



FOR IMMEDIATE RELEASE

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Capital Vacations Sees Continued Growth with Expansion in South Florida

Hollywood Beach Tower is the latest Capital Vacations managed property to welcome an onsite Club Sales Center

MYRTLE BEACH, SC – Capital Vacations, a leading provider of sales and management services in the Vacation Ownership Industry, has officially opened its newest sales center in Hollywood, Florida at Hollywood Beach Tower, a 184-unit oceanfront resort.

The launch of Hollywood Beach Tower as a Capital Vacations Club sales center is just the most recent endeavor to demonstrate the rapid expansion currently occurring within the company. Earlier in 2019, Capital Vacations also acquired Summer Winds Resorts, and all sales centers are presently outperforming their targeted budgets.

“South Florida is a quintessential vacation destination where we are excited to expand our footprint,” said Travis Bary, Chief Operating Officer at Capital Vacations. “After managing Hollywood Beach Tower for 10 years and providing inventory to our Club members for three years, opening a sales center was a natural next step to further cement the partnership between Capital Vacations and this resort.”

Already through the Capital Vacations Club, there have been 400 annual Hollywood Beach Tower weeks added to the Club, substantially increasing the overall revenue of the resort. The successful partnership between Hollywood Beach Tower and Capital Vacations showcases the positive impact of merging management services with Club sales at Legacy resorts. Through increasing the number of weeks sold, the HOA gains more financial stability to improve the resort and boost employee satisfaction, both of which enhance guest satisfaction while protecting the resort’s longevity.

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ABOUT CAPITAL VACATIONS

Capital Vacations is one of the largest managers and developers of North American vacation interval resorts. Capital Vacations provides its customers with full-service, tailored hospitality management, flexible club sales programs and vacation offerings. Capital Vacations is the trusted management provider for more than 70 resorts and 29 vacation club properties throughout the United States and Caribbean. Learn more at CapitalVacations.com.



Capital Vacations Chief Operating Officer, Travis Bary, announces the opening of the Hollywood Beach Tower Sales Center in South Florida. This launch marks the second sales location Capital Vacations has opened in Florida, preceded by its Orlando location.