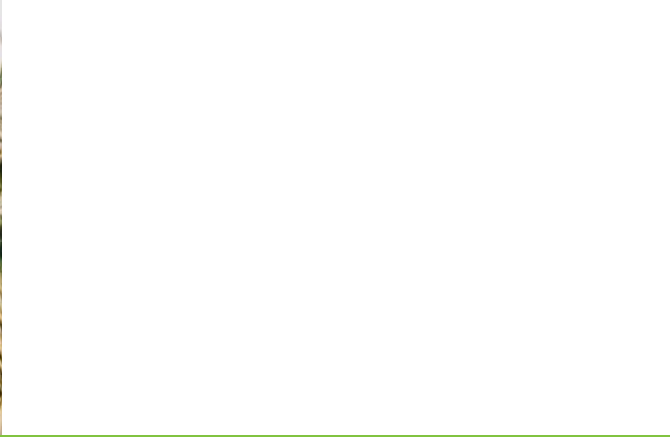


# MARGARITAVILLE® 2021 ANNUAL HOSPITALITY REPORT

*"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.*



04 LETTER FROM  
THE CEO

06 BRAND  
OVERVIEW

10 2021  
MILESTONES

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.**



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



Margaritaville Beach Resort Nassau



# CORE PURPOSE



CREATE &  
DELIVER  
FUN &  
ESCAPISM

# VALUES

**MARGARITAVILLE**  
CREATE AND DELIVER  
FUN AND ESCAPISM

*I LOVE MY JOB!*

EVERY GUEST, EVERY TIME  
FOSTER A SHARED RESPONSIBILITY  
FOR THE WELL BEING OF OUR  
STAFF, GUESTS, AND COMMUNITY  
ACT WITH INTEGRITY AND RESPECT

"IT'S MY JOB TO BE  
BETTER THAN THE BEST"

**JIMMY**

**HOSPITALITY  
GOALS**

- ADD *value*
- PROTECT & NURTURE BRAND  
*reputation* AND CULTURE
- DRIVE *revenue*
- EXCEED PARTNER AND GUEST  
*expectations*

**MARGARITAVILLE**  
A STATE OF MIND SINCE 1977

**JIMMY**  
St. Somewhere



# 2021 MILESTONES

JANUARY 18

Latitude Margaritaville  
Daytona Beach,  
Beach Club Opened



JUNE 3

Camp Margaritaville  
RV Resort Opened



APRIL 3

Latitude Margaritaville  
Watersound Sales  
Center Opened



MAY 17-21

Margaritaville Resorts  
Family Vacation Week  
on Wheel of Fortune



MAY 19

LandShark Bar & Grill  
North Myrtle Beach  
Opened



JUNE 10

Margaritaville Resort  
Times Square first look



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



NOVEMBER 1

Margaritaville Island  
Reserve Cap Cana  
Opened



DECEMBER 8

Margaritaville at Sea  
Announcement



JANUARY 26

Margaritaville Beach Hotel  
Jacksonville Beach Opened



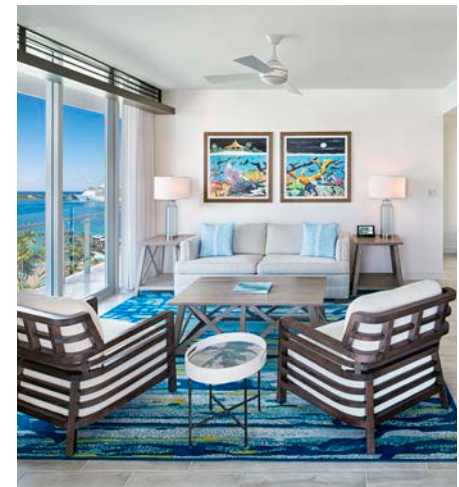
APRIL 26-30

Latitude Margaritaville  
Home Sweet Home  
Week on Wheel  
of Fortune



JULY 14

Margaritaville Beach  
Resort Nassau Opened



SEPTEMBER 1

Margaritaville  
University New  
Semester Began  
with 242 college  
ambassadors





# AWARD WINNING



**USA TODAY #1 BEST NEW HOTEL  
MARGARITAVILLE RESORT TIMES SQUARE,**  
joining previous Best New Hotel Winners Margaritaville Hotel  
Nashville (2019) and Margaritaville Resort Gatlinburg (2018)



MARGARITAVILLE  
RESORT ORLANDO  
2021 Best of Weddings  
The Knot



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



MARGARITAVILLE  
RESORT ORLANDO  
2021 Couples' Choice  
Wedding Wire



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

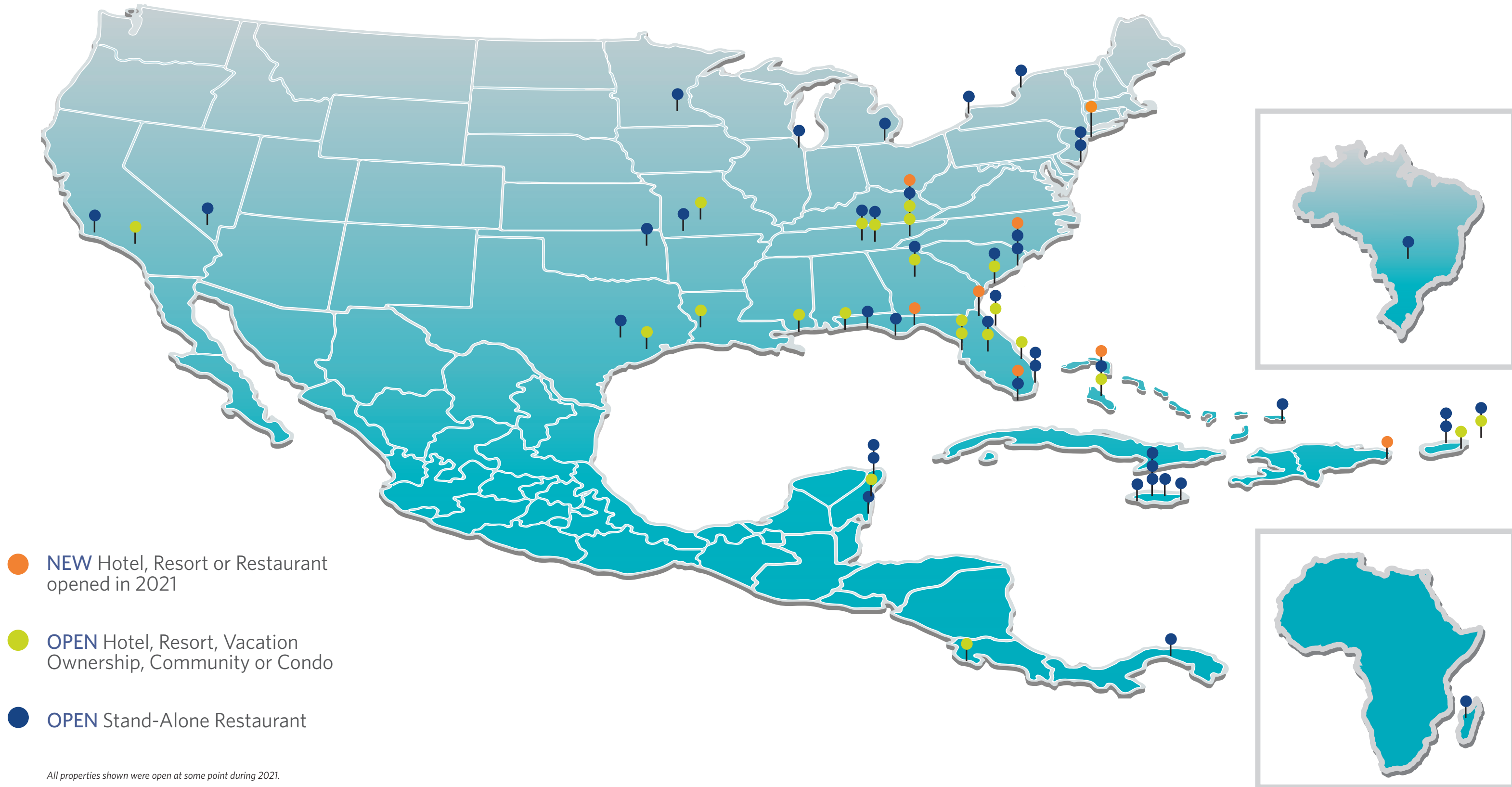


7

OPENINGS IN 2021



# 2021 LOCATIONS





# STAY | LODGING



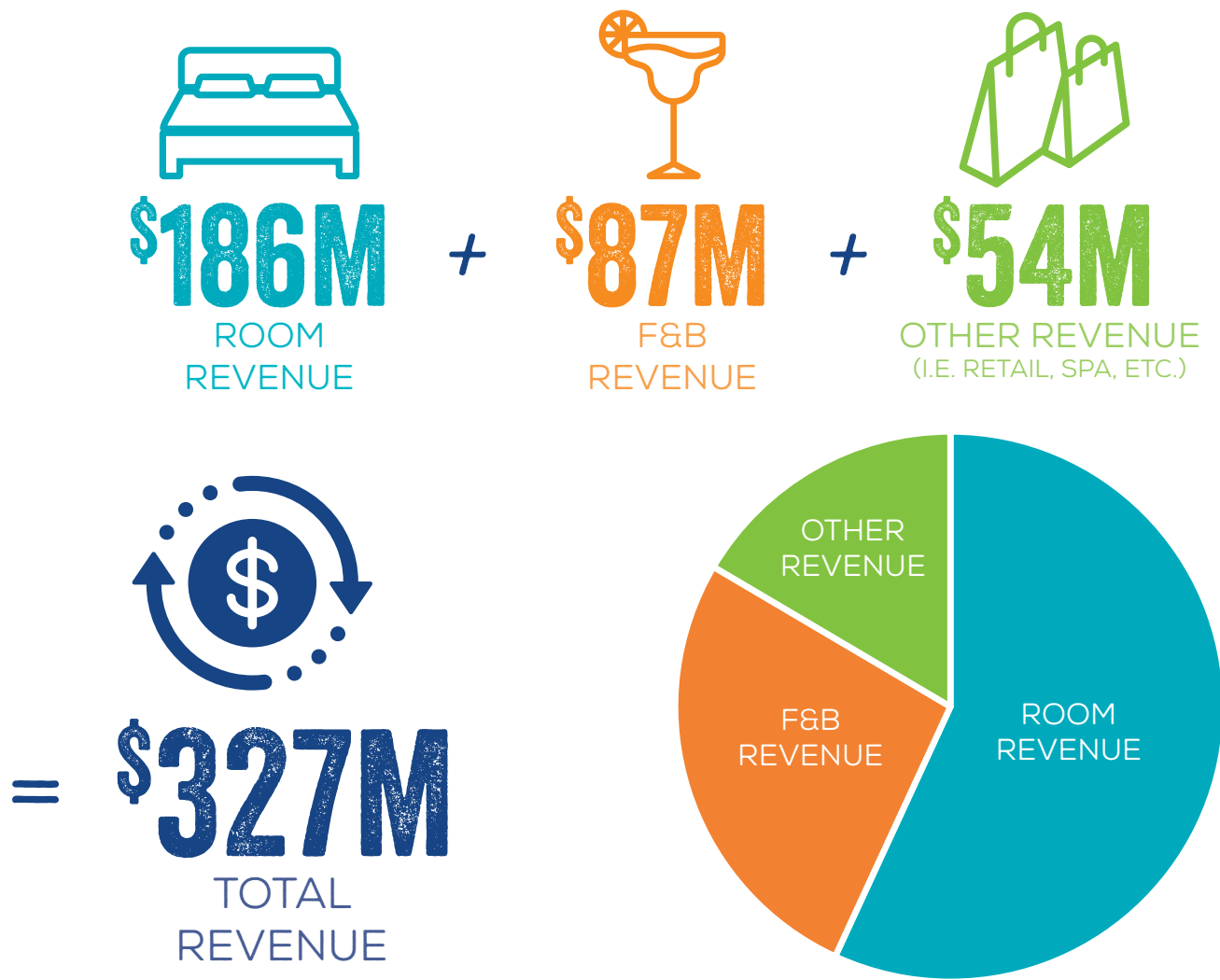
Margaritaville Beach Hotel Jacksonville Beach

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

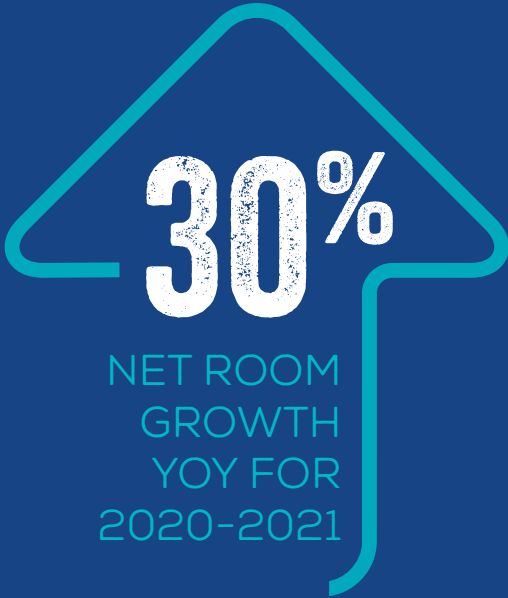
58.6% OCCUPANCY RATE

\$244 ADR PORTFOLIO AVERAGE

\$143 REVPAR PORTFOLIO AVERAGE

1,299

ROOMS ADDED  
TO PORTFOLIO  
IN 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%

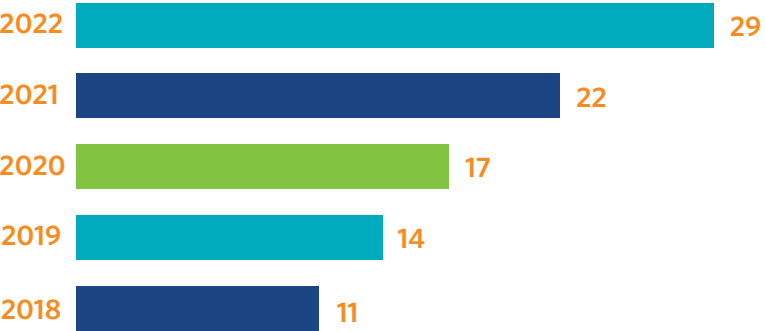
2021 – 7 Hotels, 1,838 keys, 2020 – 7 Hotels, 1,661 keys, 2019 – 5 Hotels, 987 keys

## 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

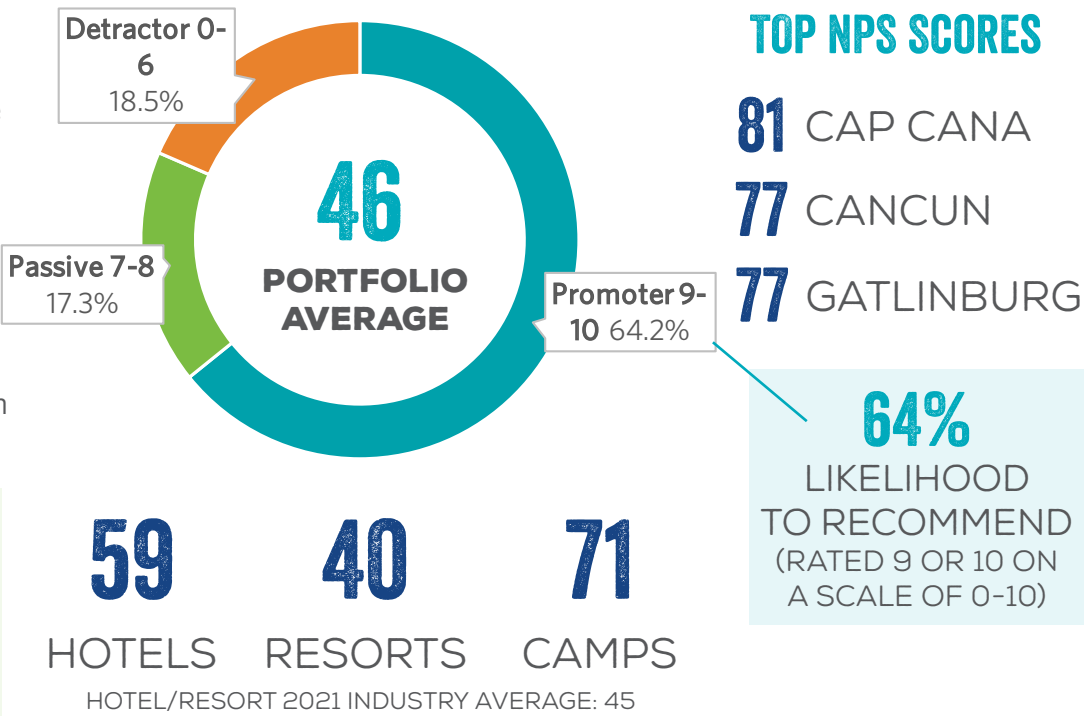
Margaritaville Island Reserve and the Smoky Mountains continue to top NPS in the 70s and Overall Experience 9/10

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

KPI METRICS

8.6/10 HOTEL CLEANLINESS

8.6/10 GUEST ROOM CLEANLINESS



## GUEST SATISFACTION

### OVERALL EXPERIENCE RATING



### OVERALL STAR RATING



### 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



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





# 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

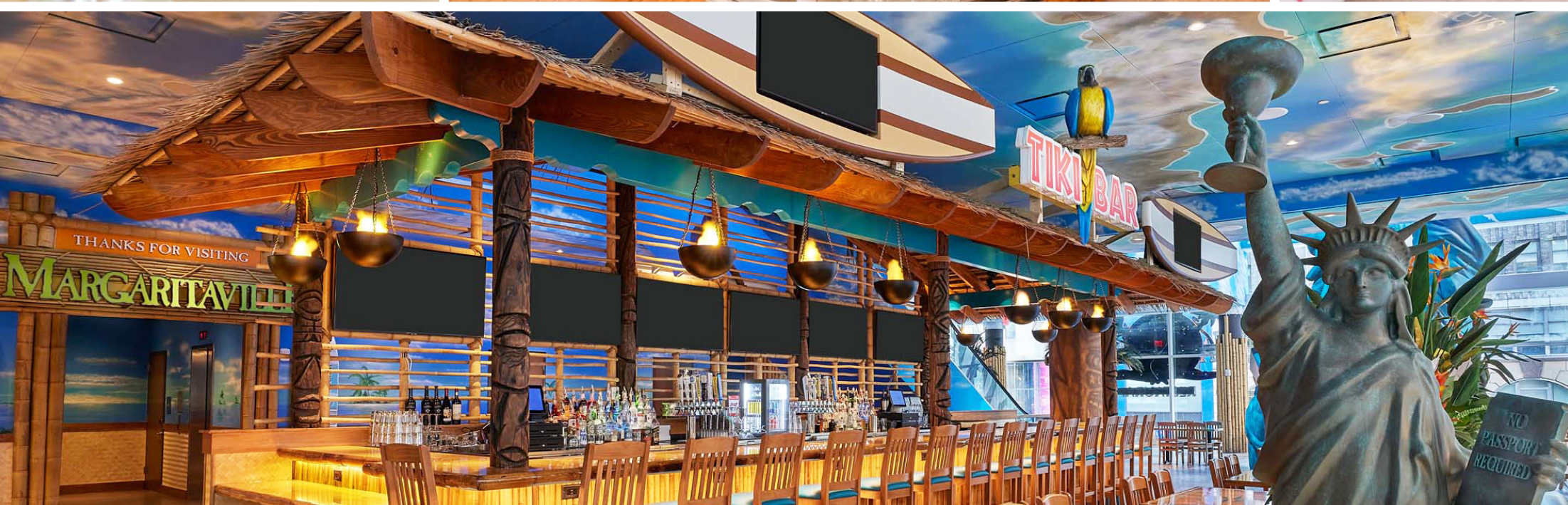
MARGARITAVILLE COZUMEL **\$329K** (reopened 07/21)

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



Margaritaville Beach Resort Nassau



# 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

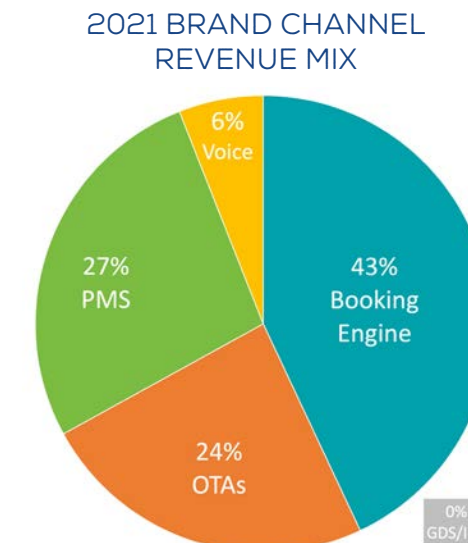
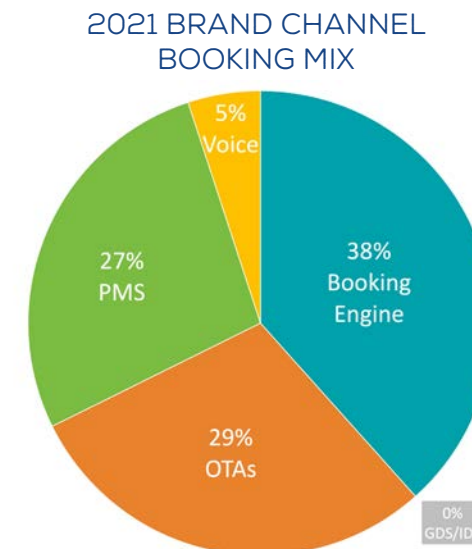
The recovery recorded in 2021, after a difficult 2020, was encouraging. Our look to book ratio (conversion in Booking Engine) grew by 18% in 2021 to 2.9%. Traffic, Bookings, Conversion and ADR were all up from the previous year and overall revenue soared.

### 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

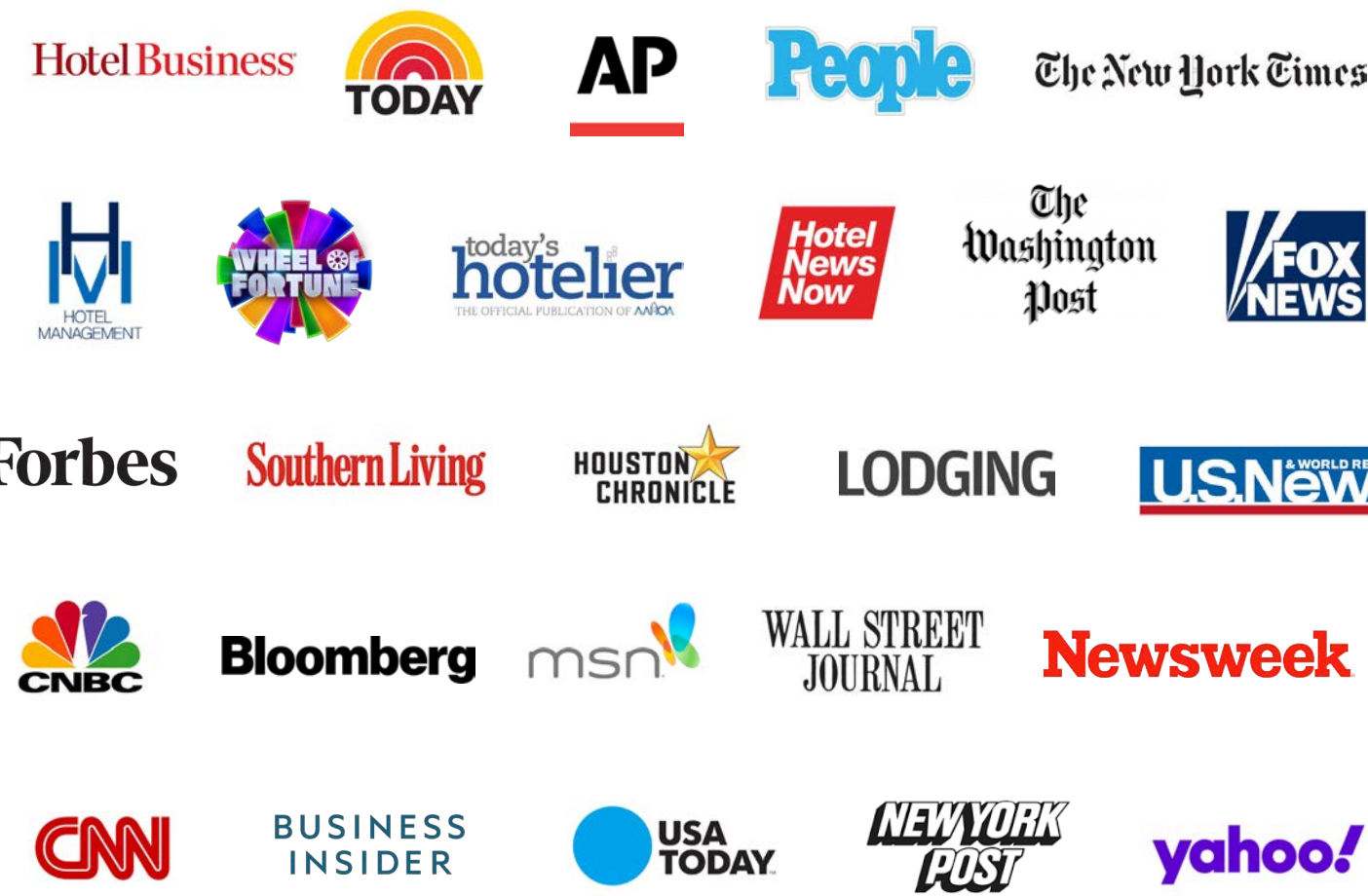


125B  
IMPRESSIONS



\$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    \$2.5M    4    249K

Total Web Visitors for Resorts site

Total incremental potential group sales lead revenue sourced

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

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.



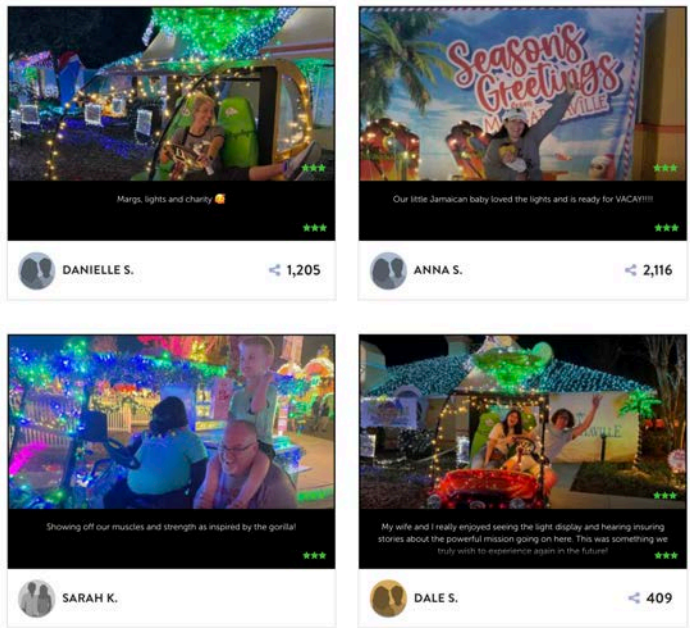
# ADVOCACY & DISCOVERY WITH FLIP.TO

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

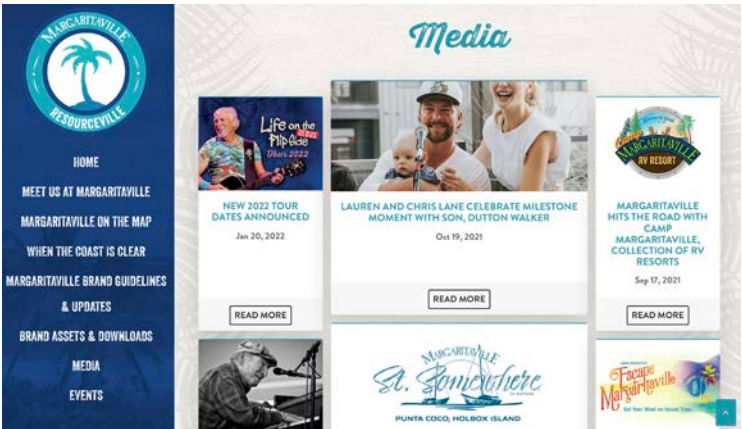
465,492 2021 TOTALS



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

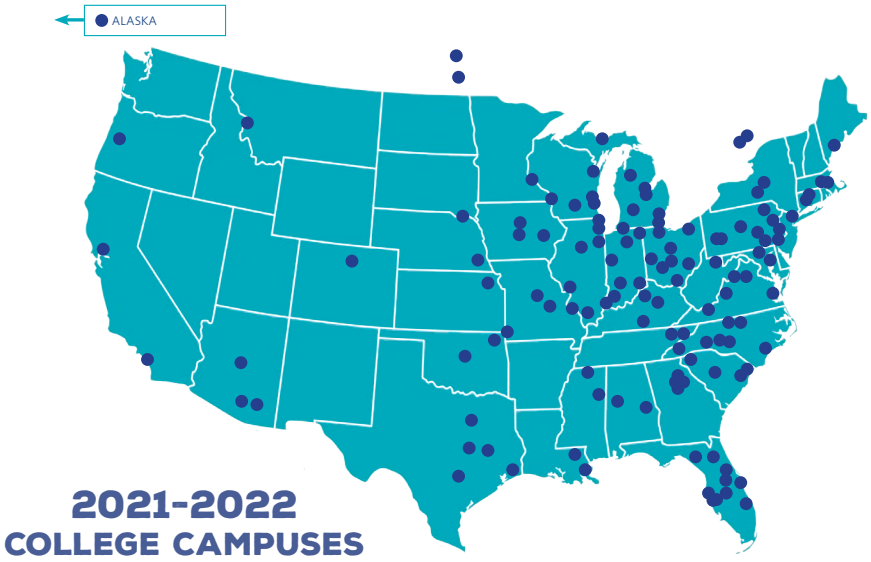
267 ACTIVE USERS

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.



## 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!

### LIFE OF THE PROGRAM



775+  
COLLEGE CAMPUS  
EVENTS  
100,000 ATTENDEES



175+  
PHILANTHROPIC  
EVENTS



935  
AMBASSADORS  
11.3% ACCEPTANCE RATE

## 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.



**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.



# 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.



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.

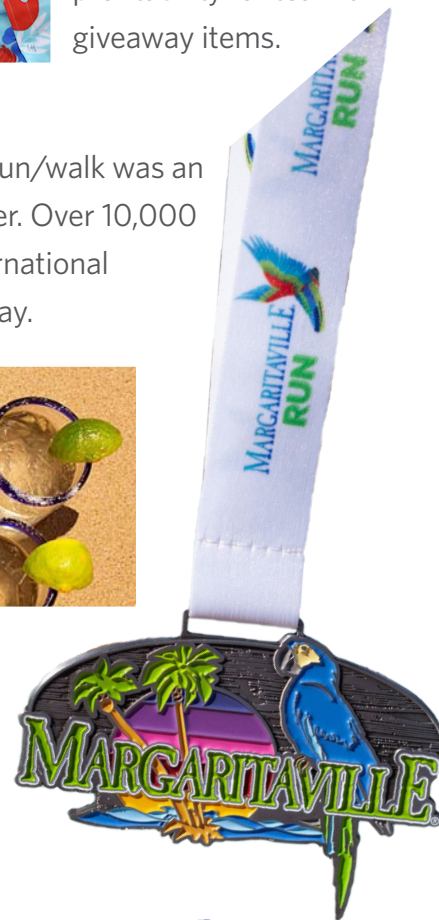
## MARGARITAVILLE RUN

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.



## 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

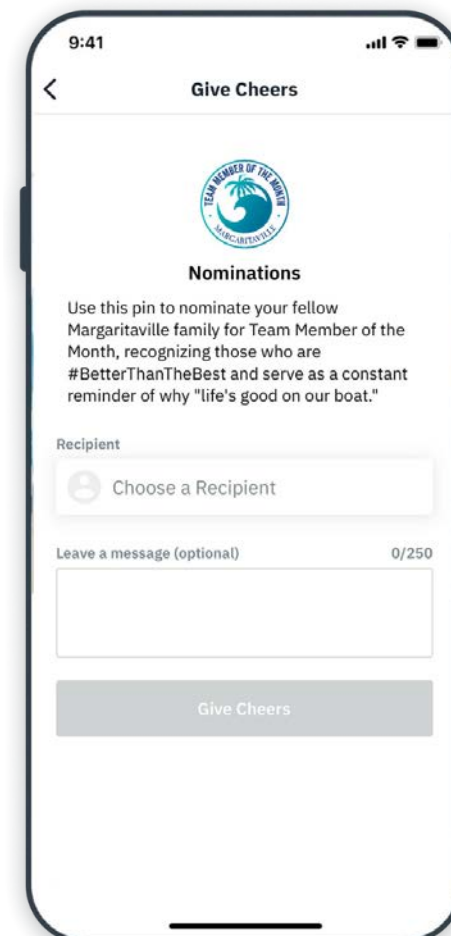
In 2021, we added a 'Nominations' Cheers pin so team members could nominate a colleague for Team Member of the Month.

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 McAnally.



**“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.



### LADY LIBERTY FUN FACTS

**30** FEET HIGH      **3500** LBS WEIGHT

## 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

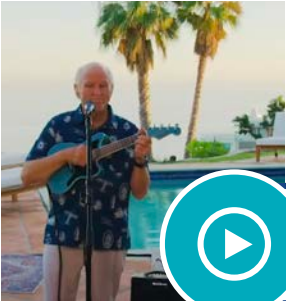
2021 TOUR

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



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

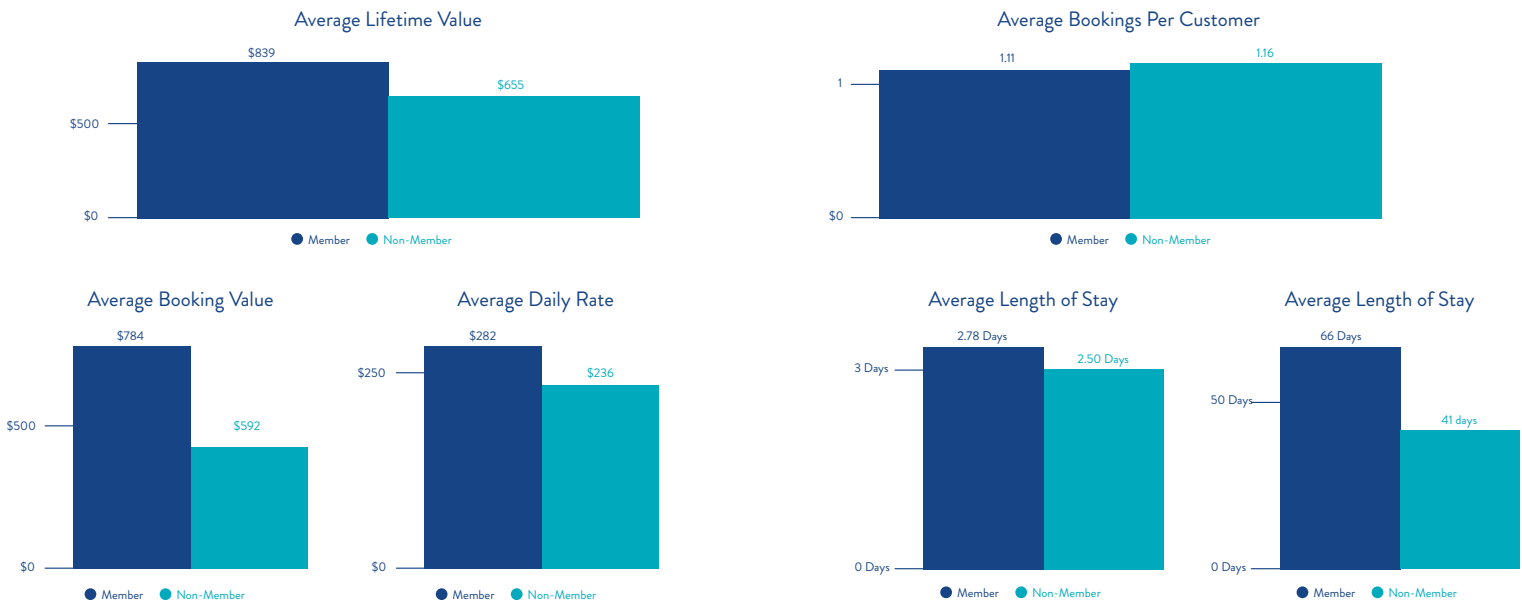


20K+  
GUESTS SIGNED UP TO BECOME MARGARITAVILLE PERKS MEMBERS DURING THE BETA PHASE

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

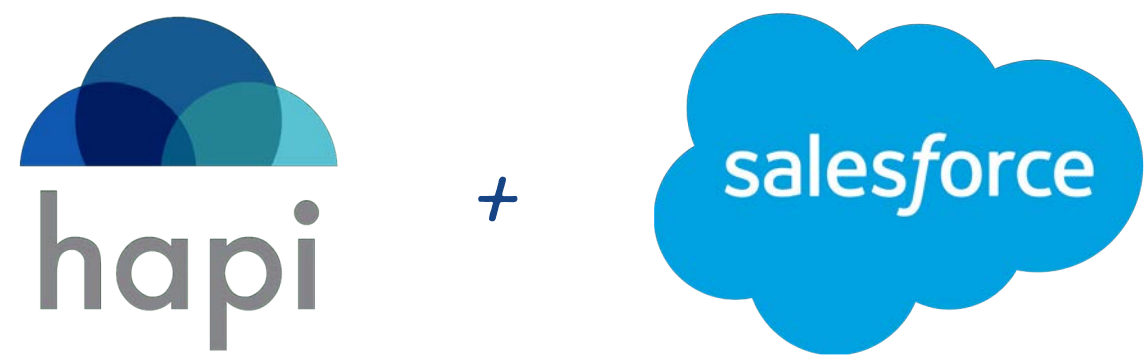


PHOTO SHOP



# 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

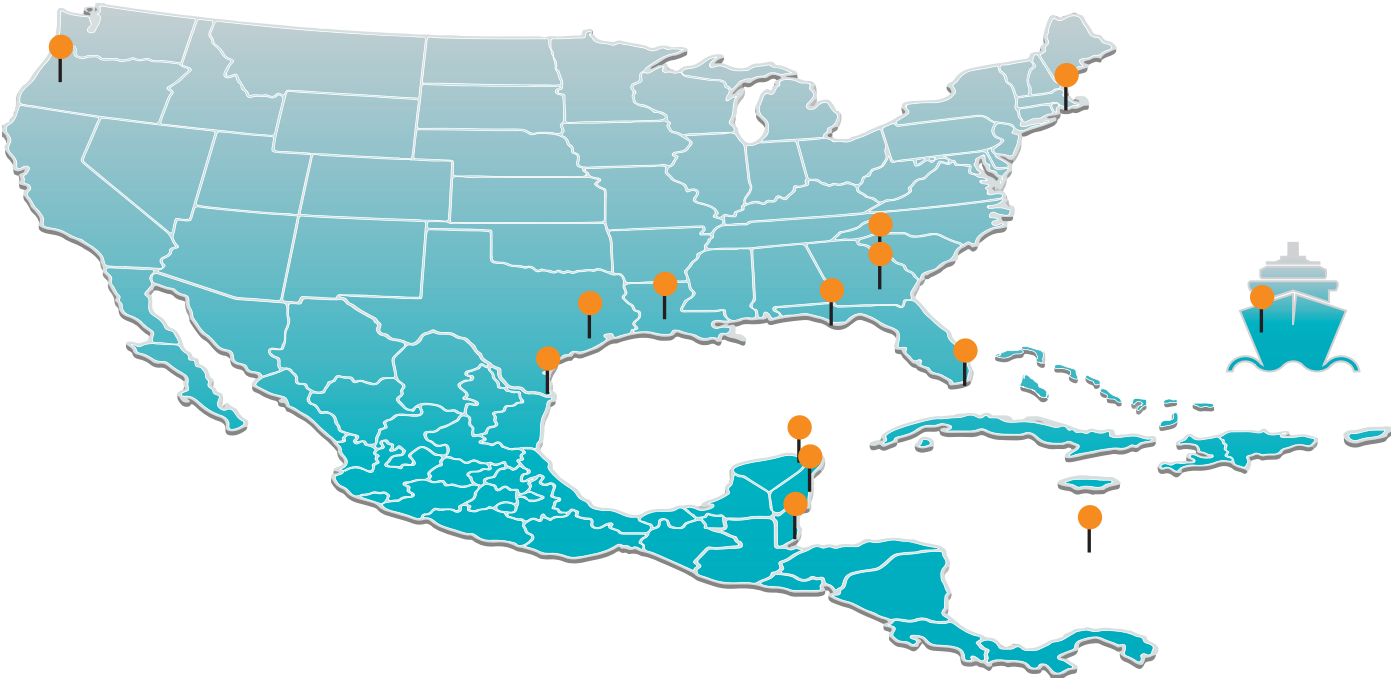
In 2022 we will launch a new Margaritaville gift card program. Our new solution will not only meet our current needs, it is capable of servicing all our locations and business units, has a built-in digital card and gifting component as well as many other mobile friendly and branding features sure to 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 RESTAURANT BOSTON                     |
| MARGARITAVILLE BEACH VILLA RESORT BELIZE           | MARGARITAVILLE RESTAURANT MIAMI BAYSIDE              |
| ST. SOMEWHERE ISLA HOLBOX                          | LANDSHARK BAR & GRILL & SALTY RIM<br>SOUTH PADRE, TX |
| MARGARITAVILLE ISLAND RESERVE<br>RIVIERA MAYA      | 5 O'CLOCK SOMEWHERE BAR & GRILL CURACAO              |
| COMPASS HOTEL MEDFORD, OR                          | MARGARITAVILLE RESTAURANT ATLANTA                    |
| MARGARITAVILLE VACATION CLUB ATLANTA               | CAMP MARGARITAVILLE BREAUX BRIDGE, LA                |
| MARGARITAVILLE COTTAGE RESORT<br>PANAMA CITY BEACH | CAMP MARGARITAVILLE CRYSTAL BEACH                    |



# A LETTER FROM THE PRESIDENT DAN LEONARD

*“Roll with the punches.  
Learn to play all of our hunches.  
Make the best of whatever comes your way.  
Plowin’ straight ahead come what may.”*

— JIMMY BUFFETT  
COWBOY IN THE JUNGLE

## THAT SURE SUMS UP OUR 2021!

Starting the year with uncertainty if/when America would resume vacationing, we found out rather quickly that yes they were, and far beyond our expectations! Over the course of 2021 our restaurants, lodging collection, and active living communities boomed as our guests craved our island state of mind.

As a result, as we now know, this pent-up demand also created numerous challenges for our industry, from staffing shortages to supply chain obstacles, and everything in between. Yet, proud to report with our teams’ ingenuity, creativity, and hard work they rose to the occasion and exceeded every expectation we had for 2021!

We send our heartfelt gratitude to our partners, leaders, support teams, and the all-important front line team members for delivering on our brand promise of “creating and delivering fun and escapism.” To close, I’ll borrow a quote from Thomas Jefferson, “I like the dreams of the future better than the history of the past.” Looking forward to some incredible growth in 2022.

— Dan Leonard  
President, Hospitality







# MARGARITAVILLE®

MARGARITAVILLE.COM