



# CHARLESTOWNE

## HOTELS

### FACT SHEET

#### HOME OFFICE

**Address** 28 Bridgeside Blvd  
Charleston, SC 29464

**Website** charlestownehotels.com

**Founded** 1980

**Media Contact** Michael Cady, Chief Marketing Officer  
mcady@charlestownehotels.com

**General Inquiry** info@charlestownehotels.com

**Social Media** 

## ABOUT

For 45 years, Charlestowne Hotels has been recognized for its management and development of lifestyle hotels and is consistently ranked as one of the leading hospitality management companies for independent, collegiate properties, soft brands + brands, condo hotels and adaptive reuse properties. The company's portfolio of 60+ hotels and 40+ food & beverage outlets can be found in urban city centers, secondary cities, and resort destinations across the country. Charlestowne's management expertise encompasses all phases of operations, inclusive of day-to-day management, new development, property renovations + repositioning projects, and hotel transitions. Charlestowne properties consistently achieve above-average RevPAR growth and receive some of the country's top travel accolades, including topping the "best hotels" lists by Travel + Leisure, Condé Nast Traveler, USA Today and TripAdvisor. To achieve this, Charlestowne brings an individualized and agile approach to each of its managed properties, working with owners and on-site teams to implement lifestyle operations, revenue optimization and strategic marketing that elevate the property's unique story and enhance the guest experience.

## QUICK FACTS

*Hotels Under Full Management Services* **42**

*Hotels Under Development* **6**

*Hotels Under Revenue & Marketing Services Only* **13**

*Number of Rooms* **4,662**

*Number of States* **24**

---

## OPERATING ENVIRONMENTS

- + LIFESTYLE INDEPENDENT
- + COLLEGIATE MARKETS
- + SOFT BRANDS + BRANDS
- + CONDO HOTELS
- + ADAPTIVE REUSE

## APPROACH

### *Agile*

Decentralized, non-bureaucratic mind-set

### *Owner Centric*

Client focused, curated, property specific management

### *Empowered*

Teams entrusted to make decisions

### *Distinct*

Diverse lifestyle portfolio enhances team skills and expertise

### *Altruistic*

Hotels are the stars, we just hold the spotlight

## EXPERTISE & SERVICES

### LIFESTYLE OPERATIONS

We deliver superior guest experiences through operational efficiencies, high quality standards and by fostering a culture of continuous improvement.

### FOOD & BEVERAGE OPERATIONS

We combine innovation with time-honored traditions, delivering a diverse array of delectable offerings that cater to the discerning tastes of our guests.

### TALENT MANAGEMENT

We are committed to fostering a dynamic and inclusive work environment that nurtures growth and empowers our most valuable asset – our people.

### INFORMATION TECHNOLOGY

We leverage technology to streamline operations, enhance guest experiences and provide our hotels with industry-leading products and services.



### REVENUE OPTIMIZATION

We help hoteliers and owners expand their thinking towards a broader, more comprehensive revenue strategy.

### STRATEGIC MARKETING

We are a team of industry professionals that operate as a full-service in-house agency, specializing in strategic marketing, project management, email management and creative services.

### FINANCIAL SERVICES

We manage systems to address the unique financial needs found in hotels, resulting in higher quality and efficiency of financial operations.

### TRANSITIONS

We specialize in seamlessly guiding our clients through the intricacies of hotel ownership changes, management shifts and property rebranding or repositioning.

### DEVELOPMENT + RENOVATIONS

We work closely with developers, architects, designers and local stakeholders to conceptualize and execute innovative hotel concepts that stand out in the market.