



CoralTree Hospitality Selected to Manage Vacation Rental Program at Palmilla Beach Resort & Golf Community

DENVER, Colo. – October 1, 2026 – [CoralTree Hospitality](#), one of the leading hospitality companies in the United States, has been selected to manage the vacation rental program at [Palmilla Beach Resort & Golf Community](#), an upscale beachfront resort destination on Mustang Island in Port Aransas, Texas. CoralTree will assume management of the resort's vacation rental portfolio, which includes 186 vacation homes ranging from one to seven bedrooms. Palmilla will join CoralTree's portfolio of residential resorts in many of the nation's most sought-after mountain and leisure destinations.

Located along the Texas Gulf Coast, Palmilla is a master-planned beachfront resort community developed by McCombs Enterprises that integrates luxury homeownership, vacation rentals and resort experiences within a thoughtfully designed coastal destination. The community features a mix of private residences, vacation homes and resort amenities, creating a unique environment where homeowners and guests enjoy the benefits of an upscale beachfront lifestyle.

Palmilla combines luxury vacation homes with resort-style amenities, offering guests the space and privacy of a vacation rental with the services and experiences typically associated with a full-service resort. The destination features direct beachfront access, multiple dining venues, resort pools, golf, concierge services and family-friendly amenities designed for multigenerational travelers and group getaways.

"Palmilla Beach represents a unique opportunity to expand into one of the most distinctive resort communities on the Texas coast," said Mike Cuthbertson, senior vice president residential management, CoralTree Hospitality. "The combination of luxury vacation homes, exceptional resort amenities, direct beach access and a truly differentiated golf experience aligns perfectly with our strategy of growing a portfolio of distinctive leisure destinations. We look forward to working closely with homeowners and resort leadership to elevate the guest experience while maximizing the performance of the vacation rental program."

Palmilla is recognized for offering a one-of-a-kind combination of beachfront access, resort amenities and golf. Guests enjoy VIP beach service with chairs, umbrellas, food and beverage offerings, as well as access to two heated resort pools, including the Oasis Pool featuring zero-entry lagoons, a splash pad and the only swim-up bar in Port Aransas.

The resort also is home to Texas' only true-links-style golf course, originally planned by Arnold Palmer. The golf experience includes nine regulation holes, a driving range, putting green and the popular three-hole short course known as "The Loop."

Additional amenities include five food and beverage concepts, a 24-hour fitness center, golf cart access throughout the community and to the beach, walking trails, landscaped gathering spaces, private pool cabanas and full concierge services.

"We selected CoralTree because of its proven expertise in residential resort management, as well as its commitment to creating exceptional experiences for both homeowners and guests," said Greg Carr, vice president of development for Palmilla Beach Resort. "As Palmilla Beach continues to evolve, including planned amenity enhancements and future expansion, CoralTree's operational, marketing and revenue management capabilities will help position our vacation rental program for long-term success while supporting the vision of Palmilla Beach as Texas' premier beachfront resort community."

CoralTree's management responsibilities will focus exclusively on the resort's vacation rental portfolio. Palmilla Beach Resort & Golf Community will continue to operate as the broader master-planned resort community developed by McCombs Enterprises, encompassing residential real estate, resort amenities and guest experiences, while benefiting from CoralTree's expertise in vacation rental operations, revenue optimization, homeowner relations and guest experience management.

About CoralTree Hospitality

CoralTree Hospitality is one of the leading hospitality management companies in the United States with a diverse portfolio of more than 50 hotels, resorts, and residential resorts. Formed in 2018 and based in Denver, CoralTree is dedicated to delivering distinctive and memorable experiences that celebrate the unique surroundings, culture, and community of each property. CoralTree's collection includes independent, branded, and soft branded properties in key metropolitan areas and resort markets. By embracing the unique features of each location, CoralTree crafts personalized guest experiences across its collection, which includes resort communities, lifestyle hotels, residential resorts, and other exceptional properties.

CoralTree's brand pillars focus on serving from the heart and fostering empowering experiences for team members. This dedication has earned the company recognition as one of the top small companies to work for in Colorado by the Denver Post Top Workplace survey four years in a row. The company has developed initiatives to better serve its team members, communities, stakeholders, and customers, including Bloom, an environmental sustainability program, and CoralTree Cares, the company's philanthropic platform. CoralTree is a wholly-owned subsidiary of Los Angeles-based Lowe, a real estate investment, management, and development firm. For more information, visit [CoralTreeHospitality.com](https://www.CoralTreeHospitality.com).

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