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## Travel + Leisure Co. Celebrates Official Opening of Global Headquarters in Downtown Orlando

ORLANDO, Fla.--(BUSINESS WIRE)-- [Travel + Leisure Co.](https://www.travelandleisure.com), (NYSE: TNL), a leading leisure travel company, today celebrated the official opening of its new global headquarters at **501 W. Church St.** in Downtown Orlando with a ribbon-cutting ceremony alongside local leaders, development partners, and associates.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20260121222325/en/>

Travel + Leisure Co. today celebrated the official opening of its new global headquarters at 501 W. Church St. in Downtown Orlando with a ribbon-cutting ceremony alongside local leaders, development partners, and associates.

The celebration also introduced attendees to the company's growing portfolio of brands, featuring

Sports Illustrated Resorts, Eddie Bauer Vacation Club, and Accor Vacation Club as the newest experiential options, alongside cornerstone brands such as Margaritaville Vacation Club, Club Wyndham, WorldMark, and RCI.

Designed to elevate the employee experience, the new global headquarters serves as a destination workplace that fosters connection, innovation, and long-term growth, supporting associates as they shape the future of the company and the leisure travel industry.

The grand opening event culminated in a bold, non-traditional moment: Orlando Magic mascot STUFF rappelled down the building to reveal the headquarters signage, a playful expression of Travel + Leisure's commitment to redefining travel experiences. The eye-catching stunt highlighted the company's evolution beyond traditional models and its focus on creating more dynamic, inspiring ways to help people explore the world.

The company's relocation to the urban core brings more than 900 Travel + Leisure Co. associates to the City of Orlando and represents a capital investment exceeding \$36 million, underscoring the company's long-term commitment to the region. The move also contributes to Orlando's economic vitality while reinforcing Orlando's emergence as a hub for corporate leadership and talent.

"The opening of our new global headquarters in the heart of the city deepens our connection to the community and represents a defining milestone for Travel + Leisure Co.," said Michael D. Brown, president and CEO. "More than a change of address, it reflects our continued focus on our people, our culture, and the future we're building together."

The relocation and buildout were made possible through a strong public-private collaboration with the City of Orlando, the City of Orlando's Community Redevelopment Agency, Orlando Economic Partnership, FloridaCommerce, Interstruct, CI Group, Piedmont Office Realty Trust, and ASD|SKY, reinforcing Orlando's commitment to positioning its downtown as a destination for major employers.

"The relocation of Travel + Leisure to downtown bolsters Orlando's identity as more than a visitor destination. It shows that our city is not only a global travel location, but also a serious place to

grow companies and a place where residents can build careers,” said Orlando Mayor Buddy Dyer. “High-wage office jobs – like those at Travel + Leisure Co. – bring daily activity and foot traffic to downtown, supporting local restaurants, shops, and services while helping attract even more retail, dining, and amenities for employees, residents, and visitors to enjoy.”

### **A Workplace Designed for the Future**

Purposefully designed to foster collaboration, flexibility, and wellness, the headquarters supports a modern, hybrid-friendly workforce. Key features include:

- Sit-to-stand desks for all associates
- A variety of meeting spaces, including stand-up rooms to encourage decision-making and relaxed conference rooms for brainstorming
- An on-site Health Clinic and Wellness/Focus Rooms on each floor
- A 2,300-square-foot Fitness Center with locker room facilities
- Complimentary downtown parking for all associates
- Super-automatic espresso machines and smart water cooler stations with customization options on every floor
- First floor café with grab-and-go selection and a hot station rotating in culinary options that showcase the flair and flavors of the Downtown Orlando community, while creating economic opportunities for local restaurants

### **Community Impact and Growth Momentum**

Beyond the workplace, the new headquarters expands opportunities for community engagement through the Travel + Leisure Charitable Foundation, which supports students in communities of high need — including the City of Eatonville and Osceola County — by creating pathways from early education through career readiness. Associates also actively volunteer and serve on boards of downtown organizations, reinforcing the company’s long-standing commitment to giving back.

The headquarters opening coincides with strong business momentum driven by sustained leisure demand, a resilient multi-brand strategy, and continued innovation. Recent growth initiatives include the introduction of Sports Illustrated Resorts into Nashville and Chicago, the launch of the Eddie Bauer Adventure Club with its first location in Moab, Utah, to debut this spring, and ongoing investments in digital transformation, partnerships and member experience.

“Our new headquarters supports a collaborative and innovative organization,” said Kimberly Marshall, Chief Human Resources Officer of Travel + Leisure Co. “As our associates have settled into the building, we’ve already seen the spark of energy we were hoping to with the move downtown. They want to be part of something great, and we’ve strived to create an environment that empowers them to do and be their best every day.”

To learn more about Travel + Leisure Co., please visit [travandleisureco.com](https://travandleisureco.com).

### **About Travel + Leisure Co.**

Travel + Leisure Co. (NYSE:TNL) is a leading leisure travel company, providing more than six million vacations to travelers around the world 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 traversing the globe or staying a little closer to home. With hospitality and responsible tourism at its heart, the company’s nearly 19,000 dedicated associates around the globe help the company achieve its mission to put the world on vacation. Learn more at

[travelandleisureco.com](http://travelandleisureco.com).

### **About the City of Orlando**

Orlando is a diverse, inclusive, equitable and dynamic city of more than 309,000 residents spanning nearly 120 square miles. The city is recognized as one of the nation's leaders in hospitality, innovative technologies, life sciences and healthcare, advanced manufacturing, aerospace and defense and is a premiere location for corporate headquarters and the home of a robust small business community. With one of the most diverse job markets in the country and a collaborative, business-friendly environment, Orlando is attracting talent from around the world to take advantage of the extensive career opportunities and unmatched quality of life offered here.

### **About the Orlando Economic Partnership**

Winner of the National Chamber of the Year award, the Orlando Economic Partnership (OEP) is an economic and community development organization that is seizing the moment to advance Broad-based Prosperity® and create a more prosperous economy for all. Through the power of partnerships, we grow the economy, attract growing companies, boost job creation, drive investment, improve competitiveness and fuel regional leadership. Learn why opportunity in Orlando is Unbelievably Real™ at [InvestOrlando.org](http://InvestOrlando.org).

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