



CHARLESTON'S TOP LUXURY RESORT LAUNCHES BIKE TO BEACH EXCURSIONS TO SULLIVAN'S ISLAND VIA SCHWINN CRUISERS

As More Travelers Seek Wellness Travel Experiences The Beach Club is Introducing a New Way to Get Outdoors and Soak Up Cool Ocean Breezes with Schwinn and J. McLaughlin

CHARLESTON, S.C. (May 2018) – The allure of the number one rated city in America is magnetic. But Charleston, South Carolina has yet another attraction that not many travelers know about: its proximity to the beach. The Beach Club at Charleston Harbor Resort and Marina is the closest Charleston resort to [Sullivan's Island](#), located just 6.3 miles away. The island is a 3.3-mile stretch of sand and surf where visitors enjoy kayaking, sailing, kiteboarding and paddleboarding along with a charming small town filled with restaurants, bars and shops that make the location a destination not to be missed. In a partnership with Schwinn Bikes, the 92-room boutique hotel is introducing a unique way for guests to experience this small town and dig their toes into the sand while getting a great workout as they cruise by historic homes, scenic outposts and neighboring villages along the route.

Schwinn is providing the hotel with eight blue cruisers and lifestyle brand J. McLaughlin is supplying luxurious beach towels for the excursions.

Two options are available to book via the front desk at The Beach Club. Reservations can be made in advance by calling (843) 856-0028. The excursions are for overnight guests only and take approximately one hour each way to bike to the beach.

Bike to Beach: Golden Spoke (Guided)

A local area expert will guide riders through the sights of Old Town Mt. Pleasant on the 6.3-mile bike ride to Sullivan's Island Beach. Once at the beach, guests will be able to pedal along the water's edge and dip their toes in the ocean during this 4-hour trip. Luxurious beach towels by J. McLaughlin are provided. Four Hours: Call for Pricing, Based on Availability. Up to 7 guests per trip. (2 person minimum) Optional picnic lunch can be added on by The Fish House.

Bike to Beach: Silver Spoke (Self-Guided)

Guests explore the sights of Charleston and surrounding areas on their own, equipped with a map of the area with options for biking to the beach or to Downtown Charleston, along with a knapsack filled with

necessities for a day of fun in the sun.

Six Hours: \$50 per person, up to 8 guests per trip.

The [\\$3.7 trillion global wellness economy](#) signals that travelers are seeking vacations that have a health component. "We wanted to create an experience that is not only addressing this wellness mindset, but is also just simply fun. When is the last time you drove a single speed cruiser to the beach? We're about showing our guests another side of Charleston – one that is unexpected and unique to our waterfront location and close proximity to the beach," says Oliver Rooskens, Managing Director of The Beach Club at Charleston Harbor Resort & Marina.

For more information and reservations, visit <http://www.charlestonharborresort.com/the-beach-club.htm> or call (843) 856-0028. Fans can also follow The Beach Club Charleston on Facebook and @beachclubcharleston on Instagram.

About Leading Hotels of the World

Comprising of 375 hotels in over 75 countries, Leading Hotels is a collection of "uncommon" luxury hotels that embody the very essence of their destination. Established in 1928 by several influential hoteliers in Europe, the group's commitment is to provide remarkable, authentic travel experiences with hotels that meet its high standards for quality and distinctiveness. For more information, visit <http://www.lhw.com>.

About The Beach Club at Charleston Harbor Resort & Marina

Pairing Southern hospitality and luxury amenities, The Beach Club at Charleston Harbor Resort & Marina is part of the Leading Hotels of the World collection and is located minutes away from Charleston's acclaimed historic district. Each guestroom features elegant décor and stunning views of Charleston's waterfront. The Beach Club was named one of [Fodor's Best New Hotels](#) in the World in 2016 and is currently the #1 Resort in South Carolina and the #2 Resort in the South in the *Condé Nast Traveler* Readers' Choice Awards.

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