

March Madness, Artisanal Spirits, Kiefer Sutherland

US AIRWAYS magazine

TREASURED ISLE

The Hidden Side of Venice

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Home Away From Home

South Carolina boasts 130 timeshare resorts, a number second only to Florida's in the United States. Hilton Head is one of the reasons why.

Island tourists often long to buy real estate in their vacation paradise, even if it's for just one week a year. That's what Ken Taylor realized in 1982 when he founded Spinnaker Resorts and built the first timeshare on the island. Today, Spinnaker has seven timeshare resorts on Hilton Head with about 430 units. It recently broke ground on a planned 200-unit complex.

"People want to come here and have affordable second homes and that's why my father wanted to create," explains Caroline Oliver, one of Ken Taylor's two daughters who manage and market the properties. "He tried to build something where we would have wanted to vacation."

Taylor's firm swims with some of the biggest fish in the timeshare pool, most notably Marriott International, the massive Washington D.C.-based hotel company. Marriott owns and operates eight timeshare resorts on Hilton Head, including its new 195-unit SurfWatch property.