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HOLIDAY INN CLUB VACATIONS® BRAND OPENS LUXURY TIER SIGNATURE COLLECTION VILLAS AT MYRTLE BEACH RESORT

ORLANDO, FLA. (July 15, 2016) – Orange Lake Resorts, home to the [Holiday Inn Club Vacations®](#) brand, recently unveiled 27 *Signature Collection* villas as part of its expansion to its [Holiday Inn Club Vacations South Beach Resort](#) property in Myrtle Beach, South Carolina. Construction of a new building containing the *Signature Collection* villas was completed in May and with these additional units, the resort now has 283 one-, two-, three- and four-bedroom villas just a short walk from the area's soft, sandy beaches.

The *Signature Collection* villas feature luxury accommodations meticulously planned to deliver a superior vacation experience in an upscale environment. *Signature Collection* guests enjoy larger villas with amenities such as gourmet-style kitchens that include stainless steel appliances and granite countertops, home theatre entertainment and gaming systems, premium linens and décor, spa tubs with hydro-jets and exclusive VIP check-in services.

“Our *Signature Collection* villas offer unparalleled luxury accommodations and greatly enhance the vacation experiences of our members,” said Tom Nelson, president and COO of Orange Lake Resorts. “Our luxury tier product has become one of our most popular offerings and our South Beach Resort in Myrtle Beach is the perfect location to continue growing this product tier, which offers more choices for our Club members and guests.”

Holiday Inn Club Vacations South Beach Resort property offers a peaceful beach escape in beautiful Myrtle Beach. Guests can relax poolside before setting out for a day of fun at the beach. The resort is located close to top rated restaurants, high-end retail shopping, pristine golf courses, fun attractions and exciting family entertainment.

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About Orange Lake Resorts

Orange Lake Resorts encompasses 26 resorts and 7,400 villas in the U.S., with more than 340,000 timeshare owners and 6,000+ employees.

Orange Lake Resorts, a leader within the vacation ownership industry with more than three decades of proven success, operates the Holiday Inn Club®. The Holiday Inn Club Vacations® brand was created in 2008 through a strategic alliance with IHG® (InterContinental Hotels Group), one of the world's leading hotel companies. The Holiday Inn Club Vacations flagship property in Orlando, Fla., located next to the Walt DisneyWorld® Resort, was established in 1982 by Holiday Inn® founder Kemmons Wilson. The timeshare brand includes 22 resorts across 12 states. For more information on Holiday Inn Club Vacations or to book reservations, [visit hiclubvacations.com](http://visit.hiclubvacations.com). Find us on Facebook at facebook.com/hiclubvacations or Twitter at twitter.com/hiclubvacations.

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