

# Building on New York success, Hilton starts selling urban timeshares in D.C.

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The District's Foggy Bottom neighborhood is now home to some of Hilton's first urban timeshares outside of New York City.

Hilton Grand Vacations (NYSE: HGV), which McLean-based [Hilton Worldwide Holdings Inc.](#) (NYSE: HLT) spun off from its main business earlier this year, began quietly marketing timeshares in The District by Hilton Club last fall.



A view of a standard room at the The District by Hilton Club timeshare in Foggy Bottom.

Courtesy Hilton Grand Vacations

The District by Hilton Club occupies the top three floors of the existing Embassy Suites by Hilton at 1250 22nd St. NW. There are 108 units total, and HGV has sold more than 100 timeshares for the club thus far, according to D.C. deed records.

Turning part of the hotel into a timeshare had long been in the works for Hilton; Securities and Exchange Commission filings noted back in June that part of the Embassy Suites [would turn timeshare](#). (The rest of the hotel was put into Park Hotels & Resorts, the real estate investment trust Hilton [spun off in January](#).) Orlando-based HGV bought the top three floors of the property in June for \$15 million.

HGV proceeded to renovate the 108 Embassy Suites rooms to make them more leisure travel-oriented. The Embassy Suites was particularly conducive to this conversion because they were already one-bedrooms with pullout couches and small kitchenette areas, said [Michael Brown](#) COO of HGV.

The units are managed by HGV but serviced by Embassy Suites employees through a service contract with Hilton.

“Based on where our consumers traditionally have gone, we’ve developed projects in tourist destinations: Orlando, Hawaii, Myrtle Beach,” said Brown. “But we’ve seen a growing demand for urban destinations and we have developed a number of projects in New York City very successfully, so we have decided to pursue more urban locations, the first of which was Washington, D.C.”

In New York, Hilton two years ago converted several floors of its Sixth Avenue hotel to timeshare and is currently adding more, Brown said. The company has another ground-up timeshare project, West 57th Street by Hilton Club, not far away.