elevate the property's unique story and enhance the guest experience. As a result, Charlestowne properties consistently achieve above-average RevPAR growth.

QUICK FACTS

Hotels Under Management **46**

Hotels Under Development **6**

Hotels Under Revenue & Marketing Services **9**

Number of Rooms **5,177**

Number of States **24**

FOCUS AREAS

- + LIFESTYLE INDEPENDENT
- + SOFT BRANDS/BRANDS
- + COLLEGIATE MARKETS
- + CONDO HOTELS
- + ADAPTIVE REUSE
- + FOOD & BEVERAGE OPERATIONS

APPROACH

Agile

Non-bureaucratic approach

Owner Centric

Client focused, tailored, property specific management

Empowered

Teams entrusted to make decisions

Distinct

Diverse lifestyle portfolio enhances skills and expertise

Altruistic

Hotels are the stars, we just hold the spotlight

AWARDS & ACCOLADES

TripAdvisor's Travelers' Choice

#1 and #3 Hotels in the U.S.

#6 Hotel in the World

#2, #14 and #23 Romantic Hotels in the U.S.

Travel + Leisure World's Best

#1 Resort Hotel in the Midwest

#3 Florida Resort | #4 Resort for Families

#2, #4, #5 and #11 City Hotels in the Continental U.S.

#18, #53 and #98 Top Hotels in the World

#1, #3 and #9 Hotels in Charleston

USA Today 10 Best

#3 Hotel Bar | #2 Pet Friendly | #8 New Hotel

#4 Historic Hotel in the U.S.

#7 Romantic Hotel

Condé Nast Traveler Readers' Choice

#1, #2 and #4 Hotels in Charleston

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 OPERATIONS

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.