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Fins Up, Orlando! Travel + Leisure Co. Announces Plans for New Proposed Margaritaville Vacation Club Location in Central Florida

Vacation ownership brand brings its laid-back lifestyle to Sunset Walk entertainment district near Florida theme parks

ORLANDO, Fla.--(BUSINESS WIRE)-- [Travel + Leisure Co.](#) (NYSE:TNL), the world's leading leisure travel company, today announced an expansion of the popular [Margaritaville Vacation Club®](#) brand, unveiling plans for a proposed new timeshare resort near Walt Disney World® in Kissimmee, Fla. Expected to welcome guests in 2027, this future development is part of the company's multi-brand strategy focused on creating new vacation ownership opportunities across its portfolio of brands.

Located adjacent to Margaritaville Resort Orlando at the energetic Sunset Walk entertainment district, the new resort is expected to feature 151 beautifully appointed, condo-style suites designed for ultimate relaxation and is expected to become the newest slice of paradise in the Margaritaville Vacation Club portfolio. For nearly a decade, Margaritaville Vacation Club has offered owners a lifetime of vacations infused with the signature Margaritaville® blend of carefree spirit, adventure and ultimate escapism.

"We're excited to stake a Margaritaville Vacation Club umbrella in the proverbial sand here in Central Florida. This proposed development highlights the unique power and appeal of the Margaritaville brand within our larger multi-brand strategy at Travel + Leisure Co.," said Jeff Myers, chief sales and marketing officer and head of the Margaritaville Vacation Club division at Travel + Leisure Co. "With this new destination, we will offer Margaritaville Vacation Club owners even more opportunities to embrace the laid-back vacation lifestyle they love."

The future resort is expected to offer owners and guests a selection of studio, one-, two-, and three-bedroom layouts perfect for any size crew visiting Central Florida's tourist hotspot. Travelers will be able to spread out with plenty of space in separate bedrooms and dedicated living and dining areas. Every suite will include a washer/dryer (say goodbye to packing damp swimsuits!) and kitchenettes or fully equipped kitchens, complete with a Frozen Concoction Maker®, giving thirsty travelers convenient access to their favorite frosty drinks. For an elevated stay, one-, two-, three-, and four-bedroom Margaritaville Vacation Club Presidential Reserve suites are also anticipated at this resort.

"Central Florida is the epicenter of theme park magic and sun-drenched relaxation – the perfect place to make unforgettable vacation memories," continued Myers. "Whether you're dreaming of roller coaster adventures or simply lounging poolside with a margarita in hand, we're confident this new resort and world-class destination will become another beloved home-away-from-home for our owners."

Upon completion of the proposed resort expected in 2027, resort amenities are set to include a sparkling outdoor pool and bar, a convenient cafe and coffee shop for on-the-go fuel, a modern fitness center, game room, and a calendar of engaging activities for families looking to make core

vacation memories. A dedicated sales gallery, expected to open in 2027 to welcome prospective owners, is also included in the resort's construction plans.

From its first locations in the U.S. Virgin Islands and Puerto Rico, the vacation club has expanded to exciting destinations across the United States including Nashville, Las Vegas, and Atlanta. As part of the portfolio of Travel + Leisure Co. – the world's largest vacation ownership and exchange company – Margaritaville Vacation Club owners unlock access to hundreds of additional resorts worldwide for endless vacation adventures.

About Margaritaville Vacation Club®

Inspired by the laid-back, adventurous lifestyle and escapism of its namesake, [Margaritaville Vacation Club®](#) transports travelers to paradise, with locations and vacations for all states of mind. Guests will enjoy relaxing resorts featuring spacious studio, one-, two- and three-bedroom suites, all with fully-equipped kitchens that include a bar area complete with a Frozen Concoction Maker®. Margaritaville Vacation Club operates as part of Travel + Leisure Co. (NYSE:TNL) and its portfolio of travel businesses. As part of the world's largest vacation ownership and exchange company, Margaritaville Vacation Club owners have access to hundreds of resorts around the world for a lifetime of incredible vacation experiences. Margaritaville Vacation Club is a registered trademark of Margaritaville Enterprises, LLC and is used under license. Follow the “fin” on Facebook [@MargaritavilleVacationClub](#) and Instagram [@MargaritavilleVC](#).

About Travel + Leisure Co.

Travel + Leisure Co. (NYSE:TNL) is the world's leading leisure travel company, providing more than six million vacations to travelers every year. The company operates a portfolio of vacation ownership, travel club, and lifestyle travel brands designed to meet the needs of the modern leisure traveler, whether they're traveling the world or staying a little closer to home. With hospitality and responsible tourism at its heart, the company's 19,000 dedicated associates around the globe help the company achieve its mission to put the world on vacation. Learn more at [travelandleisureco.com](https://www.travelandleisureco.com).

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Media Contact:

Melissa Landy

Public Relations

(407) 626-3830

Media@travelandleisure.com

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