

**For Immediate Release****Marriott Vacation Club Debuts Innovative clubTHRIVE Experience to Owners and Guests on Hilton Head Island**

**Hilton Head Island, S.C. – November 7, 2014** – Marriott Vacation Club hosted a launch event to unveil the brand's latest resort experience offering, clubTHRIVE<sup>SM</sup> by Marriott Vacation Club, yesterday at Marriott's Grande Ocean resort. The innovative program is designed as a way to help break the stress of daily life that many owners and guests carry with them on vacation and provide opportunities to benefit both their physical and mental well-being throughout their vacation.

The launch event provided opportunities for resort guests and associates from Marriott's Grande Ocean and other Marriott Vacation Club resorts on the island to participate in experiences that focused on the four key elements of the program – refuel, renew, move and explore. The day included healthy food samplings that can be made in a villa kitchen, instructor-led classes from aqua fit in the resort pool, fresh air fitness and stretching and relaxation classes, culminating in a clubTHRIVE<sup>SM</sup> 5K event along the beach between Marriott's Grande Ocean and Marriott's Monarch at Sea Pines resorts. Afterwards owners, guests and associates enjoyed a fantastic closing celebration at the resort's famous Pool Bar Jim's location.

"For more than thirty years Marriott Vacation Club has been a brand leader and innovator and clubTHRIVE offers our owners and guests a convenient, customized, health focused and fun way to unwind and enjoy their time at our resorts even more," said Cliff Delorey, executive vice president and chief resort experience officer, Marriott Vacations Worldwide. "I'm very proud of our associates who are the heartbeat of our resorts and make programs like clubTHRIVE possible. The clubTHRIVE launch on Hilton Head Island is the first of many to come as we roll out this brand new experience at more resorts over the next several months."

What makes clubTHRIVE<sup>SM</sup> unique is that it is completely customizable to the wants and needs of owners and guests and blends self-directed experiences with instructor lead classes based on the four elements:

- **Refuel:** Providing well balanced food and beverage choices and education on nutritional values.
- **Renew:** Helping Owners and guests achieve a "vacation mindset" through physical and sensory experiences.
- **Move:** Offering cardio, strength and toning programs designed to be fun and as an alternative to a typical gym workout.
- **Explore:** Providing opportunities to experience the resorts' locale in ways that are healthy, educational and fun.

Later this fall, clubTHRIVE<sup>SM</sup> will debut at Marriott Vacation Club resorts in Hawaii, Palm Desert, Calif., and South Florida with continued roll-out worldwide into 2015.

About Marriott Vacation Club

Marriott Vacation Club is a global leader in vacation ownership with over 415,000 Owners, a diverse portfolio of 54 resorts and more than 12,000 timeshare villas throughout the U.S., Caribbean, Europe and Asia. Marriott Vacation Club is a brand of Marriott Vacations Worldwide Corporation, the leading global pure-play vacation ownership company. For more information please visit [www.marriottvacationclub.com](http://www.marriottvacationclub.com) or nightly rentals visit [www.marriott.com](http://www.marriott.com). Follow us on Twitter at [www.twitter.com/MarriottVacClub](https://www.twitter.com/MarriottVacClub) and find us on Facebook at [www.facebook.com/marriottvacationclub](https://www.facebook.com/marriottvacationclub).

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