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Adventure Awaits: Travel + Leisure Co. Launches Eddie Bauer Adventure Club Combining Vacation Ownership and Outdoor Exploration

New adventure club taps into rising demand for outdoor experiences; Moab, Utah to debut in early 2026

ORLANDO, Fla - July 29, 2025 - [Travel + Leisure Co.](#) (NYSE:TNL), the world's leading leisure travel company, today announced the launch of the Eddie Bauer Adventure Club, an all-new vacation ownership brand developed in partnership with Authentic Brands Group (Authentic), owner of the Eddie Bauer brand. The debut resort is scheduled to open in early 2026 in Moab, Utah, featuring 39 dedicated one-, two-, and three-bedroom suites within a reimaged wing of the WorldMark Moab resort.

Marking a bold step into the adventure travel space, this latest addition to the company's expanding portfolio brings one of America's most iconic outdoor brands into vacation ownership for the first time. For 100 years, Eddie Bauer has inspired, enabled, and empowered everyone to experience the outdoors and live their adventure. Authentic is carrying that legacy into the next century through initiatives like the Eddie Bauer Adventure Club, bringing the brand's DNA to life and underscoring the power of outdoor experiences.

Complementing the company's existing WorldMark by Wyndham product, Eddie Bauer Adventure Club will provide owners with even more ways to explore nature-forward destinations through an expanded suite of benefits and accommodations. Sales will begin this summer with exclusive first access for existing WorldMark owners.

"Eddie Bauer Adventure Club is a compelling next chapter in our multi-brand expansion, and a clear demonstration of how we're evolving vacation ownership to meet the needs of today's traveler," said Michael D. Brown, president and CEO of Travel + Leisure Co. "It underscores our expanding presence across the broader hospitality landscape and reflects our ability to tap into high-growth travel segments through brand-led customer acquisition."

Founding Eddie Bauer Adventure Club owners will receive exclusive perks, including:

- Annual adventure excursions for two
- Curated on-site recreation and nature-driven programming
- Priority booking privileges across Eddie Bauer and WorldMark resorts
- 50% off all Eddie Bauer retail purchases
- A two-year authentic.com subscription

"We're confident this will be an area of growth and will open additional resort locations in key markets that are strategically aligned with delivering immersive, outdoor experiences under the Eddie Bauer Adventure Club banner," added Brown.

This announcement follows the company's continued momentum in building a diversified, performance-driven brand portfolio, including the forthcoming debut of its Sports Illustrated Resorts concept, the acquisition of Accor Vacation Club, and the proposed expansion plans for

Margaritaville Vacation Club.

For more information, visit eddiebaueradventureclub.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.

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About Authentic Brands Group

Authentic Brands Group (Authentic) is the world's leading owner of sports, lifestyle and entertainment intellectual property. It acquires and owns iconic brands, positions them for long-term growth and partners with top-tier operators to scale globally, all while delivering bold storytelling and marketing that brings each brand to life.

Authentic owns more than 50 global brands, generating approximately \$32 billion in annual retail sales. These brands have a significant presence in 150 countries, with more than 29,000 freestanding stores and shop-in-shops, as well as 400,000 points of sale worldwide. Authentic's portfolio of globally recognized brands includes Shaquille O'Neal, David Beckham, Reebok, Champion, Nautica, Elvis Presley, Marilyn Monroe, Sports Illustrated, Eddie Bauer, Aéropostale, Lucky Brand, Nine West, Brooks Brothers, Juicy Couture, Vince Camuto, Quiksilver, Billabong, Sperry, Hunter and Ted Baker. Through its joint venture with Saks Global, Authentic Luxury Group (ALG), it drives growth for luxury and accessible luxury brands, including Barneys New York, Judith Leiber, Hervé Léger, Vince, Neiman Marcus, Saks Fifth Avenue and Saks OFF 5TH.

For more information, visit authentic.com.

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About Eddie Bauer

For more than 100 years, outdoor brand Eddie Bauer has been inspiring, enabling, and empowering people to live their adventure with products that are built to last. Their performance outerwear, apparel, footwear, accessories, and gear are available at eddiebauer.com and more than 200 stores in the U.S., Canada, Costa Rica, Japan, Panama, and other international markets.

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