



## Brand Milestones



**Marriott's Monarch**  
Hilton Head Island, South Carolina

**1984** — Marriott Vacation Club®—originally known as Marriott Ownership Resorts, Inc., a division of Marriott® International—is established on April 17, 1984. Marriott's Monarch becomes the company's first resort, one of eight today on Hilton Head Island, South Carolina.



**Marriott's Marbella Beach Resort**  
Costa del Sol, Spain

**1986** — Marriott's Sabal Palms opens at the Orlando World Center Marriott® Resort & Convention Center, introducing the concept of co-locating a timeshare resort with a full-service Marriott® hotel.

**1990** — The company begins a partnership with Interval International®, providing more vacation choices and destination options to Owners.

**1995** — The company continues to evolve from real estate development and sales to delivering vacation experiences around the world.



Marriott Vacation Club Pulse at Custom House,  
Boston

**1996** — With the opening of Marriott's Marbella Beach Club in Costa del Sol, Spain, the company expands into Europe.

**1997** — A national treasure and 150-year-old icon in Boston is transformed into Marriott's Custom House—the first branded metropolitan ownership property of its kind. The property's city-centric experience later provides inspiration for Marriott Vacation Club Pulse<sup>SM</sup>.



**Marriott's Phuket Beach Club**  
Phuket, Thailand

**2001** — Marriott Vacation Club expands into Asia with a new resort in Phuket, Thailand.

**2005** — Marriott's Grand Chateau® opens near the famous Las Vegas Strip.

**2006** — The Asia-Pacific regional office opens in Singapore and rolls out a points-based program tailored to the Asian market.



**Marriott's Lakeshore Reserve**  
Orlando, Florida

**2008** — The company launches its Green Initiative, designed to reduce both its environmental footprint and energy costs.

Marriott Vacation Club announces Marriott's Lakeshore Reserve in Orlando, its first property to share a resort location with The Ritz-Carlton®



**Explorer Collection**  
White-water rafting



**Clean The World**  
Community service



**Marriott's Grand Chateau**  
Las Vegas, Nevada



**Marriott's Waikoloa Ocean Club**  
Big Island, Hawaii

- 2009** — Marriott Vacation Club celebrates 25 years of delivering unforgettable vacation experiences.
- 2010** — Marriott Vacation Club announces the launch of the points-based Marriott Vacation Club Destinations® Program in North America and the Caribbean, the most significant program innovation in the company's history.
- 2011** — Marriott International spins off its timeshare business to position it for further growth. The new publicly held company, Marriott Vacations Worldwide Corporation, becomes the world's first pure-play public timeshare company.
- 2012** — Marriott Vacation Club offers points-based Marriott Vacation Club Destinations Exchange Program to Owners of its European resorts.  
  
Marriott Vacation Club forms a life-saving partnership with Clean the World, a not-for-profit corporation that recycles discarded hotel soap for impoverished communities, preventing hygiene-related illnesses.
- 2013** — Marriott's Grand Chateau in Las Vegas celebrates a major development milestone—the completion of a third 37-story tower with 223 villas.
- 2014** — Marriott Vacation Club celebrates 30 years of delivering unforgettable vacations.
- 2015** — Marriott Vacation Club moves into Washington, D.C. when it purchases 71 rooms in the iconic The Mayflower Hotel.
- 2016** — The company debuts Marriott Vacation Club Pulse—an extension to the Marriott Vacation Club brand—in five cities, putting Owners and guests in the heart of a city's action. Locations include Boston, New York City, Miami's South Beach, San Diego and Washington, D.C.  
  
Marriott Vacation Club® at Surfers Paradise opens in Gold Coast, Australia. Located in the iconic Surfers Paradise Marriott® Resort & Spa, it's the first Marriott Vacation Club timeshare property in Australia.
- 2017** — Marriott Vacation Club opens its first resort on Hawaii's Big Island. Marriott's Waikoloa Ocean Club is a vacation destination as unique as the Big Island itself.  
  
The newest Marriott Vacation Club resort—Marriott's Bali Nusa Dua Gardens in Bali, Indonesia—opens. The new resort continues the company's growth strategy of adding new locations to its collection of properties and resorts in Asia and Australia.
- 2018** — Marriott Vacation Club debuts a fresh new look to showcase its diverse and growing portfolio of 60 Marriott Vacation Club and Marriott Vacation Club Pulse resorts and properties, found in 39 destinations and eight countries around the world, in the U.S., Caribbean, Europe and Asia.