

BY CAROLYN O'NEIL

PHOTOGRAPHY COURTESY OF BEEMOK  
HOSPITALITY COLLECTION

THE POPULARITY OF CHARLESTON, SOUTH CAROLINA, CONTINUES TO RISE WITH THE COASTAL TIDES OF THIS SUNLIT HARBOR CITY. AS MORE RESIDENTS AND TRAVELERS CHOOSE CHARLESTON, THERE'S A LOT OF SPRUCING UP GOING ON TO WELCOME GUESTS WITH THE VERY BEST IN SOUTHERN HOSPITALITY.

The Charleston-based Beemok Hospitality Collection (BHC) is leading the way to reimagine the city's luxury hotel, wellness, entertainment, and culinary scene. Locally owned BHC is renovating The Charleston Place hotel, building The Cooper—a soon-to-come luxury waterfront hotel—has revived the art deco Riviera Theater, and operates Credit One Stadium. The company will even curate a small city park.

It all began with the acquisition and transformation of The Charleston Place, an elegant landmark hotel in the heart of historic downtown.

#### THE LIVING ROOM OF CHARLESTON REBORN

Drawing inspiration from the heritage of the low country and the elegance of the hotel's Georgian-style architecture initially built in 1986, The Charleston Place is undergoing a major renovation to the tune of over \$150 million.

"We are thrilled to be reimagining the grand hotel for the way we live today," says managing director Becky Hubbard.

The flagship luxury hotel is poised to wow guests and the community with refreshed public spaces, brightened room interiors, a new two-level spa, and expanded event spaces. The elegant lobby

# CHARLESTON'S MOST CHARMING NEW STAYS

Charleston's charm is on full display in Sorelle's elegant dining room.



Above: Mezzanine view of the dramatic lobby staircase at The Charleston Place

Right: A lively mix of landscape murals and modern decor at Sorelle

Opposite top: Historic details are a hallmark of Charleston architecture.

Opposite bottom: Harbor views from the swimming pool deck at The Cooper

with a gorgeous domed ceiling, a sweeping double staircase with a twelve-foot hand-blown Murano glass chandelier, and plenty of cushy sofas and chairs helped earn the hotel its nickname as “Charleston’s Living Room” along with its welcoming philosophy.

The hotel remains open and in full swing as the multi-phased project continues with improvements to its award-winning restaurants, the rooftop swimming pool, expanded spa and fitness center, and other behind-the-scenes upgrades throughout.

Guest room decor is decidedly traditional but now with brighter, lighter tones in soft blues and greens across the 433 rooms, including nearly 50 suites and a stunning new bridal suite. French doors swing open to balconies so you can listen to the clip-clop of horse-drawn carriages on cobbled streets below and count the church spires that punctuate the rooftop views of Charleston, known as the Holy City.

**EXPERIENCE THE CHARLESTON PLACE**  
Reimagining the future of hospitality at The Charleston Place goes beyond bricks and mortar enhancements to embrace the value of special experiences. Seasonal community events are held in the courtyard. Chefs will even pack a picnic for you to take to local parks.

Or maybe you’d like to learn a new party trick? I joined a sabering class led by Dave Wallace, the director of beverage, who taught us how to swiftly and deftly



open a bottle of champagne with a saber. Pro tip: find the seam of the bottle, glide the saber in one smooth move toward the cork, and off it goes!

My dining experiences were remarkable, even when I dined alone. Solo travel is a strong trend today, and I was so impressed with the waitstaff at The Charleston Grill, who made me feel welcome and comfortable. The conversation flowed with descriptions of each course and the perfectly paired wines. Chef de Cuisine Suzy Castelloe’s menu stars local ingredients. (Yes, I had the crab cakes.)

While you might never want to leave the magic of The Charleston Place with all it has to offer, it’s good to know you’re just a few steps away from downtown’s vibrant shopping and historic sites at the corners of King, Market, and Meeting Streets.

**THE COOPER BRINGS WATERFRONT LUXURY**

Named for one of the scenic rivers that flow into the city’s vast harbor, The Cooper is the first and only luxury waterfront hotel on the peninsula of Charleston. Set to open in the fall of 2025, the six-story, 191-room riverside hotel boasts panoramic views, a promenade to city parks, and its own pier and marina.

As one of the first journalists to be treated to a hard-hat tour of the busy construction site, I got a glimpse into what lies ahead, including modern





Above: Outdoor café seating under the palms at Sorelle on Broad Street

Above right: Arancini cacio e pepe at Sorelle

Opposite: Waterfront guest room at The Cooper with a calming palette of coastal decor

exteriors with deep green plantation shutters, a sleek waterfront infinity pool, and an innovative wellness spa for fitness, relaxation, and active recovery treatments.

The high-ceilinged lobby features a low-country mural and a grand staircase to the riverfront lounge, which has subtly nautical decor reminiscent of a vintage yacht. “There will be four restaurants all overlooking the harbor,” says managing director Lukus Grace. “We’re really going to change the dynamic for Charlestonians and people visiting Charleston with the harbor.”

Executive Chef Brian Landry, who is planning the menus and restaurant design, is excited about his move to Charleston. “I come from a huge seafood background, so if I were to have my dream job, it would be exactly this!” he shares. Restaurants will include a rooftop Greek tavern, a signature seafood



chop house, and a raw bar. “We will be able to utilize whole fish straight from the local waters,” says Landry.

Grace says they’ve also got you covered if you’d prefer to order a burger and fries overlooking the river. “We will soon have the best smash burger in Charleston, on the corner of the pier and the park. It will be the place where anyone in Charleston can experience a five-star hotel and feel very much at home.”

Set to welcome business, weddings, and other celebrations, The Cooper’s design also boasts twenty-thousand square feet of indoor and outdoor event space.

#### CHARLESTON WITH A SOUTHERN ITALIAN ACCENT

Not to be missed during your stay, Sorelle Restaurant on beautiful Broad Street is also part of the Beemok Hospitality Collection. This is where Southern Italian cuisine meets Southern hospitality with a market, restaurant, and lively bar. The neoclassical building dating back to the early 1800s is a living lesson in historic Charleston’s evolution. Over the years, it has housed a bank, a drugstore, an orphanage, a liquor store, a law office, and various other businesses.



Today, Chef Nick Dugan’s menu is making history there with dishes such as Burrata with Salt-Roasted Beets, Pillows of Gold Ricotta Tortelloni, and Line-Caught Swordfish with Sicilian Capers. If you have to say so long to Charleston, the sweetest way to celebrate your visit is by savoring Sorelle’s Budino dessert with dark chocolate custard and roasted coconut crumble. ▣

For more information on these Charleston hotels or to book a stay, visit [CharlestonPlace.com](http://CharlestonPlace.com), [TheCooper.com](http://TheCooper.com), and [SorelleCharleston.com](http://SorelleCharleston.com).