



Austin Watkins Appointed Managing Director Marketing & Hospitality Sales at Timbers Resorts

Winter Park, Fla. (May 21, 2020) – Timbers Resorts, a leading developer and operator of boutique resorts, private residence clubs and fractional vacation homes in the world’s most sought after destinations, today announces the appointment of Austin Watkins as managing director – marketing and hospitality sales. In this role, Watkins will be responsible for developing, driving and overseeing the marketing direction for the company, as well as overseeing sales for the company’s resort and residential rental offerings. With over 27 years of experience in the luxury hospitality sector and an extensive background in global sales and marketing, Watkins will play a crucial role in Timbers Resorts’ growth strategy that commenced with the company’s recent relocation to Winter Park, Fla.

Watkins joined Timbers Resorts in 2018 as the global director of sales and marketing – hospitality, where he was responsible for leading sales and marketing efforts for the resort and residential rental division of the company. Prior to joining Timbers Resorts, Watkins spent 15 years with Four Seasons Hotels and Resorts, most recently as the regional director of hotel marketing for properties throughout Hawaii. Before joining Four Seasons, Watkins held a variety of positions within Hyatt and Marriott International.

“Austin has an invaluable insight into the world of luxury hospitality and a keen understanding of our business,” said Greg Spencer, CEO of Timbers Resorts. “He has become an incredible asset to our sales and marketing teams, we’re eager to see how he’ll continue to strengthen the brand in his new leadership position.”

“It is a privilege to take on this new role during such an exciting period for Timbers Resorts,” said Austin Watkins. “I look forward to driving greater global awareness for our brand and helping propel the company as it continues to grow.”

Watkins is a native of Orange County, California and enjoys triathlons and golf. He currently resides in Winter Park, Fla. with his wife, Sonia, and his children, Taran and Kavi.

About Timbers Resorts:

Timbers Resorts is the developer and operator of a collection of properties in over 15 of the world's most diverse high-end destinations. The Timbers Collection includes boutique private resorts, hotels and residence clubs in some of the world's most sought-after ski, golf, leisure and beach locations. Since 1999, Timbers Resorts has been committed to being authentic, unique and respectful of the destination, focusing on family and experiences, and never compromising with regard to quality and service. Owners at properties in the Timbers Collection are granted an ownership experience with expanded benefits through a host of travel and lifestyle partners such as Sentient Jet, Hertz, Priority Pass and many more, as well as access to the Timbers Reciprocity Program and the ability to trade vacation time with other destinations in the portfolio. Current Timbers Collection properties can be found in Aspen, Beaver Creek, Cabo San Lucas, Jupiter, Kauai, Kiawah Island, Maui, Napa, Scottsdale, Snowmass, Sonoma, Southern California, Steamboat, Tuscany and Vail.

For more information, please visit: www.timbersresorts.com

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