



Brand Milestones



Marriott's Monarch



Marriott's Marbella Beach Resort



Marriott's Custom House



Marriott's Phuket Beach Club

- 1984 — Marriott Ownership Resorts Inc. (MORI) is established on April 17, 1984. Marriott's Monarch on Hilton Head Island becomes the first MORI resort.
- 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 — Marriott begins an exchange partnership with Interval International®.
- 1995 — MORI becomes Marriott® Vacation Club International (MVCI), reflecting the company's evolution from real estate development and sales to overall vacation experiences.
- 1996 — MVCI enters Europe as sales begin at its new resort in Marbella, Spain.
- 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.
- 2001 — Announcing a new resort in Phuket, Thailand, MVCI expands into Asia.
- 2005 — In September, MVCI opens the high-rise Marriott's Grand Chateau® just steps from the famous Las Vegas Strip.
- 2006 — In July, MVCI announces the opening of the Asia-Pacific regional office in Singapore and the rollout of a points-based program tailored to this market.
- 2007 — MVCI markets its core timeshare brand as Marriott Vacation Club®.

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Brand Milestones (continued)



Marriott's Lakeshore Reserve



Active Explorer Collection

2008 — MSCI launches its MSCI Green Initiative in February, designed to reduce both its environmental footprint and energy costs.

Marriott Vacation Club announces Marriott's Lakeshore Reserve at Grande Lakes in Orlando, its first property to share a resort location with The Ritz-Carlton® and JW Marriott® hotels.

2009 — Marriott Vacation Club celebrates 25 years of delivering unforgettable vacation experiences, with nearly 400,000 Owners worldwide.

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 Vacation Club begins the year with more than 410,000 Owners, 53 resorts and more than 11,000 villas around the globe.

All Marriott Vacation Club resorts in North America and the Caribbean receive Audubon Green Leaf certification.

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 leading pure-play public timeshare company.