

MARGARITAVILLE® 2021 ANNUAL HOSPITALITY REPORT

"MAKE THE BEST OF
WHATEVER COMES
YOUR WAY"





WHERE IS *Margaritaville?*



It's in the tropics somewhere between the Port of Indecision and Southwest of Disorder, but no parallels of latitude or longitude mark the spot exactly. You don't have to be a navigator to get there. Palm trees provide the camouflage. Ocean breezes bring the seaplanes and sailboats, tourists and travelers.

Passports are not required. Island music rules. No waiting in line for anything. There is a beach and a thatched roof bar perched on the edge of a turquoise sea where you can always find a bar stool. There are lots of lies and loads of stories. It's a comical concoction that blends together like tequila, salt, and limes.

Where is Margaritaville?

It's in your mind.

Mi casa es su casa.



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18 STAY - LODGING

36 DINE - RESTAURANTS

46 BRAND SUPPORT

66 BRIGHT FUTURE

73 2022 UPCOMING LOCATIONS

A LETTER FROM THE CEO

JOHN COHLAN

In 2021 our brand emerged from a historic hospitality industry collapse stronger and more special. Our guests demonstrated that they simply will not be denied their Margaritaville experience, however high the hurdle. What we do - providing a broad range of dynamic leisure lifestyle experiences - has become more important than ever.

AS WE ALWAYS SAY, THE NUMBERS TELL A LARGE PART OF THE STORY.

5 total new resorts opened, and 1 free-standing restaurant opened. 1 new Camp Margaritaville (+ 1 conversion) and Latitude Margaritaville Watersound opened - which will become the largest residential development in the country when fully built out (13% of the size of Rhode Island!). We also developed our new boutique resort brand with St. Somewhere Resort and created our new cruise business, Margaritaville at Sea, with the first ship setting sail May 12, 2022.

Total hospitality sales up 86% vs 2020 and 50% vs 2019.

Resort same store sales up 137% vs 2020 and 37% vs 2019.

Total Latitude Margaritaville sales up 90% vs 2020 and 185% vs 2019. Total closings up 36% vs 2020.

IMC (Margaritaville Restaurants and LandShark Bar & Grill) domestic sales up 16% vs 2019.

Expanded our tech stack (CRS and CRM) and launched our Margaritaville Perks guest affinity (loyalty) program with 66K members to date.

Created 125B marketing impressions at a \$253M media value, including 2 weeks on Wheel of Fortune. All of which generated over 65% direct bookings.



“So, as we undergo the exponential growth ahead of us, we have the advantage that so many guests - both those who have visited with us and those who have not yet - love our lifestyle.”

Warren Buffett - who gave us a fun shout out in his annual letter - is known for saying the best companies are those with the competitive advantage of a moat around the business, “such as its position in the consumers mind.” A moat which our brand certainly enjoys. Warren is also known for saying, as Dan so often reminds us, “it takes years 20 years to build a reputation and five minutes to ruin it.”

So, as we undergo the exponential growth ahead of us, we have the advantage that so many guests - both those who have visited with us and those who have not yet - love our lifestyle. Our challenge, which by definition becomes more difficult as more locations open, is to continue to deliver the consumer experience that makes up our moat.

The good news is whether it's at a resort, in-town hotel, vacation cottage, at Camp Margaritaville, on the Latitude Margaritaville campus, or at sea, all of you know how to manage the creation and delivery of our lifestyle experience.

Thank you all for getting us where we are; and leading our quantum leap to the next level. Exciting times ahead!

*Fins up,
John, CEO Margaritaville*

BRAND OVERVIEW

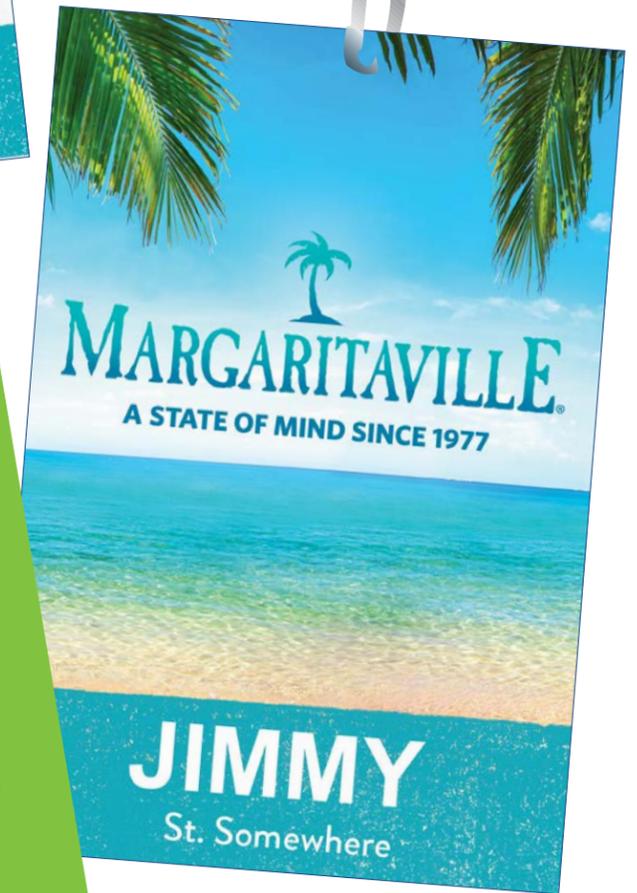


CORE PURPOSE



CREATE &
DELIVER
FUN &
ESCAPISM

VALUES



2021 MILESTONES

JANUARY 18

Latitude Margaritaville
Daytona Beach,
Beach Club Opened



APRIL 3

Latitude Margaritaville
Watersound Sales
Center Opened



MAY 17-21

Margaritaville Resorts
Family Vacation Week
on Wheel of Fortune



JUNE 3

Camp Margaritaville
RV Resort Opened



AUGUST 13

Margaritaville Resort
Fort Myers Beach
Groundbreaking



AUGUST 22

Latitude
Margaritaville
Hilton Head Fins
Field Opened



OCTOBER 1

Latitude Margaritaville
Daytona Beach, Phase
2 Amenities Opened



NOVEMBER 15

Margaritaville
Beach House Key
West Opened



JANUARY 26

Margaritaville Beach Hotel
Jacksonville Beach Opened



APRIL 26-30

Latitude Margaritaville
Home Sweet Home
Week on Wheel
of Fortune



MAY 19

LandShark Bar & Grill
North Myrtle Beach
Opened



JUNE 10

Margaritaville Resort
Times Square first look



JULY 14

Margaritaville Beach
Resort Nassau Opened



SEPTEMBER 1

Margaritaville
University New
Semester Began
with 242 college
ambassadors



NOVEMBER 1

Margaritaville Island
Reserve Cap Cana
Opened



DECEMBER 8

Margaritaville at Sea
Announcement



AWARD WINNING



the knot

MARGARITAVILLE RESORT ORLANDO
2021 Best of Weddings
The Knot

ConventionSouth

MARGARITAVILLE LAKE RESORT LAKE CONROE
Top New or Renovated Meeting Site
Convention South

WEDDINGWIRE

MARGARITAVILLE RESORT ORLANDO
2021 Couples' Choice
Wedding Wire

Travelers' Choice
2021

11 MARGARITAVILLE LODGING CONCEPTS & 5 MARGARITAVILLE RESTAURANTS & EXPERIENCES
Traveler's Choice Award - Tripadvisor



MARGARITAVILLE RESORT ORLANDO
Loved by Guests Award 2021
Hotels.com



LATITUDE MARGARITAVILLE
Platinum Builder Award 2021
2-10 Home Buyers Warranty



MARGARITAVILLE HOLLYWOOD BEACH RESORT
Readers' Choice - Top Resorts in Florida 2021
Conde Nast Traveler



MARGARITAVILLE HOLLYWOOD BEACH RESORT
Gold Winner, Southeast:
Best Hotel/Resort
Best Décor/Design
Best Food & Beverage
Best Hotel/Resort Event Space
Best On-Site Support Staff



HOSPITALITY DIVISION 2021 AT A GLANCE



5,624

HOTEL ROOMS



29

TOTAL LODGING PROPERTIES



132

RESTAURANTS



\$1.7B

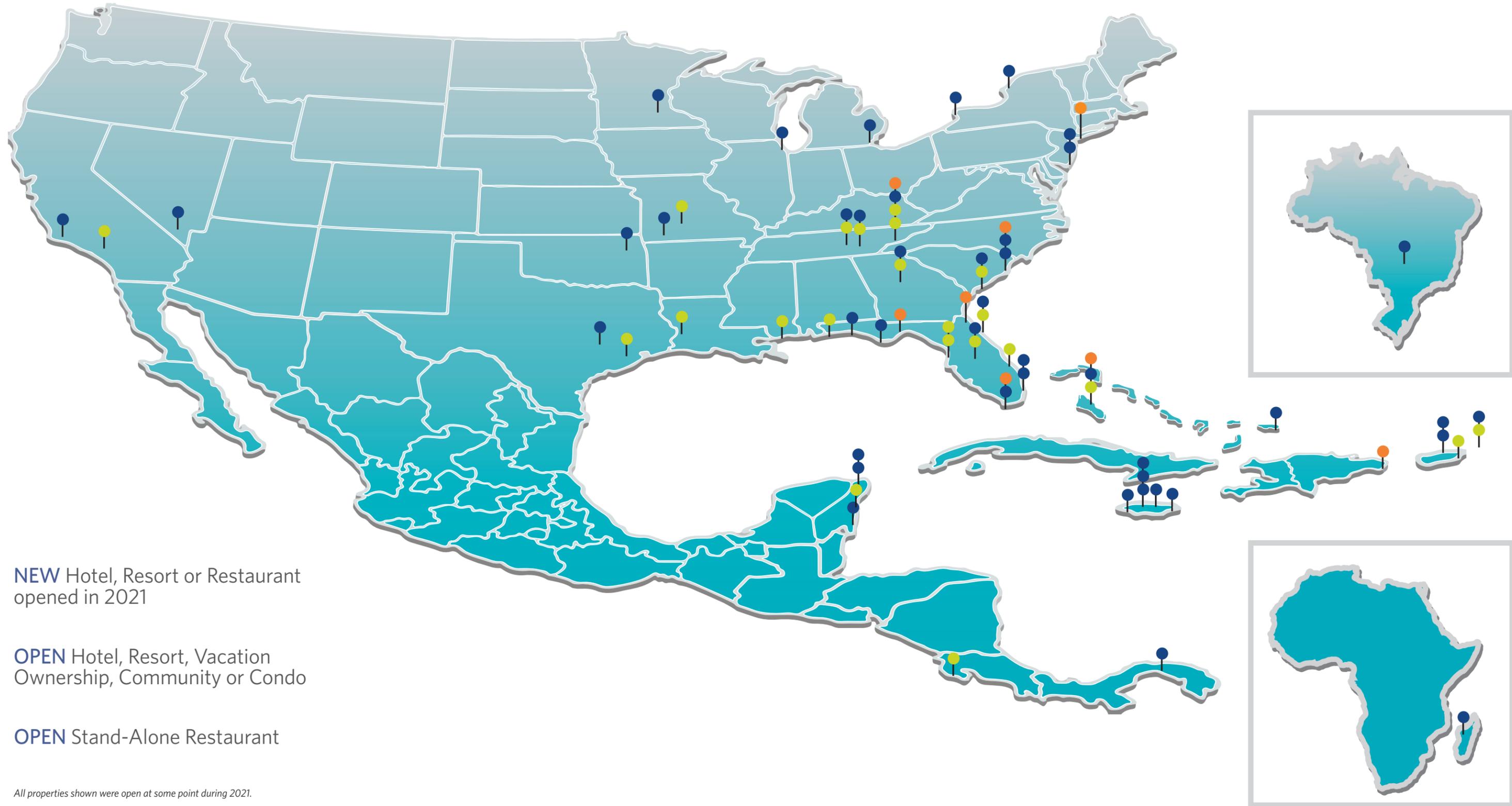
SYSTEM-WIDE SALES



7

OPENINGS IN 2021

2021 LOCATIONS



STAY | LODGING

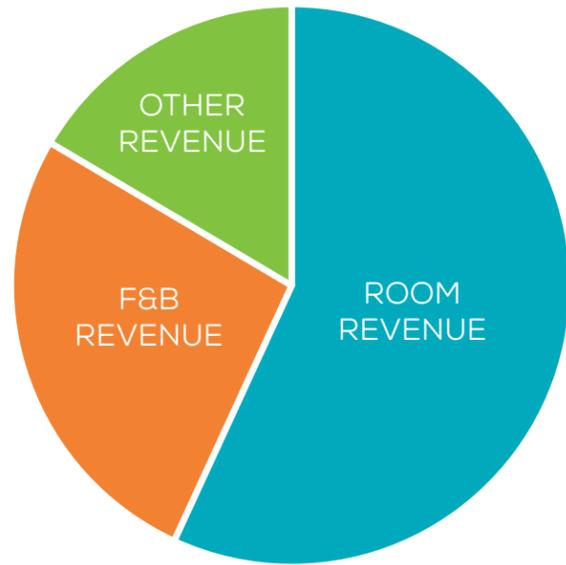


Margaritaville Beach Hotel Jacksonville Beach

NEW PROPERTIES

- + NASSAU
- + CAP CANA
- + KEY WEST
- + JACKSONVILLE
- + PIGEON FORGE
- + TIMES SQUARE
- + WATERSOUND

LODGING PERFORMANCE & HOSPITALITY REVENUE



YE CHANNEL DISTRIBUTION:

70% DIRECT CHANNELS

30% NON-DIRECT CHANNELS

\$244 ADR PORTFOLIO AVERAGE

\$143 REVPAR PORTFOLIO AVERAGE

58.6% OCCUPANCY RATE

1,299

ROOMS ADDED TO PORTFOLIO IN 2021

30%

NET ROOM GROWTH YOY FOR 2020-2021

TOTAL YOY GROWTH OF 19%*

EXPECTED NET ROOM GROWTH AFTER 2022 PIPELINE OPENINGS

*Properties included in this number: St Somewhere Resort Holbox, Camp Margaritaville Lodge Pigeon Forge, Camp Margaritaville RV Resort & Cabana Cabins Auburndale, Margaritaville Beach Villa Resort Belize, Margaritaville Island Reserve Riviera Maya, Compass Hotel Medford, and Margaritaville Beach Cottage Resort Panama City Beach. This percentage reflects hotels and resorts only.



LODGING KPI INFORMATION

STR COMPS

STR FULL SERVICE SELECT COMPS	2021	2020	2019
Occupancy	62%	48%	77%
Index	107%	119%	99%
ADR	\$264	\$246	\$284
Index	112%	110%	112%
RevPAR	\$162	\$118	\$219
Index	120%	131%	112%

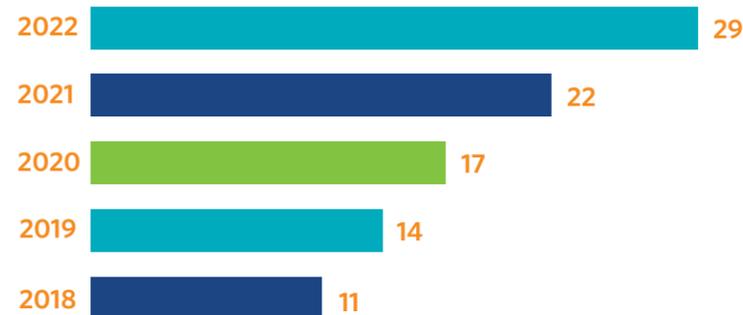
2021 - 7 Hotels, 1,838 keys, 2020 - 7 Hotels, 1,661 keys, 2019 - 5 Hotels, 987 keys

PROPERTY GROWTH: HOTELS & RESORTS

PROPERTY GROWTH	Hotels/Resorts	% Change	Keys	% Change
2022	29	32%	6,686	19%
2021	22	29%	5,624	30%
2020	17	21%	4,325	22%
2019	14	27%	3,535	49%
2018	11	-	2,372	-

Excludes residential, non-rental homes and timeshare

HOTELS & RESORTS PROPERTY GROWTH YEAR OVER YEAR



2021 MARGARITAVILLE STR COMPARABLES

For 2019 and 2021, the STR data sets include those full service Margaritaville properties stabilized for an entire 12 months. For 2020, the STR data set includes all months of operation for those hotels considered stabilized prior to the disruption from Covid-19. 2020 and 2021 do not reflect the same seven hotels due to the de-flagging of Key West and the addition of Lake Conroe.

TOTAL AVAILABLE HOTELS/RESORTS & KEYS

Margaritaville continued its strong lodging growth in 2021, opening six hotel/resort properties (net 5), adding a total of 1,299 keys, a 30% increase over 2020. In Key West, the brand succeeded in de-flagging one property and opening a new one in the market in the same year! For 2022, three new properties have already opened with a total of seven properties, 1,062 keys projected to open by year end, a 19% growth in key count.

OUTLET COMPS

COMPARABLE HOTELS	2021	2020	2019
Outlets	4.6	4.0	3.3
Total POR	\$486.89	\$357.84	\$394.27
FB POR	\$174.58	\$112.60	\$130.07
Retail POR	\$12.29	\$19.28	\$26.51
Spa POR	\$18.13	\$13.09	\$10.79

2021 - Total includes 8 properties, F&B and Retail 7 properties, and Spa 4 properties
 2020 - Total and F&B includes 7 properties, Retail 2 properties, and Spa 1 property
 2019 - Total and F&B includes 6 properties, Spa 2 properties, and Retail 1 property.



LODGING REPUTATION

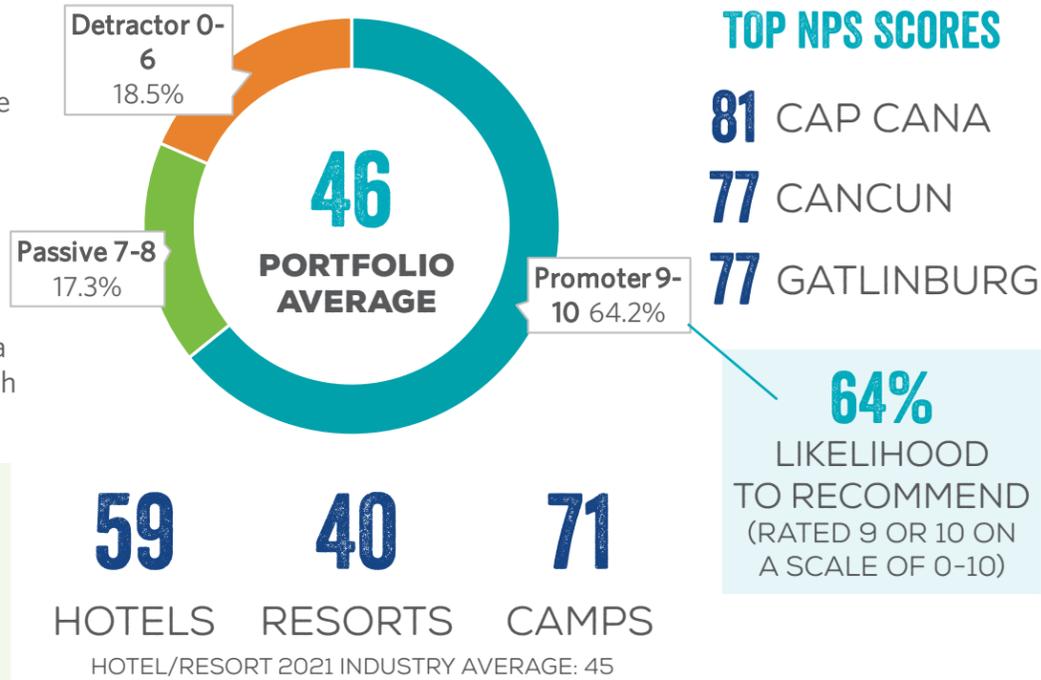
NET PROMOTER SCORE (NPS)

Our Net Promoter Score is an indicator of our guests overall experience and brand loyalty. It's based on the survey question "How likely are you to recommend Margaritaville to your friends or family?"

TOP PERFORMERS

Margaritaville Island Reserve and the Smoky Mountains continue to top NPS in the 70s and Overall Experience 9/10

Times Square, Anna Maria Sound, Pensacola, and Costa Rica are high performing with NPS over 50



GUEST SATISFACTION

OVERALL EXPERIENCE RATING



29,631 SURVEY REVIEWS
81% CLOSED LOOP RESPONSE RATE

OVERALL STAR RATING



50,971 SOCIAL REVIEWS
91% CLOSED LOOP RESPONSE RATE

TOP POSITIVE TOPICS IN 2021

Topic	Mentions	% Positive
Staff Friendliness	5,260	90%
Location	2,331	88%
Staff Helpfulness	2,658	86%
Fun & Escapism	2,091	84%
Food & Beverage	2,615	74%



86%
SHOPPER REPORT
PORTFOLIO AVERAGE

94/100 STAFF/SERVICE
90/100 BRAND LOYALTY

"All staff members seemed to enjoy their jobs, were friendly and willing to accommodate guests anyway they could... The staff members acted as if they knew you for a long time with the friendly southern hospitality that was offered. This helped to build a connection at times. I was happy with my decision to stay at the hotel, and I would happily recommend it to friends and colleagues."
— Guest, Margaritaville Island Inn

"The environment of the hotel was welcoming and warm as soon as you arrived. The bright colors and margarita glasses hanging from the ceiling attributed to the fun theme throughout the resort. You had a genuine feeling of being at a vacation resort at Margaritaville, and I would seek out another property for a future visit."
— Guest, Margaritaville Resort Orlando

GUEST REVIEWS



17

PROPERTIES

4,223

GUEST ROOMS

76

RESTAURANTS/BARS

3,553

TEAM MEMBERS

7

ST. SOMEWHERE SPAS

385,012

SQUARE FEET OF
MEETING SPACE

12

FLIP FLOP ICON STATUES



1

PROPERTY

123

GUEST ROOMS

1

RESTAURANT/BAR

44

TEAM MEMBERS

1

POOL

600

SQUARE FEET OF
MEETING SPACE



2

PROPERTIES

363

RV PADS

86

CABINS/ROOMS



MARGARITAVILLE
VACATION CLUB.
BY WYNDHAM

4

PROPERTIES

496

GUEST ROOMS

8

POOLS



MARGARITAVILLE
Cottages
ORLANDO

442
HOME SALES

1
PROPERTY

875
RESIDENTS



3
PROPERTIES

4,023
HOME SALES

2,484
HOMES CLOSED

4,550
RESIDENTS



2

PROPERTIES

101

HOME SALES

101

HOMES CLOSED

190

RESIDENTS



MARGARITAVILLE
ISLAND RESERVE BY KARISMA

2

PROPERTIES

416

GUEST ROOMS

19

RESTAURANTS/BARS

2

ST. SOMEWHERE SPAS

7

POOLS



DINE | RESTAURANTS

- + NASSAU
- + CAP CANA
- + KEY WEST
- + JACKSONVILLE BEACH
- + PIGEON FORGE
- + TIMES SQUARE
- + NORTH MYRTLE BEACH

NEW
RESTAURANTS

2021 RESTAURANT CONCEPTS



LATITUDE
BAR & CHILL

Fins
BAR & CHILL

JWB
PRIME STEAK AND SEAFOOD
MARGARITAVILLE HOLLYWOOD BEACH RESORT

LANDSHARK
Bar & Grill

FEEDING FRENZY

FLORIDAYS

TIKI BAR

LICENSE TO
CHILL Bar
OUTDOOR PATIO

Tin Cup
Chalice
BAR & CHILL

COME MONDAY
CAFE

BANANA WIND
CAFE

Paradise Beach
CANTINA

AIR
MARGARITAVILLE

Frank & Lola
Love Pensacola Café

COMPASS
Bar & Grill

5 o'clock
Somewhere
Bar & Grill

12 VOLT Bar

Playin'
a Round
Café

JOE MERCHANT'S
BAKERY

Euphoria

JWB
GRILL

CHANGES IN
LATITUDE BAR

S.O.S. BAR
STRANDED ON A SAND

SALTY RIM
BAR & GRILL

PROVISIONS

Daiquiri
SHACK
MARGARITAVILLE

JB'S BOATHOUSE
GRILL
Shells sink, dreams float, life's good on our Boat

JOE MERCHANT'S
Coffee & Provisions

VACATION CAFE

Frank & Lola's
PIZZERIA & BILLIARDS

Lone Palm

RESTAURANT RECAP



RESTAURANTS IN 2021

20
NEW
RESTAURANTS
IN 2021

132
TOTAL
RESTAURANTS
IN PORTFOLIO

1
NEW
CONCEPT
IN 2021

33
UNIQUE
CONCEPTS IN
PORTFOLIO

MAIN CONCEPTS



28



19



11



9

\$7M AVERAGE SALES
MARGARITAVILLE RESTAURANT

\$4M AVERAGE SALES
LANDSHARK BAR & GRILL

IMC DOMESTIC RESTAURANTS
FINISHED 2021 **+1%** TO
2019 NUMBERS

TOP SALES
MARGARITAVILLE RESTAURANT
ORLANDO \$26M

TOP SALES
LANDSHARK BAR & GRILL
ATLANTIC CITY \$7.2M

11%

PROJECTED
CONCEPT GROWTH
BY THE END OF
2022 WITH A
TOTAL OF 15 NEW
LOCATIONS

INTERNATIONAL RESTAURANTS

8

FREE-STANDING
LOCATIONS

7

AIRPORT
LOCATIONS

4

CRUISE PORT
LOCATIONS

INTERNATIONAL CONCEPTS



10



2



2



6

TOP RANKING IN OUR INTERNATIONAL PORTFOLIO

INTERNATIONAL PORTFOLIO INCLUDES 8 FREE-STANDING LOCATIONS PLUS 1 UNDER CONSTRUCTION (CURACAO 2022), 7 AIRPORT LOCATIONS AND 4 CRUISE PORT LOCATIONS.

TOP AIRPORT LOCATION

AIR MARGARITAVILLE CANCUN TERMINAL 3 **\$12.3M**

TOP FREE-STANDING LOCATION

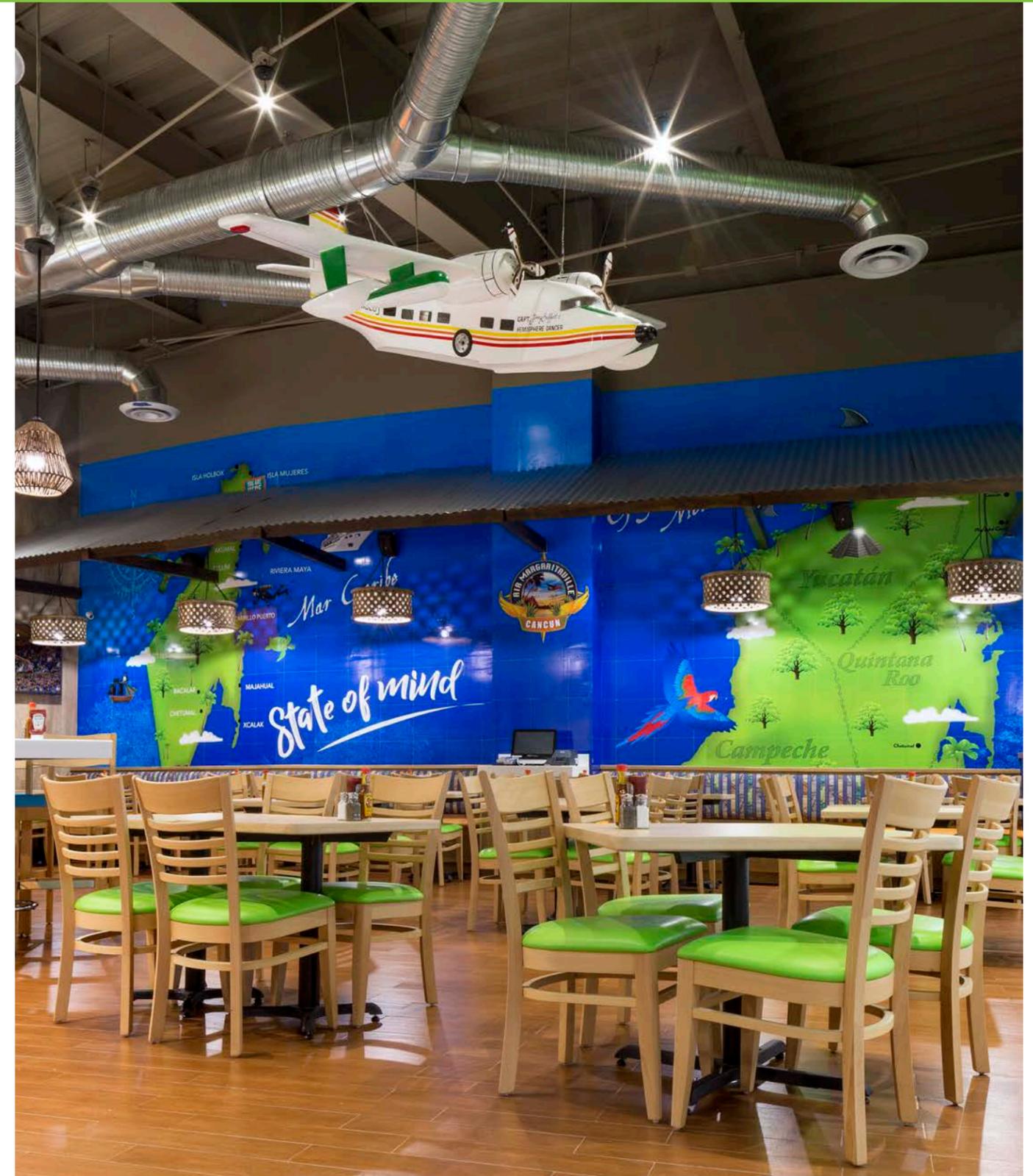
MARGARITAVILLE ST. THOMAS **\$3.7M**

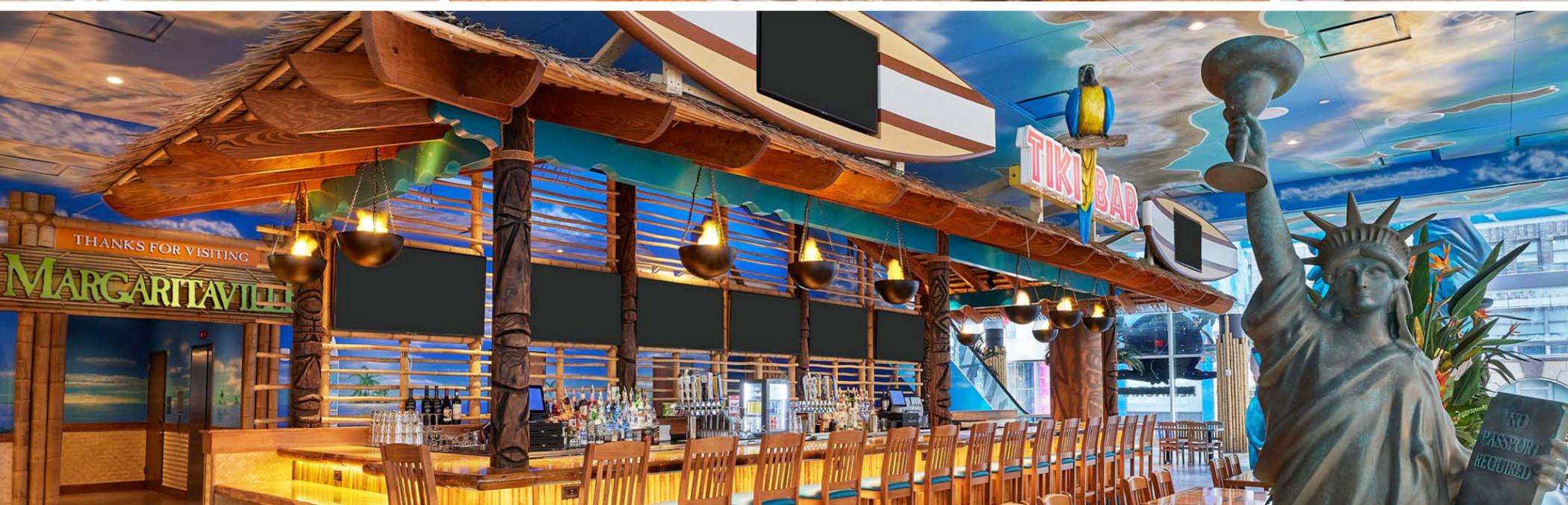
TOP CRUISE PORT LOCATION

MARGARITAVILLE COZUMEL **\$329K** (reopened 07/21)

Despite pandemic restrictions and protocols, 4 venues exceeded 2019 comp revenue (Air Margaritaville Cancun T3, Air Margaritaville Cancun T4, Air Margaritaville San Juan, Margaritaville St. Thomas), all freestanding locations finished the year within no more than (30%) down to 2019 comp and trending up, and all but 1 of the cruise port venues reopened during 2021 (Grand Cayman).

INTERNATIONAL RESTAURANTS





SUPPORT



REVENUE STRATEGY

ENTERPRISE DATA SOLUTIONS

ADVANCING OUR DATA MANAGEMENT STRATEGY

Our CRM (Customer Relationship Management) technology platforms consume an immense amount of data points and aid our marketing teams in the analysis, segmentation, and creation of relevant offers to be sent to ready-to-act consumers and generate revenue for each property.

In 2021, we began migrating from a hotel-centric platform to an Enterprise Data Management solution using Salesforce. This solution will bring more usability and flexibility to our data, providing further opportunities for revenue and brand expansion.

2021 EMAIL MARKETING CAMPAIGN RESULTS

By focusing heavily on brand credibility and the reputation of our communications, in 2021 our deliverability outperformed industry standards.*



159
EMAIL
CAMPAIGNS
SENT



5.6M
ROOM
REVENUE
GENERATED



98%
DELIVERY
RATE



10.49%
CLICK
THROUGH
RATE

2021 CRM DATA STATISTICS

First-party data is one of our key metrics and one of the most valuable assets of our business.

Total
Guest Records:

1,054,544

(up 31% from 2020)

Guest Records with
Valid Email:

632,516

(up 34% from 2020)

Unique
Emails:

530,112

(up 35% from 2020)

*Statistics from Cendyn CRM – January 1- December 31, 2021

CRS BOOKING ENGINE PERFORMANCE

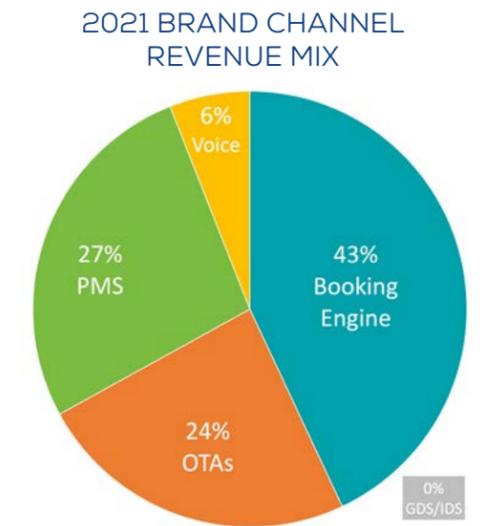
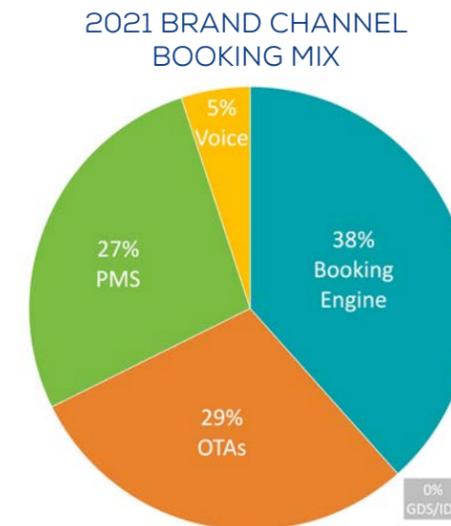
The recovery recorded in 2021, after a difficult 2020, was encouraging. Our look to book ratio (conversion in Booking Engine) grew by 18% in 2021 to 2.9%. Traffic, Bookings, Conversion and ADR were all up from the previous year and overall revenue soared.

CRS BOOKING ENGINE BOOKING LEAD TIME

We saw a significant expansion of the booking window, especially around the 16-30 and 31-60 day range in 2021. Our 30-90 day advance booking window almost doubled in 2021. This is great news and will set up a great baseline of business for the 2022 year. Stay alert and ensure you are capitalizing on this revenue opportunities!

CRS CHANNEL MIX

Margaritaville Hotels and Resorts continue to generate record breaking direct bookings and revenue. In 2021, the portfolio booked 70% of all room nights and 76% of revenue via Direct channels.



*Results are not same store

CALL CENTER PERFORMANCE

Our phones were certainly ringing in 2021 to the tune of 118K calls for the year. Our sales and reservations agents performed to the best of their ability, even when fielding 58% of calls that were not intended for reservations. That number is consistent with the marketplace and most of our industry partners had the same feedback regarding call center performance.

MARKETING PR & EARNED MEDIA PLACEMENTS

UNPARALLELED MEDIA COVERAGE & BRAND IMPACT



37K+ PLACEMENTS

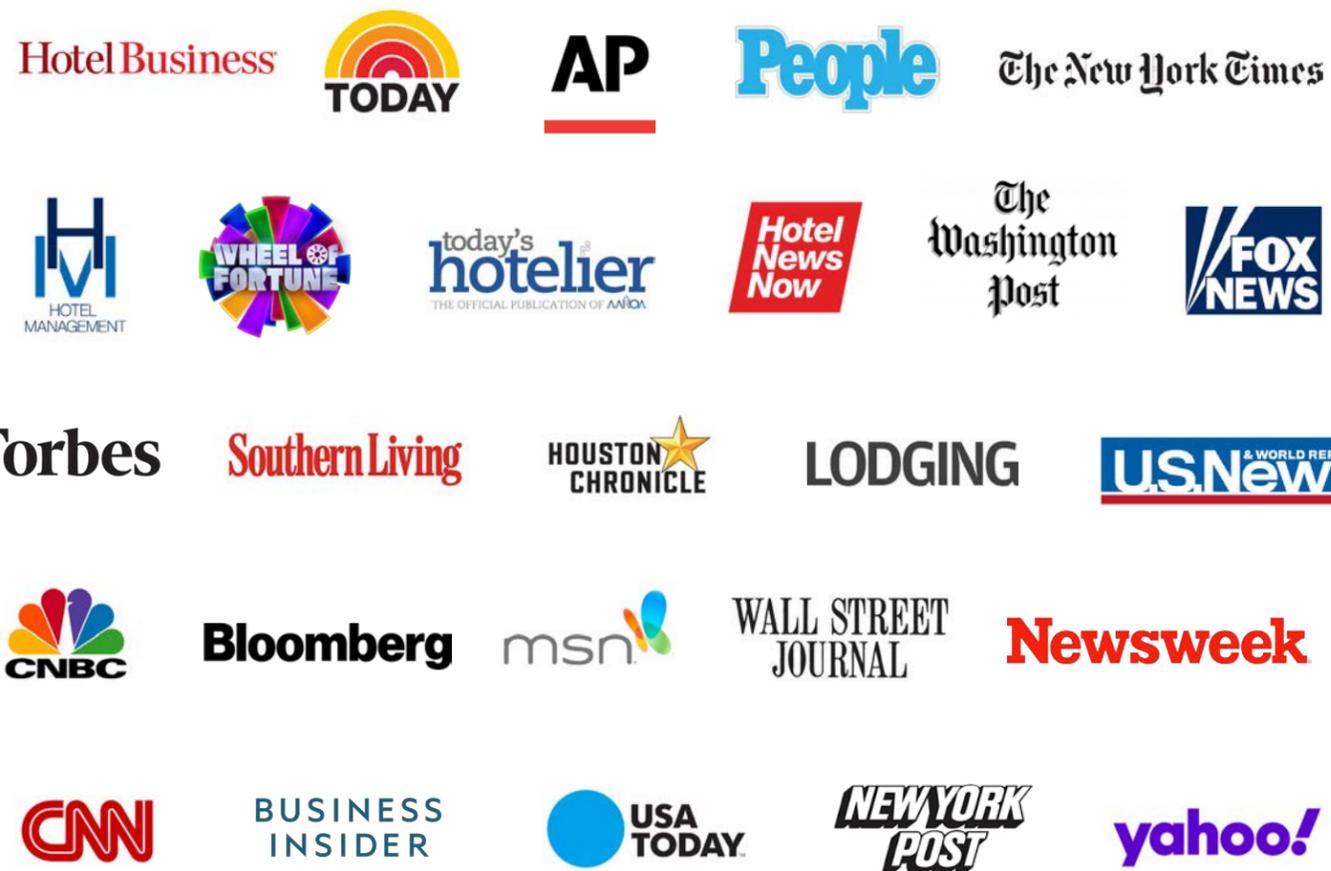


125B IMPRESSIONS



\$253M MEDIA VALUE

TOP COVERAGE



DIGITAL MARKETING YEAR-END RESULTS



EMAIL DATABASE:

2.4M BRAND SUBSCRIBERS

12% Growth Over Prior Year



WEB TRAFFIC:

17.5M WEB VISITORS

64% Visitor Growth Over Prior Year

SOCIAL CHANNELS

54M IMPRESSIONS

108% Growth Over Prior Year

6.5%

AVG. ENGAGEMENT RATE ACROSS ALL CHANNELS

67K

LINK CLICKS DRIVING TO BOOKING AND PARTNER SITES

70% Growth Over Prior Year

INTRODUCTION OF SOCIAL CHANNELS FOR

MARGARITAVILLE at Sea

BECAME VERIFIED ON



RESORTS WEBSITE STATS

MARGARITAVILLERESORTS.COM
AVERAGE MONTHLY WEBSITE PERFORMANCE

869K
VISITS

663K
UNIQUE VISITS

2.47M
PAGE VIEWS



\$5.987M
REVENUE



7.2K
BOOKINGS



18.1K
ROOM NIGHTS



\$329
ADR

2021 TOTAL PERFORMANCE

10.4M

Total Web Visitors for Resorts site

\$2.5M

Total incremental potential group sales lead revenue sourced

4

New property websites launched
Nassau, Lanier Islands, Times Square, Key West

249K

Total Web Visitors for Compass site
CompassHotel.com

SEASONAL CAMPAIGNS

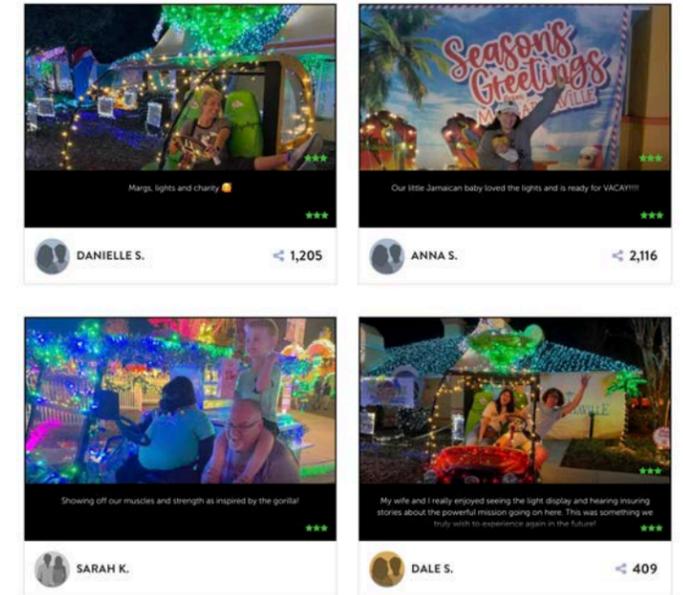
Our Margaritaville Hotels & Resorts 2021 Seasonal Promotions raised awareness of our collection of lodging destinations and drove direct bookings across the portfolio. Many locations participated in seasonal offers promoted through brand channels and contributed to highly successful campaigns.



ADVOCACY & DISCOVERY WITH FLIP.TO

Discovery sparks conversations with travelers on our sites that build relationships, learn intent, and inspire the audience, all driving a boost in profitability and growth to direct channel distribution.

Advocacy lets travelers introduce Margaritaville experiences to a likeminded audience, at scale; taps into this highly targeted, right-fit demographic, growing an even larger new audience of dreamers and warm leads.



DATABASE GROWTH VIA FLIP.TO
DISCOVERY & ADVOCACY

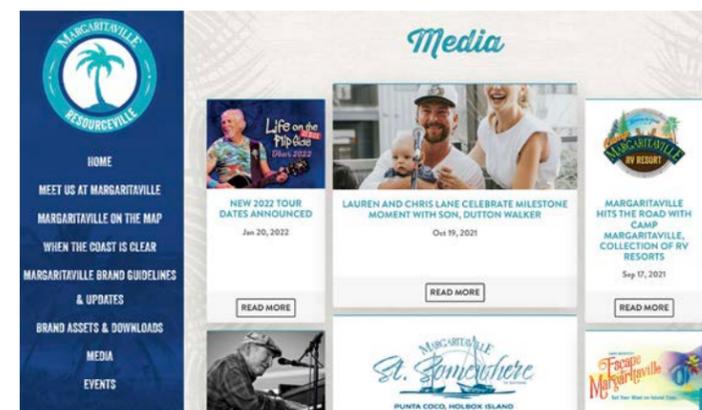
465,492
2021 TOTALS

11

PARTNERS LAUNCHED FLIP.TO
ENTERPRISE ADVOCACY SOLUTION
BY THE END OF 2021

RESOURCEVILLE

Resourceville is our online and mobile application portal to keep partners and licensees up to date on Margaritaville Hotels & Resorts, brand updates, events, media, and so much more.



18K+
PAGE VIEWS

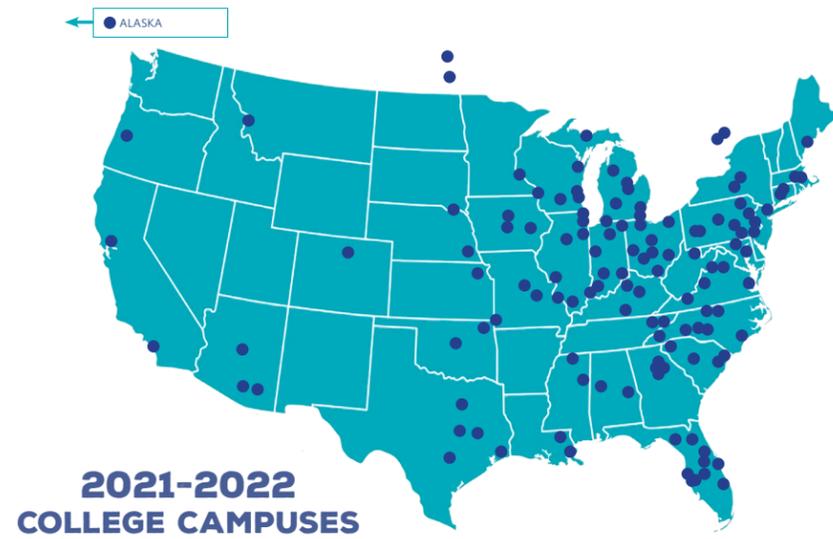
267
ACTIVE USERS

453
CURRENT USERS

MARGARITAVILLE UNIVERSITY

The Margaritaville College Ambassador Program began in the fall of 2016 and has since welcomed **1,000+ AMBASSADORS ON 300+ CAMPUSES AROUND THE GLOBE.**

Their mission is simple, to share the Margaritaville state of mind with college students and have a lot of fun in the process.



LIFE OF THE PROGRAM



775+
COLLEGE CAMPUS
EVENTS
100,000 ATTENDEES



175+
PHILANTHROPIC
EVENTS



935
AMBASSADORS
11.3% ACCEPTANCE RATE



RADIO MARGARITAVILLE



9M

**WEEKLY LISTENERS
& GROWING!**

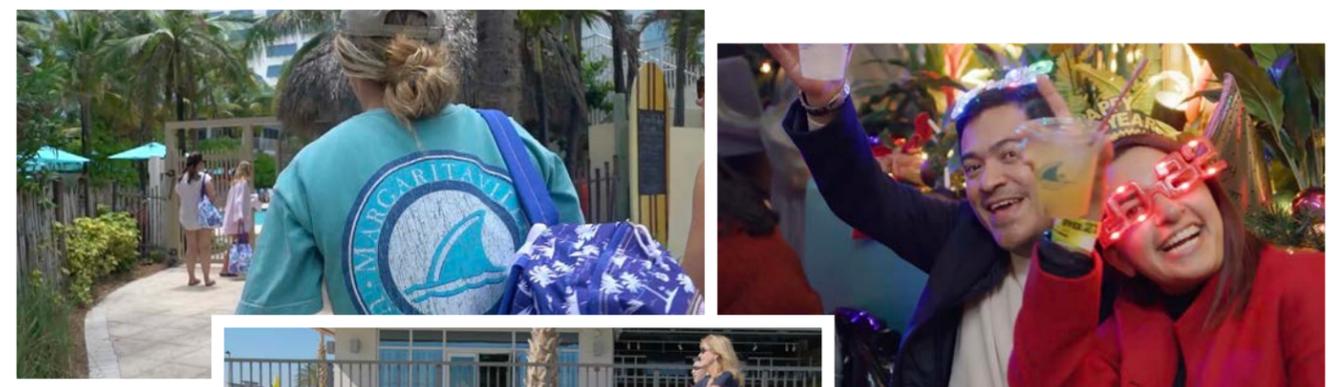
2.6M

**PAGE VIEWS
ON THE RADIO
PLAYER ON
MARGARITAVILLE.COM**

Radio Margaritaville is heard by millions of people each week around the country on SiriusXM and around the world via its free stream on Margaritaville.com. Radio Margaritaville broadcasts live every day from satellite studios at Margaritaville Resort Orlando and Nashville's Margaritaville Hotel. Recent in-studio guests have included Jimmy Buffett, Nadirah Shakoor, Vince Gill, and Mac McAnally as well as Resort and Hotel guests who frequently stop by the studios to say hi and are often featured on-air!

CONTENT VIDEOS

With video as the undisputed champion of online content, it was another busy year capturing and curating the Margaritaville state of mind through openings, celebrations, roundtables, contests and more. Weaving what we have to sell with the stories we could tell, video continues to build meaningful and authentic relationships with our entire audience.



MONTHLY GIVEAWAYS

The popular monthly Brand giveaways resumed in 2021. Each month a valued partner was featured in a sweepstakes promoted on all Margaritaville channels and in our locations. Giveaways included exclusive branded merchandise like Margaritaville University swag and Margaritaville resort stays in Palm Springs, Cancun and more. A special trip to Margaritaville Resort Times Square to see the iconic New Year's Eve Ball Drop finished the year. The monthly sweepstakes is a consistent successful effort to increase the brand database.



WHEEL OF FORTUNE

MARGARITAVILLE'S PARTNERSHIP WITH WHEEL OF FORTUNE CONTINUED IN 2021

Celebrating a third season, Home Sweet Home week, promoting Latitude Margaritaville and Margaritaville resort prizes, featured a sweepstakes prize of a new home for an at-home viewer but also added a wedge to the wheel, giving contestants a chance to win a new home as well. And it happened! One lucky contestant won her home in Latitude Margaritaville and will be closing on her Daytona Beach home later this summer.

In addition, we added another week of Margaritaville on Wheel of Fortune with the debut of Margaritaville Resorts Family Vacation Week. This week of shows featured our beautiful resorts both in the US and the Caribbean. The Wheel Watcher giveaway awarded one lucky winner plus 9 family or friends a once in a lifetime vacation to Margaritaville Island Reserve all-inclusive resort in Riviera Cancun, Mexico.



931K
TOTAL OPT-INS



489K
NEW TO BRAND
DATABASE
FROM THE TOTAL OPT-INS

CONFERENCES & TRADESHOWS



Margaritaville's development team was busy sponsoring and participating in many real estate industry conferences. In addition to sponsoring, executives participated on industry discussion panels, the team met with developers and management groups, and generally spread the good vibes of escapism found at Margaritaville. Conferences included ALIS, Hunter Hotel Conference, NYU Hospitality and Real Estate Investment Conference, the Lodging Conference and more.



MORE THAN **1 MILLION PEOPLE** ENTERED TO WIN A VACATION FOR 10 DURING MARGARITAVILLE RESORTS FAMILY VACATION WEEK



MARGARITAVILLE SPORTS



SPORTS EVENTS

had a great year back on the field in 2021, with events spanning several professional sports and our first NFL game. We continued our relationship with OT Sports, our official jersey licensee, and began exclusively working with Success Brands to streamline and increase profitability for team's giveaway items.

MARGARITAVILLE RUN

With the 2021 Margaritaville Run, it was 5 Kilometers Somewhere! This "virtual" run/walk was an athletic escape to paradise where exercise was fun, and the reward was even better. Over 10,000 participants got in their 5K or 75-mile challenge across all 50 states and in 13 international countries for a total of 450K miles from National Margarita Day to Jimmy's birthday.



10K+
PARTICIPANTS

31%
5K ENTRIES



446K+
MILES RAN

PICKLEBALL

MARGARITAVILLE USA PICKLEBALL CHAMPIONSHIPS

The Margaritaville USA Pickleball Championships returned in December 2021 in full force at Indian Wells Tennis Garden, Indian Wells, CA, with close to **35K guests in attendance and 3K registered pickleball players**. As the event's title sponsor, we were included in all marketing materials, received branding on all courts (including championship court!), highlighted the nearby Margaritaville Resort Palm Springs and ran commercials during the event's live stream and broadcast. We were also open for business with a retail store and Margaritaville food & beverage options, including a 5 o'Clock Somewhere Bar, Feeding Frenzy, Tiki Hut, and Boathouse. And new this year, brought to you by Margaritaville University, a HEAD Pickleball Pros Players Tent where players could relax and recharge.



MINTO US OPEN PICKLEBALL CHAMPIONSHIPS POWERED BY MARGARITAVILLE

It was Fins Up, Paddles Up again at the Minto US Open Pickleball Championships powered by Margaritaville April 17-24, 2021 in Naples, FL. In our 4th year as a sponsor, Margaritaville hosted the Margaritaville License to Chill VIP Lounge (VIP passes sold out in less than a day!) and had a vendor tent with anything you could need under the pickledome. Over the course of the tournament, the US Open hosted **200 pros, 2 amateurs** you may know (Stuart Schultz and Brad Schwaeble!), **2,200 attending players and 20K+ in foot traffic** and all the matches were broadcast on CBS Sports Network.



NUDGE

2021 AT A GLANCE

ADOPTED USERS THROUGHOUT 2021: **5,455**

NEW USERS IN 2021: **2,577**

SPARK IMPRESSIONS: **412,611**

SPARK POSTS & COMMENTS IN 2021: **40,497**

CHEERS SENT IN 2021: **7,796**

REWARDS GIVEN: **816**

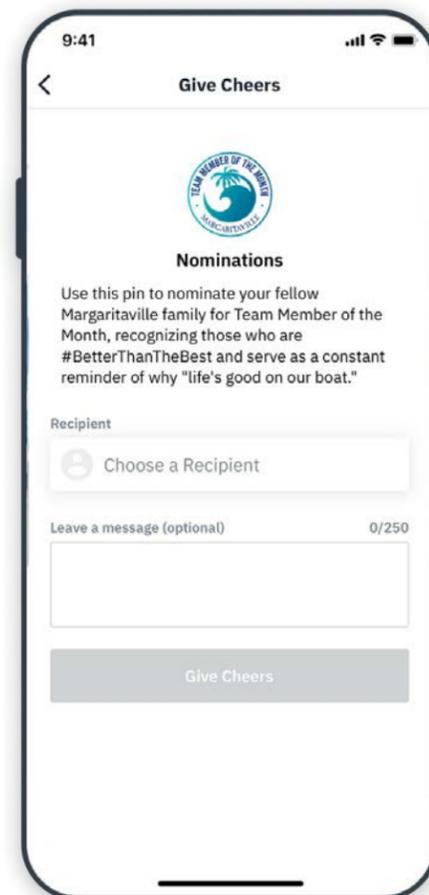
APPROVAL RATE: **87%** (BENCHMARK 80%)

CHEERS

In 2021, we added a 'Nominations' Cheers pin so team members could nominate a colleague for Team Member of the Month.

CHEERS PINS
SENT IN 2021:
7,796

NOMINATION PINS
SENT IN 2021:
1,007



NEIGHBORS ON NUDGE

We welcomed Latitude Margaritaville residents to Nudge with 600 residents on the app across 3 locations. Residents receive a mixture of brand and Latitude-specific communications.



LATITUDE OF GRATITUDE

Summer 2021, we implemented the Latitude of Gratitude Campaign to support our partners' staffing initiatives. Recruitment and retention were the focus as we showed appreciation to our team members with rewards for referrals and recognition for hard work.

2021 TEAM MEMBER REWARDS DISTRIBUTED



777

LIFE'S GOOD
ON OUR BOAT
SUNGLASSES



418

LIFE'S GOOD
ON OUR BOAT
BRANDED ITEMS



1,176

LIFE'S GOOD
ON OUR BOAT
CHOCOLATES



111

MARGARITAVILLE,
WALMART, &
AMAZON GIFT
CARDS



2

MARGARITAVILLE
FROZEN CONCOCTION
MAKERS



215

LIFE'S GOOD
ON OUR BOAT
BEANIES

TRAINING AND ENGAGEMENT

MSAT 2021

Margaritaville Team Members continue to show very strong engagement at their locations. Their desire to Create and Deliver Fun and Escapism for each other and our guests remains one of our leading competitive advantages.



2504 SURVEY RESPONDENTS | 43 LOCATIONS SURVEYED

ENGAGEMENT
SCORE AVG
86%

ENPS*
AVERAGE
43%

PARTICIPATION
RATE
63%

*Employee Net Promoter Score

BRAND AVERAGE TOP 2 BOX

I LOVE
MY JOB
90%

I AM PROUD TO WORK
FOR OUR COMPANY
90%

OUR COMPANY IS A
FUN PLACE TO WORK
88%

SUPPORT TEAM FUN FACTS

- 4000+ hours of new opening support of 10 locations in 2021
- Opening trainers from 9 different states
- Updated assets on Resourceville for properties
- Published recruitment toolkit
- Continued development of Brand Training Manuals for F&B and Hotel operations
- Inaugural New Leader Domino College held in December 2021



MARGARITAVILLE CARES

Margaritaville Cares exists to foster a shared responsibility for the well-being of our staff, guests, and community. Margaritaville Cares was created as a way to give of our time and resources, and to recognize and celebrate the various philanthropic efforts of our Team Members throughout the year.

GIVING BACK

LATITUDE MARGARITAVILLE

During the summer of 2021, Latitude Margaritaville residents held events, collected items of need, and volunteered to support their local communities.

OVER \$175,000

DONATED TO LOCAL
COMMUNITY ORGANIZATIONS

CARDS FOR HOSPITALIZED KIDS

A call to action to get creative, Team Members across Margaritaville created cards for children in hospitals across the United States.



SUMMERTIME TO GIVE

Teaming up with the residents of Latitude Margaritaville and their local Boys & Girls clubs', our summer giving campaign collected almost \$4k in donations to support the Clubs in their "End of Summer" celebrations and "Back to School" supply needs.

GIVE KIDS THE WORLD

Locations across the Margaritaville portfolio continued their support of Give Kids The World Village. The Brand participated as a Sponsor Villa during the 2nd annual Night of a Million Lights event which saw 115K attendees over 52 nights.



EVOLVING THE MARGARITAVILLE VIBE

LADY LIBERTY ARRIVES IN MARGARITAVILLE

In 2021 we focused our efforts on expanding our “tricks,” (unique theatrical elements) with state-of-the-art technology. We developed a 30-foot Lady Liberty to be the iconic centerpiece to our new resort in Times Square. She is the star of the show with a video animation playing on her giant LED margarita glass to the soundtrack created and produced by award winning artist and member of Jimmy’s Coral Reefer Band, Mac McNally.



LADY LIBERTY FUN FACTS

30 FEET HIGH **3500** LBS WEIGHT



“No passport required” on her tablet. Inspired by the lyrics of Jimmy Buffett, an iconic message to all who come visit Margaritaville - Everyone is welcome and “No Passport Required.”

JB signed the tablet -Jimmy stopped by opening day and added his signature to Lady Liberty’s tablet.

VOLCANO’S SEISMIC SHIFT

This year, we also redesigned our mountainous Volcano inside the Margaritaville Restaurant on the Las Vegas Strip. Video mapping technology was added allowing us to create a fun rumbling transition of steaming hot lava to a colorful majestic Margaritaville paradise. With a one-of-a-kind soundtrack created from live Jimmy Buffett concert videos, this updated and improved version of our volcano allows our guests to be part of the show, enhancing their experience at Margaritaville.



JIMMY BUFFETT IN 2021

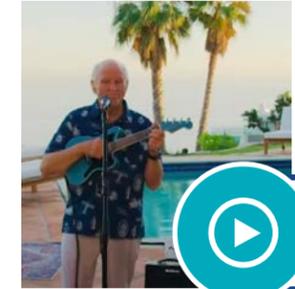
2021 TOUR

The Jimmy Buffett **2021 NOTHIN’ BUT TIME VIRTUAL TOUR** continues its success in 2021 on Margaritaville TV, Nugs.net and Radio Margaritaville every Saturday night, bringing rebroadcasts of popular concerts straight to homes.



A CAPITOL FOURTH

Jimmy’s inspired version of the Americana classic, “This Land is Your Land,” made its debut on PBS featuring several familiar parakeets from our Margaritaville family.



PROPERTY VISITS

PARADISE IN PALM SPRINGS

Jimmy visited Margaritaville Resort Palm Springs in early 2021 to experience the first Margaritaville resort on the west coast.



WHERE THE ISLAND MEETS THE CITY

Margaritaville Resort Times Square held a first look celebration event on June 10. More than 250 guests received a sneak peek of the resort and enjoyed a special visit from Jimmy and Mac.



SEAPLANE LANDING

Jimmy Buffett’s seaplane was the first seaplane landing in Nassau Harbor in 18 years, when he visited the new Margaritaville Beach Resort Nassau June 14.



BRIGHT FUTURE LOOKING AHEAD TO 2022



Margaritaville Resort Palm Springs

MARGARITAVILLE PERKS

Margaritaville Perks is a departure from the everyday loyalty program. No points, no levels, no waiting for qualification. Just simple, immediate benefits, value-adds, and perks to make our guests' experience more memorable, personal, and rewarding.

BRAND FOCUS



Deliver consistent Margaritaville Experience



Incentivize current & future guests



Increase spend with personalized perks for loyal guests



Collect data to optimize reporting & marketing efforts



TECHNOLOGY FUNDAMENTALS



A.I. powered insight to personalize marketing content



Comprehensive technology platform that is user friendly, intuitive & integrated

Connected to data sources to enrich guest profiles & drive strategic decisions



Low cost of entry and ongoing subscription based platform



Margaritaville Perks is an A.I. driven initiative with one free membership level and no tiers. The program offers unique Margaritaville branded "Perks" and experiences that evolve and improve over time; and get more personalized with every guest interaction or purchase. For our "Perks" members, this program goes beyond the typical expectations of the everyday boring loyalty programs and brings relevant perks, content and offers to their inbox and Margaritaville getaways.

SUPPORT

24/7

Guest/Member support via Loyalty Partner

Training for Team Members and strategies to improve results

We thank all our partner hotels who helped us test and deliver the first phase of Margaritaville Perks:

- Margaritaville Beach Hotel Pensacola
- Margaritaville Hotel Nashville
- Margaritaville Island Hotel Pigeon Forge
- Margaritaville Island Inn Pigeon Forge
- Margaritaville Resort Gatlinburg
- Margaritaville Resort Palm Springs
- Margaritaville Resort Orlando

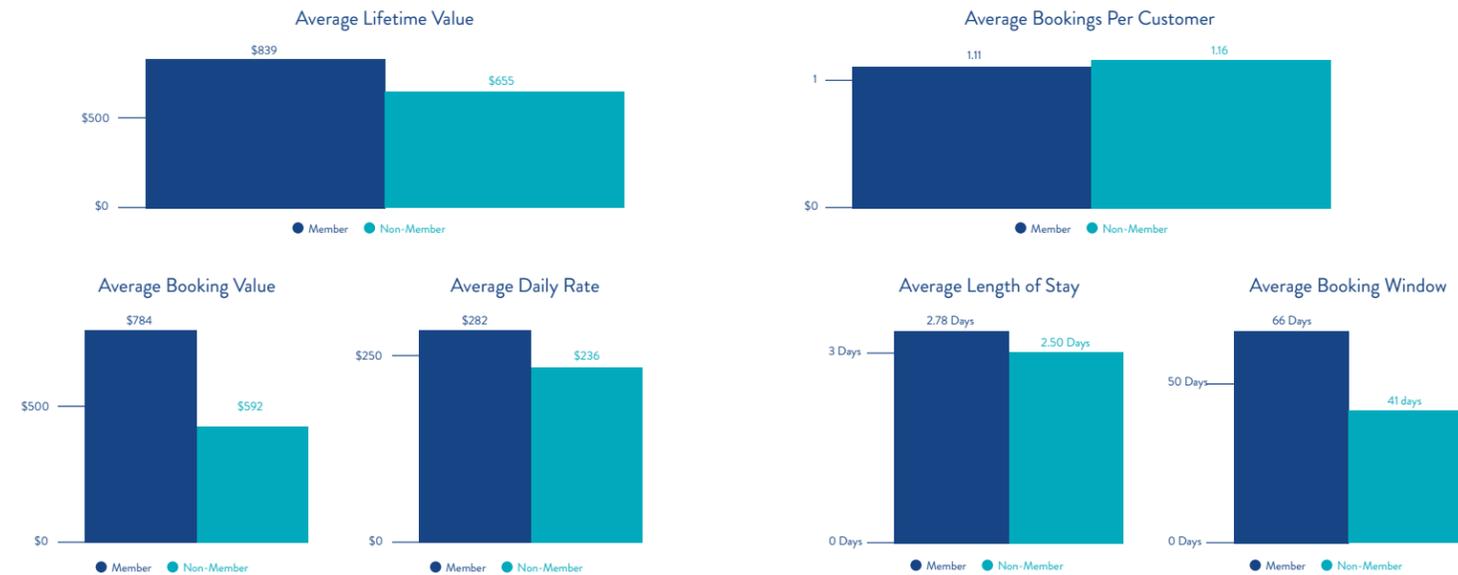


20K+
GUESTS SIGNED UP TO BECOME MARGARITAVILLE PERKS MEMBERS DURING THE BETA PHASE

2021 was spent testing and refining the Perks program in BETA mode (only accessible by guests in the booking process). The program officially launches to the public in 2022 and the rest of the hotels will be onboarded.

MARGARITAVILLE PERKS PRELIMINARY METRICS

BOOKED REVENUE MEMBER VS. NON-MEMBER



Preliminary metrics include reservations obtained organically in the beta phase. Properties include: Pensacola, Nashville, Island Hotel, Island Inn, Gatlinburg, Palm Springs, and Orlando.

INTRODUCING

MARGARITAVILLE *at Sea*



1

CRUISE SHIP



659

STATEROOMS



10

DECKS

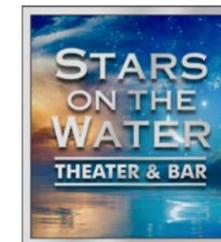
ONBOARD F&B OPTIONS



Euphoria



ONBOARD ACTIVITIES



ST. SOMEWHERE SALON



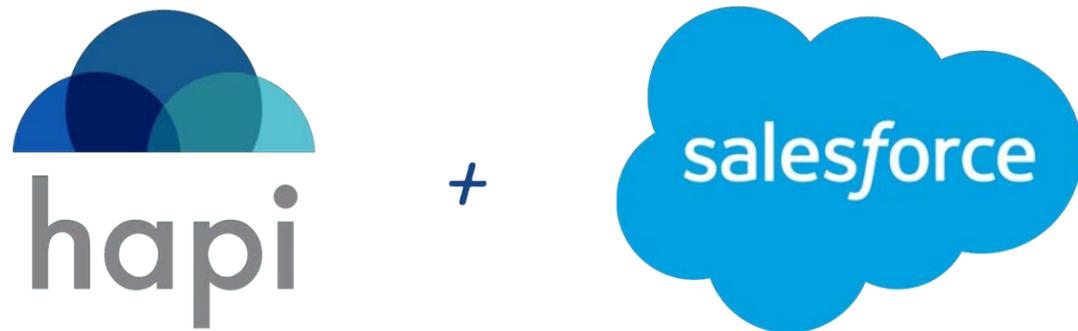
Live Life Like a Song



PHOTO SHOP

HAPIVILLE DATABASE PROJECT

Margaritaville and the Revenue Strategy team are poised to launch Project Hapiville in 2022. In partnership with HapiCloud and Salesforce, we will consolidate our hotel connectivity as well as other commercial partners using a single middleware hub (Hapi) while establishing the core infrastructure for a new Customer Relationship Management and Data Platform (Salesforce). This one-of-a-kind and state-of-the-art solution will empower the Margaritaville Brand as well as our partners to reach consumers and guests with meaningful marketing and engaging content, enhancing all revenue generating initiatives.



The features and capabilities of our data management program are on par with industry leaders and our solutions are loaded with artificial intelligence and learning algorithms that will differentiate us and future proof our brand and partners. Stay tuned for more updates!

GIFT CARDS

In 2022 we will launch a new Margaritaville gift card program. Our new solution will not only meet our current needs, it is capable of servicing all our locations and business units, has a built-in digital card and gifting component as well as many other mobile friendly and branding features sure to delight our guests and enhance our revenue generating opportunities.



An official announcement will go out soon and we will start working with each of our partners on deployments by Q2 2022.

2022 UPCOMING LOCATIONS

13+ NEW PORTS OF PARADISE WILL BE ADDED TO OUR COLLECTION IN 2022
Announced locations as of April 2022



- MARGARITAVILLE AT SEA
- MARGARITAVILLE BEACH VILLA RESORT BELIZE
- ST. SOMEWHERE ISLA HOLBOX
- MARGARITAVILLE ISLAND RESERVE RIVIERA MAYA
- COMPASS HOTEL MEDFORD, OR
- MARGARITAVILLE VACATION CLUB ATLANTA
- MARGARITAVILLE COTTAGE RESORT PANAMA CITY BEACH
- MARGARITAVILLE RESTAURANT BOSTON
- MARGARITAVILLE RESTAURANT MIAMI BAYSIDE
- LANDSHARK BAR & GRILL & SALTY RIM SOUTH PADRE, TX
- 5 O'CLOCK SOMEWHERE BAR & GRILL CURACAO
- MARGARITAVILLE RESTAURANT ATLANTA
- CAMP MARGARITAVILLE BREAUX BRIDGE, LA
- CAMP MARGARITAVILLE CRYSTAL BEACH



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