

MARGARITAVILLE®

2022 ANNUAL HOSPITALITY REPORT



“GO FAST ENOUGH TO GET *there*,
BUT *slow enough* TO SEE.”



Margaritaville at Sea Paradise

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 lines 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	38	RESTAURANTS & BARS
06	BRAND OVERVIEW	48	CRUISE
12	2022 MILESTONES	56	BRAND SUPPORT
22	HOTELS & RESORTS	80	BRIGHT FUTURE
32	RESIDENTIAL & REAL ESTATE	85	2023 UPCOMING LOCATIONS



Margaritaville Island Reserve Riviera Cancun

A LETTER FROM THE CEO

JOHN COHLAN

I want to THANK ALL OF YOU for an outstanding, actually a REMARKABLE, year.

Clearly our business has shifted into a higher gear. All our branded business segments have earned proof of concept, our operational management delivers an iconic hospitality experience with a 95% customer satisfaction score across a rapidly expanding board, our revenue/data management and brand marketing initiatives accelerate performance, and our development/legal team marshals all the above to drive strategic exponential pipeline growth.

Everyone in Margaritaville - our corporate team of 62; the 6700 who work at our properties; and the 200 college ambassadors all passionately believe in the core idea of our brand - creating an engaged, unique, fun and familiar hospitality experience for our 20 million visitors a year who overwhelmingly say our brand is “relevant to their lives”.

MARGARITAVILLE’S RECIPE FOR SUCCESS = THE PEOPLE



CORPORATE
TEAM MEMBERS
62



PROPERTY
TEAM MEMBERS
6,700



COLLEGE
AMBASSADORS
200



ANNUAL
VISITORS
20M

Of course, this creates lots of happy people. An anecdote I love from last year illustrates the point: when a cab driver on Grand Bahama Island was asked what had changed after the cruise ship was rebranded “Margaritaville at Sea” he answered, “the passengers are much nicer”.

What a great business model - making people happy. Of course, it’s much more complicated than it sounds. Having watched all our people work so hard to literally “turn the ship around” and transform the rebranded cruise experience from mundane to Margaritaville, it seems we have the hang of it. So long as we maintain and enhance the ability to do that, the scale, fun and success of what lies ahead becomes inestimable.

2023 has started strong. Looking forward to a successful, happy, and healthy year for all.

Fins Up,
John,
CEO Margaritaville



“WHAT A
great
BUSINESS MODEL-
MAKING PEOPLE
happy.”

BRAND OVERVIEW



Compass Hotel Medford

HISTORY OF MARGARITAVILLE

Treasure the past...

It all started with a change in latitude and a change in attitude.



1977
Jimmy Buffett releases the song “Margaritaville” and the story begins...



1985
First Margaritaville retail store opens in Key West

1987
The first Margaritaville Restaurant opens in Key West



1999
Margaritaville Restaurant at Universal Studios Orlando opens

2005
Radio Margaritaville makes the jump from internet-only station to satellite radio



2010
Margaritaville lodging division begins as the first Margaritaville Hotel is opened on Pensacola Beach



2006
Margaritaville Frozen Concoction Maker released



2015
Margaritaville and Wyndham partner for a one-of-a-kind way to escape with timeshare vacation ownership



2015
Margaritaville Beach Resort opens on Hollywood Beach, Florida, creating a casual-luxe paradise



2016
Welcome to Margaritaville University, class is now in session with the Margaritaville College Ambassador program



2018
Margaritaville and Minto Communities create Latitude Margaritaville, new “55 and better” communities



2019
Margaritaville and Karisma partner on Margaritaville Island Reserve, a new collection of all-inclusive resorts



2020
Margaritaville Hotels & Resorts launches new boutique select-service concept, Compass Hotels



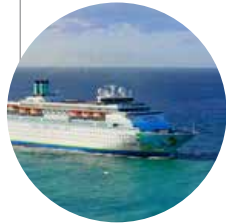
2021
Margaritaville Resort Times Square opened on the island of Manhattan



2021
The first Camp Margaritaville RV Resort opened in Pigeon Forge, TN



2022
First St. Somewhere Resort opened in Holbox, Mexico



2022
Margaritaville at Sea sets sail

For over 40 years Margaritaville has been a state of mind and so much more with exciting growth to come!

VALUES & GOALS

Hospitality Goals

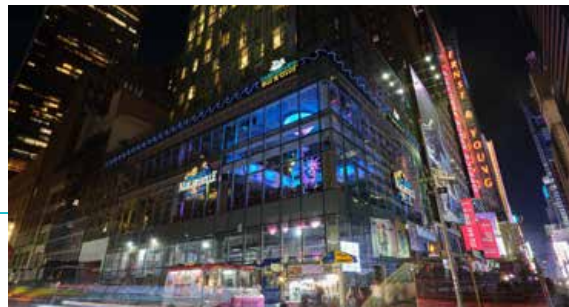
- Add *value*
- Protect and nurture brand *reputation* and *culture*
- Drive *revenue*
- Exceed partner and guest *expectations*



2022 MILESTONES

JANUARY

Margaritaville Resort Times Square Voted Best New Hotel By USA Today 10Best



FEBRUARY

The Lodge At Camp Margaritaville Pigeon Forge Opened



MARCH

St. Somewhere Resort Holbox Island Opened



APRIL

2 Weeks Of Margaritaville On Wheel Of Fortune



JUNE

Compass Hotel Medford Opened



JUNE

Margaritaville Restaurant Bayside Miami Opened



SEPTEMBER

Margaritaville University Job Board Launched



NOVEMBER

GM Escape on Margaritaville At Sea



JANUARY

Camp Margaritaville RV Resort & Cabana Cabins Auburndale, Central FL Opened



FEBRUARY

Margaritaville Perks, Hospitality Loyalty Program, Officially Launched



MARCH

LandShark Bar & Grill & Salty Rim Pool Bar South Padre Island Opened



MAY

Margaritaville At Sea Paradise Launched



JUNE

Margaritaville Vacation Club By Wyndham Atlanta & Margaritaville Restaurant Atlanta Opened



AUGUST

5 o'Clock Somewhere Bar & Grill Curacao Opened



NOVEMBER

Camp Margaritaville RV Resort Crystal Beach, TX Opened



DECEMBER

Margaritaville Partners With Major League Pickleball, The Premier Provider Of Pickleball



AWARD WINNING



USA TODAY 10BEST
READERS' CHOICE

Nominated 2022 Best Luxury Resort
(placed second)
Camp Margaritaville RV Resort &
Cabana Cabins Auburndale



TRAVEL WEEKLY 2022
MAGELLAN AWARDS

Gold: Margaritaville Island Reserve Cap
Cana Resort
Hospitality - Overall-All-Inclusive
Resort/Hotel
Hospitality Elements - Upscale (Four-Star)
Restaurant Design: The Boathouse
Hospitality Elements - Luxury (Five-Star)
Presidential Suite: The Jimmy Buffett Suite

Silver: Margaritaville Island Reserve Cap
Cana Resort
Hospitality - Overall-Beach/Resort Hotel
Hospitality Elements - Upscale (Four-Star)
Standard Room Design:
Beachfront Swim Up



WEDDING WIRE
2022 Couple's Choice Award
Margaritaville Resort Orlando



RVSHARE CAMPIES AWARDS
2022 Best Luxury RV Resort
Camp Margaritaville RV Resort
& Cabana Cabins Auburndale



2022 BEST DÉCOR/DESIGN SOUTHEAST
Gold Winner: Margaritaville Hollywood Beach Resort
Bronze Winner: Margaritaville Hotel Nashville

2022 BEST FOOD & BEVERAGE SOUTHEAST
Bronze Winner: Margaritaville Hotel Nashville

2022 BEST ON-SITE SUPPORT STAFF SOUTHEAST
Silver Winner: Margaritaville Hotel Nashville

THE NATIONAL ASSOCIATION OF HOME BUILDERS
2022 Gold Award:
Latitude Margaritaville Watersound
Best Sales or Marketing Event (Virtual Grand Opening)
Best Single-Family Community, Amenity on the Boards (Town Center)
Latitude Margaritaville Hilton Head
Best Community Lifestyle Program

2022 Silver Award:
Latitude Margaritaville Watersound
Best Detached Home (Aruba Single-Family Home Model)
Best Attached Home (Bamboo Conch Cottage Model)
Best Integrated Marketing Strategy or Campaign



2022 CONVENTION SOUTH
READER'S CHOICE AWARD
Margaritaville Lake Resort Lake Conroe – Houston
(2nd time winning this award)
Margaritaville Lake Resort Lake of the Ozarks
Margaritaville Resort Gatlinburg



U.S. NEWS & WORLD REPORT
2022 BEST HOTELS
Gold: Margaritaville Hollywood Beach Resort
Silver: Margaritaville Resort Orlando

HOSPITALITY DIVISION 2022 AT A GLANCE



6,634

HOTEL ROOMS



28

LODGING PROPERTIES



159

RESTAURANTS



\$2.2B

SYSTEM-WIDE SALES



6

LODGING OPENINGS

2022 US & CANADA LOCATIONS



2022 CARIBBEAN & SOUTH AMERICA LOCATIONS



HOTELS & RESORTS



Margaritaville St. Somewhere Resort Holbox

NEW PROPERTIES

+ AUBURNDALE

+ PIGEON FORGE

+ HOLBOX, MEXICO

+ MEDFORD

+ ATLANTA

+ CRYSTAL BEACH

2022 MARGARITAVILLE HOTELS & RESORTS LOCATIONS



Margaritaville Beach Hotel Jacksonville Beach
Margaritaville Beach House Key West
Margaritaville Hotel Nashville
Margaritaville Beach Hotel Pensacola
Margaritaville Island Hotel Pigeon Forge
Margaritaville Island Inn Pigeon Forge



Margaritaville Resort Biloxi
Margaritaville Resort Casino Bossier City
Margaritaville Resort Gatlinburg
Margaritaville Hollywood Beach Resort
Margaritaville Lake Resort Lake Conroe
Margaritaville Lake Resort Lake of the Ozarks

Margaritaville Beach Resort Nassau
Margaritaville Resort Orlando
Margaritaville Beach Resort Playa Flamingo, Costa Rica
Margaritaville Resort Palm Springs
Margaritaville Resort Times Square



Margaritaville Vacation Club by Wyndham Atlanta
Margaritaville Vacation Club by Wyndham Desert Blue (Las Vegas)
Margaritaville Vacation Club by Wyndham Rio Mar
Margaritaville Vacation Club by Wyndham St. Thomas
Margaritaville Vacation Club by Wyndham Nashville



Compass Hotel Anna Maria Sound
Compass Hotel Medford



One Particular Harbour Anna Maria Sound
One Particular Harbour at The Pointe Nassau



Camp Margaritaville RV Resort & Cabana Cabins
Auburndale, Central Florida
Camp Margaritaville RV Resort Crystal Beach, TX

Camp Margaritaville RV Resort Lanier Islands
Camp Margaritaville RV Resort & Lodge Pigeon Forge



Margaritaville Island Reserve Cap Cana
Margaritaville Island Reserve Riviera Cancun

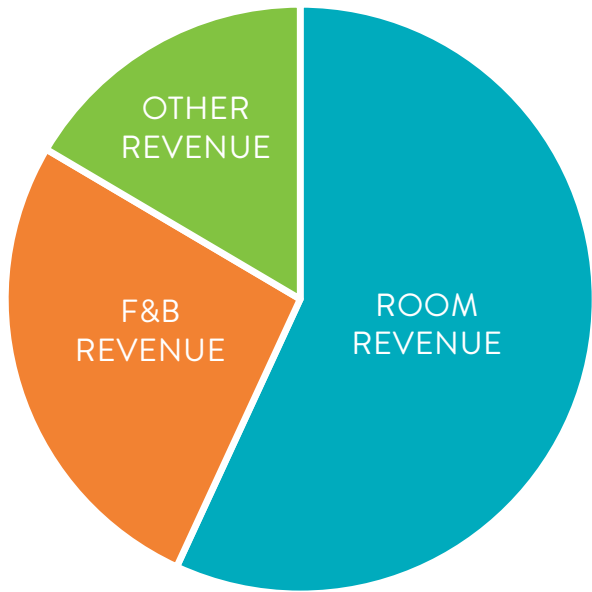
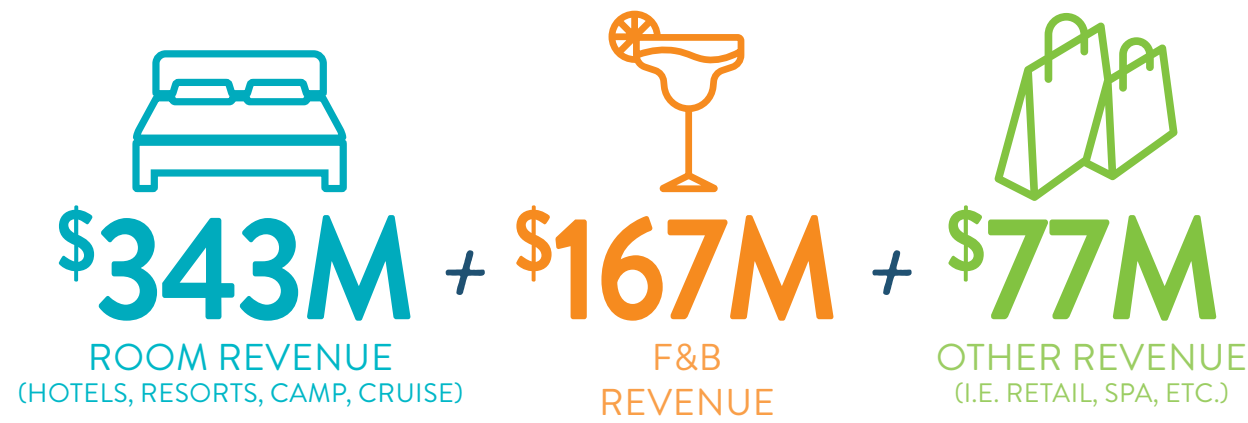


Margaritaville St. Somewhere Resort
Punto Coco, Holbox Island

34 OPEN LOCATIONS

28 PIPELINE LOCATIONS

LODGING PERFORMANCE & HOSPITALITY REVENUE



YEAR END CHANNEL DISTRIBUTION*



*Stabilized Portfolio Year End 2022. Locations include: Hollywood, Pigeon Forge, Gatlinburg, Orlando, Nashville, Lake Of The Ozarks, Lake Conroe, Pensacola, Palm Springs, Jacksonville, Key West & New York City

1,010

ROOMS ADDED
TO PORTFOLIO
IN 2022



**TOTAL YOY
GROWTH
OF 42%***

Expected Net Room Growth
after 2023 Pipeline Openings

*Properties included in this number: Belize, Breaux Bridge, South Padre Island, Riviera Maya, San Diego, Fort Myers Beach, and Lake Tahoe. This percentage reflects hotels and resorts only.



LODGING KPI INFORMATION

STR COMPS

STR Full Service Select Comps	2022	2021	2020	2019
Occupancy	69%	62%	48%	77%
Index	97%	107%	119%	77%
ADR	\$304	\$264	\$246	\$284
Index	117%	112%	110%	112%
RevPAR	\$209	\$162	\$118	\$219
Index	114%	120%	131%	112%

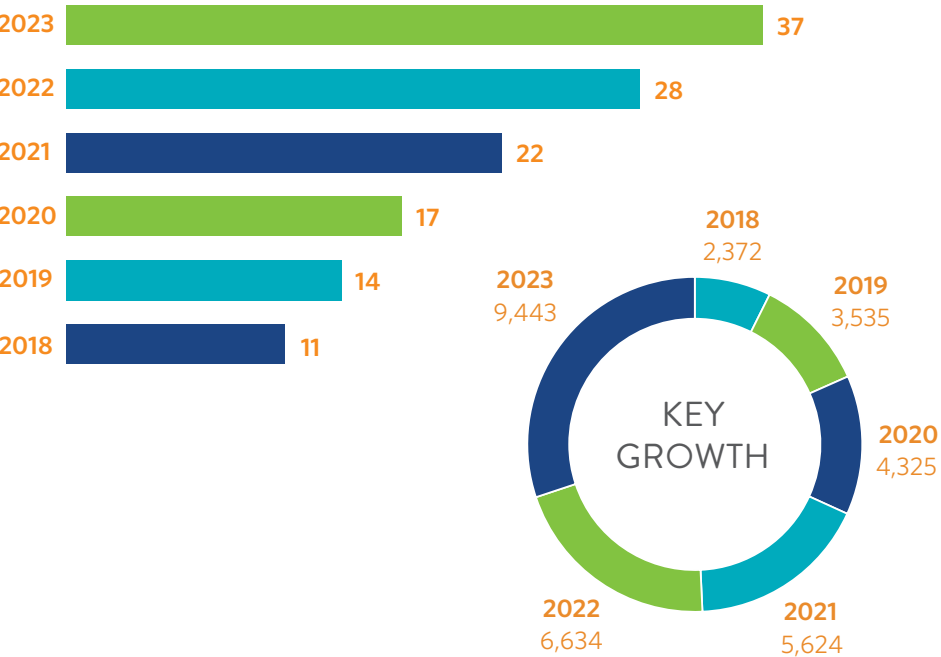
2022 – 12 Hotels, 3,099 keys, 2021 – 7 Hotels, 1,838 keys, 2020 – 7 Hotels, 1,661 keys, 2019 – 5 Hotels, 987 keys

PROPERTY GROWTH: HOTELS & RESORTS

Property Growth	Hotels/Resorts	% Change	Keys	% Change
2023	37	32%	9,443	42%
2022	28	27%	6,634	18%
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



2022 MARGARITAVILLE STR COMPARABLES

The STR data sets include those full service Margaritaville properties opened for 12 months in 2022 and 18 months for 2019 and 2021. For 2020, the STR data set includes all months of operation for those hotels considered stabilized prior to the disruption from Covid-19. 2022 includes a total of 12 hotels, five of which are newly stabilizing, for a total Margaritaville Resort portfolio of 3,099 keys. 2020 and 2021 do not reflect the same seven hotels due to the de-flagging of Key West and addition of Lake Conroe.

TOTAL AVAILABLE HOTELS/RESORTS & KEYS

Margaritaville continued its strong lodging growth in 2022, opening six lodging properties with a robust pipeline of executed deals. In 2022, Margaritaville opened its first St. Somewhere luxury resort on the island of Holbox, Mexico, first rental resort in Panama City Beach, Florida, second Compass by Margaritaville in Medford, Oregon, and two Camp Margaritaville Resorts. For 2023, a total of nine properties across five brands, totaling 2,320 keys, are projected to open by year end. Additionally, Margaritaville Resort Orlando and Panama City Beach Resort Cottages will continue the phased openings of their for-sale/rental product. This equals a 42% growth in total key count in 2023 over 2022.

OUTLET COMPS

Comparable Hotels	2022	2021	2020	2019
Outlets	4.3	4.6	4.0	3.3
Total POR	\$518.06	\$486.89	\$357.84	\$394.27
FB POR	\$174.40	\$174.58	\$112.60	\$130.07
Retail POR	\$9.70	\$12.29	\$19.28	\$26.51
Spa POR	\$15.80	\$18.13	\$13.09	\$10.79

2022 - Total includes 12 properties, F&B and Retail 11 properties, and Spa 5 properties
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.

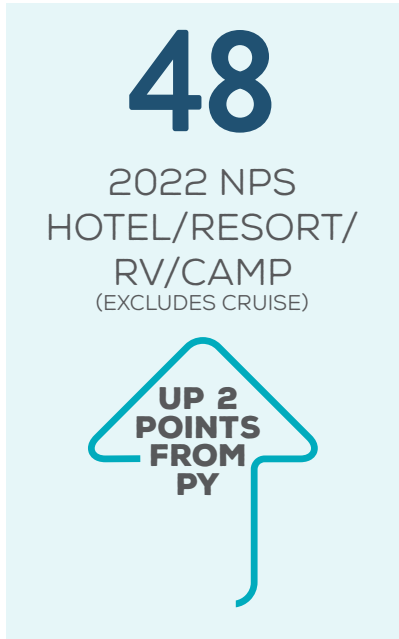
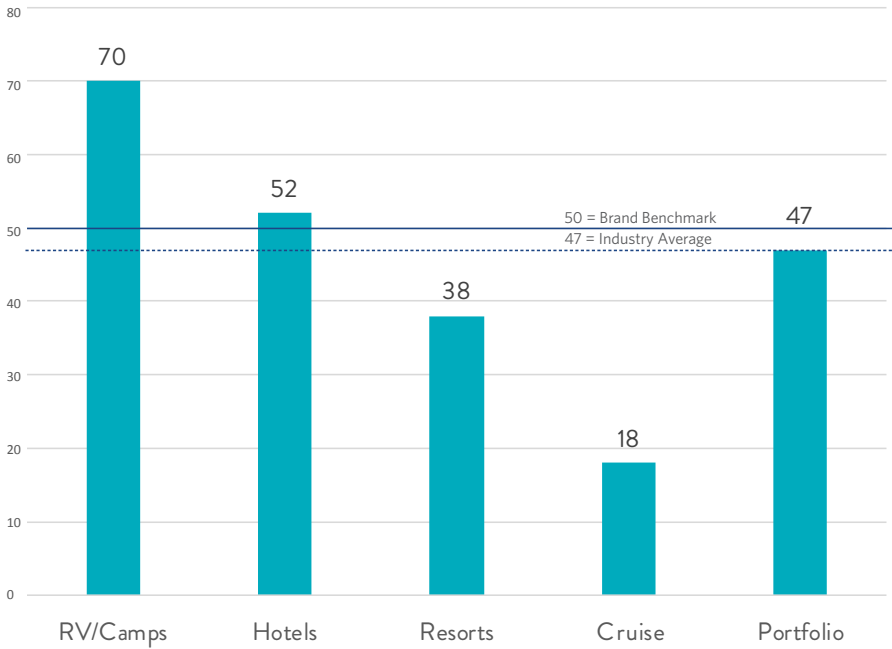


LODGING REPUTATION

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 and/or family?"

2022 NPS



TOP POSITIVE REVIEW MENTIONS

BASED ON NET SENTIMENT
(-100 TO 100 SCALE)

81 LOCATION

79 STAFF

74 FUN & ESCAPISM

TOP SURVEY RATINGS

BASED ON AVERAGE RATING
(10 POINT SCALE)

9.4 STAFF HELPFULNESS

8.8 GUEST ROOM CLEANLINESS

8.6 HOTEL CLEANLINESS

RIZEPOINT AUDITS*

89% HOTELS & RESORTS
2022 AVERAGE

87% RESTAURANTS
2022 AVERAGE

**Includes 9 Hotels/Resorts and 16 IMCMV managed Restaurants*

GUEST SATISFACTION

HOTEL/RESORT/ RV SURVEYS

40K

65% PROMOTERS
(9'S & 10'S LIKELIHOOD
TO RECOMMEND)

CRUISE SURVEYS

9.5K

**49% PROMOTER
SURVEYS**
(9'S & 10'S LIKELIHOOD
TO RECOMMEND)

LODGING ONLINE REVIEWS

43K

62% POSITIVE
(4 OR 5 STARS)

IMCMV ONLINE REVIEWS

16K

77% POSITIVE
(4 OR 5 STARS)

HOTEL/RESORT SURVEY RESPONDENTS

86% AGREE EXPERIENCE CREATED
FUN AND ESCAPISM

**All survey response data exclude Margaritaville Island Reserve Resorts, Bossier City, and Biloxi.
Lodging online reviews exclude Margaritaville Island Reserve Resorts.*

OVERALL SATISFACTION WITH EXPERIENCE (OSAT)

PORTFOLIO OSAT: **8.2***
(INCLUDES HOTELS/RESORTS/CAMPS)
**Excludes Karisma Resort*

RESORT SEGMENT: **8.0**

HOTEL SEGMENT: **8.4**

CAMPS: **8.9**

CRUISE: **7.3**

RESIDENTIAL COMMUNITIES & REAL ESTATE



Margaritaville Cottages Orlando

2022 MARGARITAVILLE RESIDENTIAL LOCATIONS



LATITUDE
MARGARITAVILLE
DAYTONA BEACH

LATITUDE
MARGARITAVILLE
HILTON HEAD

LATITUDE
MARGARITAVILLE
WATERSOUND

3 OPEN
2 PIPELINE

2022 HIGHLIGHTS

2022 SALES

16.2K NEW VISITS 1.7K CONTRACTS
6.5K RE-VISITS 1.3K HOMES CLOSED

LIFE OF JOB

7K RESIDENTS
5.6K SALES 3.8K HOME CLOSINGS

2022 BACKLOG

2K HOMES \$460K AVERAGE HOMES



MARGARITAVILLE
RESORT
ORLANDO

1 OPEN
1 PIPELINE

2022 HIGHLIGHTS

2022 PHASE 6 & 7

9 COTTAGES CLOSED
106 VILLAS CLOSED

LIFE OF JOB

557
COTTAGES &
VILLAS CLOSED

FUTURE

451
RESIDENCES



RESTAURANTS & BARS

27

NEW F&B OUTLETS

+ AUBURNDALE

+ CRYSTAL BEACH

+ PIGEON FORGE

+ MEDFORD

+ ATLANTA

+ CURACAO

+ MIAMI

+ AT SEA

+ SOUTH PADRE
ISLAND



2022 RESTAURANT CONCEPTS



RESTAURANT RECAP



Margaritaville at Sea

RESTAURANTS IN 2022

27

NEW
F&B
OUTLETS

159

TOTAL
RESTAURANTS
IN PORTFOLIO

33

UNIQUE
CONCEPTS IN
PORTFOLIO

MAIN CONCEPTS



29



19



16



15



9

AVERAGE SALES

\$8.6M MARGARITAVILLE RESTAURANT

\$4M LANDSHARK BAR & GRILL

THE F&B OUTLET PORTFOLIO
OUTPERFORMED BUDGET BY

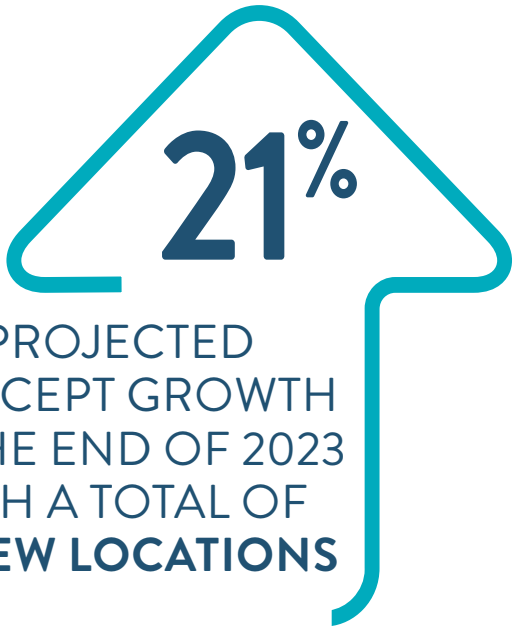
8.2% IN 2022

TOP SALES
MARGARITAVILLE RESTAURANT

ORLANDO \$31.5M

LANDSHARK BAR & GRILL

ATLANTIC CITY \$7.4M



INTERNATIONAL RESTAURANTS

8

FREE-STANDING
LOCATIONS

7

AIRPORT
LOCATIONS

2

CRUISE PORT
LOCATIONS

INTERNATIONAL RESTAURANTS



8



1*



2



6

*A second LandShark Bar & Grill location is currently under construction in San Juan Airport Terminal A, scheduled to open mid-2023

TOP RANKING IN OUR INTERNATIONAL PORTFOLIO

Our non-resort international F&B outlets are generally a more compact footprint than their domestic counterparts, and are strategically located in airports, retail centers, and in or near cruise ports.

\$4.3 AVERAGE SALES OF INTERNATIONAL F&B OUTLETS

TOP SALES AIRPORT LOCATION

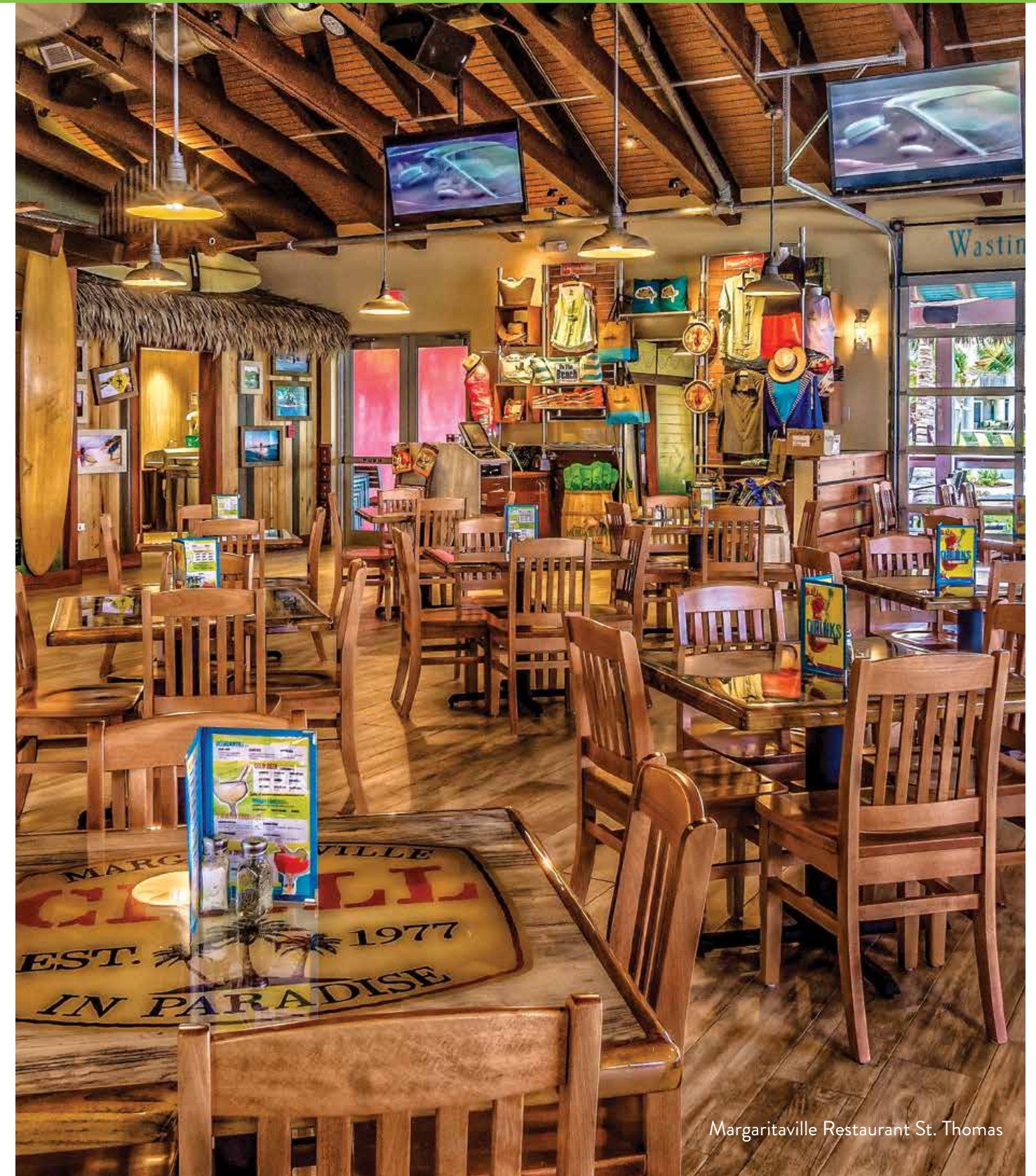
AIR MARGARITAVILLE CANCUN TERMINAL 3 **\$15.9M**

TOP SALES FREE-STANDING LOCATION

MARGARITAVILLE ST. THOMAS **\$7.3M**

TOP SALES CRUISE PORT LOCATION

MARGARITAVILLE GRAND TURK, TURKS & CAICOS **\$5.9M**



Margaritaville Restaurant St. Thomas



CRUISE



Margaritaville at Sea Paradise



MARGARITAVILLE *at Sea* *Paradise* NASSAU

OVERVIEW

Margaritaville at Sea is the only cruise line offering 3-day/2-night voyages from Port of Palm Beach, Florida to Grand Bahama Island.

The brand's flagship vessel, the Margaritaville at Sea Paradise, brings Margaritaville's iconic hospitality to the open ocean for a floating offshore resort experience.

Guests can relax and unwind in comfort on the newly renovated ship featuring 658 ocean view and interior staterooms, along with beautifully appointed balcony suites dressed in nautical details and colors inspired by the sea, sand, and sky.

Among the 10 passenger decks, guests can enjoy endless entertainment, including an exclusive Jimmy Buffett production, Tales from Margaritaville: Jimmy's Ship Show, a musical odyssey to the islands written and produced by Jimmy Buffett and Frank Marshall.

Five dining venues feature a variety of delicious cuisine, while bars and lounges provide non-stop excitement paired with premium cocktails. There's also a kids' club, an action-packed casino, pools, hot tubs, a rejuvenating spa and salon, and plenty of quiet spaces to soak up the Caribbean sun.

SHIP DETAILS

With her first passengers sailing on May 14, 2022 from the Port of Palm Beach, Florida to Grand Bahama Island, Margaritaville at Sea Paradise features 10 passenger decks and 658 cabins across various stateroom categories.

Built in 1991 with major dry dock & refurbishment in 2014, 2021 & 2022.



GROSS REGISTERED TONNAGE
52,926



LENGTH
723.6 feet



BREADTH
99.9 feet



SPEED
20.0 Knots



PASSENGER CAPACITY
1,680 (MAX)



CREW CAPACITY
590 (MAX)



STATEROOMS
658



TERRACE SUITES (505.9 SQ FT)
10



JUNIOR SUITES (333.5 SQ FT)
2



OCEAN VIEW STATEROOM (152 SQ FT)
430



INSIDE STATEROOM (148 SQ FT)
216



DINING, ENTERTAINMENT, WELLNESS AND RETAIL SPACES

Dining Included with Cruise Fare



Specialty Dining (may incur separate fee)



Distinctive Bars and Lounges,
each featuring its own unique cocktail experience



Non-stop entertainment can be found in the all-new Margaritaville Casino, several lounges and venues, and the Stars on the Water Theater & Bar – the latter of which is home to Tales from Margaritaville: Jimmy’s Ship Show, taking guests on a musical odyssey to the islands filled with warm summer breezes and restless dreamers. Written and produced by Jimmy Buffett and producer Frank Marshall, the show features unforgettable stories and songs inspired by Buffett’s bestselling book, “Tales from Margaritaville.”

Onboard wellness amenities include the St. Somewhere Spa & Salon, Fins Up! Fitness Center and a jogging path.

With a Parakeets Kid’s Club, pools, a business and conference center, and retail stores Live Life Like a Song Margaritaville Store, Everything But Sand, Island Time Souvenirs & Gifts, and Margaritaville Soles of the Tropics Store, everyone can find their chill on Margaritaville at Sea.



Launching MARGARITAVILLE AT SEA



COMPLETED AN EXHAUSTIVE RENOVATION OF THE FORMER BAHAMAS PARADISE CRUISE LINE GRAND CLASSICA THAT LAUNCHED IN MAY 2022

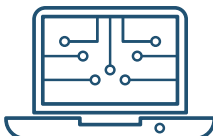
\$30M+ Invested in all aspects of the vessel and guest experience



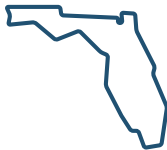
All key hotel areas and every stateroom



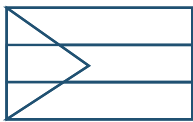
Entertainment areas (including launching Broadway-caliber show)



Technical infrastructure



Terminal rebranding/ investment in Palm Beach



Terminal rebranding/ investment in Grand Bahama

The initial Margaritaville at Sea start was challenging with supply chain issues, completing renovation, etc, but was quickly remedied to deliver a great quick getaway escape and establish the brand in cruise.



Expanded teams and incremental investments in shipboard and shoreside leadership to build the new brand



Invested millions of dollars in new marketing and brand awareness



Drove increased levels of guest satisfaction and NPS over legacy brand and significantly higher spending

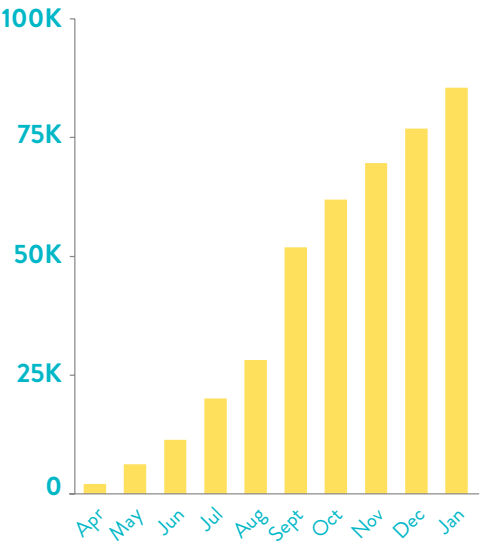
Going forward, we expect to opportunistically look to identify new capacity for growth and itinerary expansion leveraging the Margaritaville resort footprint and other amazing ports and destinations.

BOOKINGS/SPENDING

Bookings trajectory and spending has greatly increased since launch. Solid trajectory coming into 2023 across key demand metrics.

CUMULATIVE BOOKINGS

CUMULATIVE BOOKINGS SINCE LAUNCH



ONBOARD REVENUE PER PERSON

+55%

Pre-Conversion Margaritaville at Sea

TICKET PRICING PER PERSON

+27%

Pre-Conversion Margaritaville at Sea

Source: Company financials and internal estimates.
Note: Certificate sales exclude certificates already booked (gross sales of ~800 certificates for 2 persons)

MARKETING EFFORTS

Launching programs to drive interest and demand from affiliate partnerships.



Elevating the Margaritaville at Sea brand, and investing in refreshed creative and marketing.

LAUNCHING NEW ON-SHIP EXPERIENCES IN 2023



Exclusive New Co-Branded Liqueur-Infused Ice Cream



Rebrand & Relaunch



New Menu

SUPPORT





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 guest experience more memorable, personal, and rewarding. After a year of beta testing with our pilot properties, Margaritaville Perks officially launched on February 14, 2022 - Valentine's Day - because we love our guests! Since launching, the program has grown to over 150,000 members in the first year!

BRAND FOCUS



Deliver consistent Margaritaville Experiences



Encourage guests to book and buy direct!



Grow share of wallet with unique incentives



Optimize reporting and marketing through data

PARTICIPATING PROPERTIES

- Compass Hotel Anna Maria Sound
- Compass Hotel Medford
- Margaritaville Beach Resort Hollywood
- Margaritaville Beach Resort Nassau
- Margaritaville Beach House Key West
- Margaritaville Hotel Nashville
- Margaritaville Beach Resort Costa Rica
- Margaritaville Beach Hotel Jacksonville
- Margaritaville Island Hotel Pigeon Forge
- Margaritaville Island Inn Pigeon Forge
- Margaritaville Resort Gatlinburg
- Margaritaville Resort Times Square
- Margaritaville Resort Palm Springs
- Margaritaville Beach Resort South Padre Island
- Margaritaville Lake Resort Lake Conroe
- The Lodge at Camp Margaritaville Pigeon Forge
- Margaritaville Beach Hotel Pensacola
- Margaritaville Resort Orlando



FREE WELCOME OFFERS
just for joining!

JOIN NOW

We feature welcome offers from partners to drive awareness and enrollment.


150K
MEMBERS & GROWING!

Your Welcome Offers

 Margaritaville at Sea Your Guest Sails Free <small>INSTRUCTIONS</small> Welcome aboard the Margaritaville at Sea Paradise, where Perk members can bring a guest to sail for free. Enjoy non-stop entertainment, delectable dining, and the gorgeous white-sand beaches of Grand Bahama Island together, all for the price of one guest. This Perk is not combinable with retail promotional offers and is applied only to one guest. <small>TERMS AND CONDITIONS</small> No Expiry SHOW PROMO CODE	 Margaritaville Restaurants \$5 Off \$25 Restaurant Or Retail <small>INSTRUCTIONS</small> Show this offer at select Margaritaville & LandShark restaurants or retail stores on your mobile device to redeem. Code: PERKS5OFF <small>TERMS AND CONDITIONS</small> No Expiry VIEW PERK	 Radio Margaritaville Complimentary 3-Month Subscription <small>INSTRUCTIONS</small> Choose from two free listening offers for Margaritaville Perks members and get ready to enjoy 300+ channels of a wide variety of entertainment, including Radio Margaritaville, on SiriusXM. <small>TERMS AND CONDITIONS</small> No Expiry VISIT SITE
---	---	--

MARGARITAVILLE PERKS METRICS



MARGARITAVILLE PERKS MEMBERS SPEND MORE, BOOK HIGHER ROOM RATES AND CATEGORIES, STAY LONGER AND BOOK MUCH EARLIER.

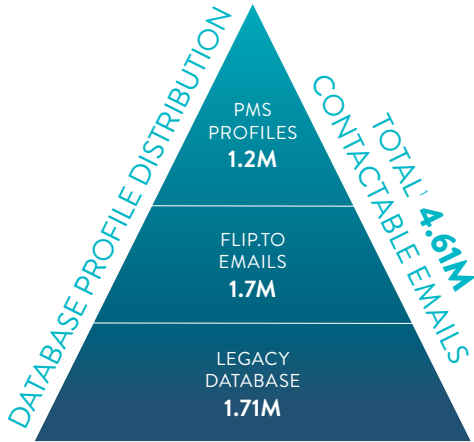
In 2022, Margaritaville Perks members generated over \$37M in room revenue and our data and reports are showing that Perks Members are indeed our best guests! By allowing our partners to provide on property Perks that make sense to their business and drive the Member's attention to their preferred areas of entertainment or activation, the program cost has remained well under 5% of room revenue, making our value proposition a very affordable program in which to participate and take advantage. In 2023 we will be expanding the program with more marketing efforts, expansion outside of the US and additional integrations with Salesforce and other platforms for email marketing optimization.

REVENUE STRATEGY

DATA SOLUTIONS & CRM

DATA MANAGEMENT STRATEGY & FUTURE PROOFING OUR BRAND

2022 was a landmark year for Margaritaville. We started our migration from a hotel-centric data platform to an Enterprise Data Management solution powered by Salesforce and Salesforce Marketing Cloud. With a more robust data platform and more opportunities to add value and drive revenue, we created new brand standard email marketing templates for Hotels & Resorts, Compass, and Camp Margaritaville business lines.



2022 EMAIL MARKETING CAMPAIGN RESULTS

Our delivery rate in 2022 continued to outperform industry standards while our room revenue generated continued to grow as a direct result of email marketing.



308
EMAIL
CAMPAIGNS
SENT



\$8.3M
ROOM
REVENUE
GENERATED



99%
DELIVERY
RATE



4%
CLICK
THROUGH
RATE

2022 CRM DATA STATISTICS

First-party data is one of our key metrics and one of the most valuable assets of our business. In 2022 we continued to grow our database.



TOTAL PMS
GUEST RECORDS²
1.5M
(Up from 1M in 2021)



PMS GUEST
RECORDS WITH EMAIL²
1.2M

1.The total database numbers may include unidentified duplicates. The data in Salesforce is profile data, which includes personal information as well as transactional data attached. All other data is email account based. Total database numbers may include up to a 30% margin of duplication.
2. Statistics from Cendyn and Salesforce CRM January 1 - December 31, 2022. PMS guest profile counts may include duplicates.

CRS & CALL CENTER

CRS BOOKING ENGINE PERFORMANCE

Margaritaville enjoyed record rates throughout the portfolio in 2022. Margaritaville branded hotels overperformed 2021 in Traffic, Bookings, as well as ADR. Overall revenue soared with the portfolio reaching an incredible 28% growth in year-over-year results. Higher traffic (54% increase over last year) and higher rates, however, affected conversion and the look-to-book ratio (conversion in Booking Engine) went down by 25% in 2022 from last year.

HIGHEST BOOKING ENGINE VISITS

Hollywood **800K**
Lake Conroe **640K**
Nassau **590K**

HIGHEST CONVERSION RATIO

(benchmark for like hotels in the SynXis portfolio is 2.4%)
Palm Springs **4.6%**
Jacksonville **4.5%**
Anna Maria Sound **4%**

HIGHEST REVENUE PRODUCTION VIA BOOKING ENGINE

Hollywood **\$21M**
Key West **\$12M**
Cottages Orlando **\$12M**

CRS BOOKING ENGINE BOOKING LEAD TIME

Booking window remained consistent with prior year (2021) with the greatest number of bookings around the 16-30 and 31-60 day range. We saw the greatest year-over-year increase in same day bookings (22% from 2021). However, the overall mix of bookings by lead time remains largely dominated by the 30-60 day window so there are still great opportunities to secure solid baseline business for the 2023 year. Stay alert and ensure you are capitalizing on these revenue opportunities.

CRS CHANNEL MIX

Margaritaville Hotels & Resorts continue to generate record breaking direct bookings and revenue. In 2022, the portfolio booked 62% of revenue via Direct Channels. This is a small decrease from 2021 figures, and while this is not unique to Margaritaville, we must be mindful of this shift as it clearly demonstrates marketing efforts by OTAs are affecting our direct booking efforts.

Location	MV.COM	Phone	Walk-In	PMS	Direct Channels Total	OTA	GDS	Wholesale	Non-Direct Channels Total
PORTFOLIO AVERAGE	31.8%	10.3%	2.3%	17.6%	61.8%	35.4%	1.1%	1.7%	38.2%

CALL CENTER PERFORMANCE



112K
CALLS
ANSWERED
(no variance from last year)



4.7%
ABANDON
RATE
(-2% from last year)



13.6%
CONVERSION
RATE
(-2% from last year)



\$14.2M
SALES
(+1M from last year)



\$369
DAILY RATE
(+\$72 from last year)

Conversion was affected mostly by the shift in call type. Last year, 42% of the calls were to book a hotel room vs 32% this year. Most non-convertible calls received are for guest service related matters.

TRAINING/LEADERSHIP EVENTS



REVENUE & MARKETING SUMMIT

The 2022 Revenue & Marketing Summit was a 3-day conference held at Margaritaville Island Reserve Riviera Cancun. More than 80 revenue and marketing leaders from across the portfolio attended and participated in hands-on training workshops while networking with other leaders sharing best practices and insights. It was a wonderful time workin’ ‘n playin’ with this hard-working group of individuals. We look forward to hosting the Summit again at a new Margaritaville destination in fall of 2023.



GENERAL MANAGER ESCAPE & AWARDS

18 Margaritaville Hotels & Resorts general managers (and/or property representatives) and 22 people from the home office joined onboard Margaritaville at Sea for an incredible GM Escape in November. It was a wonderful couple of days with brand updates, team building, and connection, with some impressive accomplishments and awards being recognized and celebrated.



Thank you to those who were able to attend and congratulations to the winners of our 2022 Hotels & Resorts Brand Recognition:

- 

MARGARITAVILLE STATE OF MIND AWARD
Scott Robbins, Margaritaville Resort Orlando
Exemplified the Margaritaville State of Mind and consistently delivered fun and escapism to team members and guests.
- 

MISSION DRIVEN AWARD
Grecia Lopez, Margaritaville Island Reserve Resorts
Leader whose contributions define our core purpose of creating and delivering fun and escapism.
- 

ADJUSTING THE SAILS AWARD
Kevin Herbst, Margaritaville Lake Resort Lake Conroe
Most improved NPS score in the portfolio over the last year.
- 

LIFE'S GOOD ON OUR BOAT AWARD
Margaritaville Lake Resort Lake Conroe
Most engaged team on Nudge based on adoption rate, active users, Spark sessions and property specific content.
- 

PROPERTY OF THE YEAR AWARD
(2nd year in a row!)
Margaritaville Island Hotel Pigeon Forge
Achieved the best scorecard using the defined metrics (NPS Score, Online Reputation, Guest Satisfaction, MSAT, Nudge Engagement, RevPAR Index, and brand compliance/involvement).
- 

NEWCOMER OF THE YEAR
Camp Margaritaville RV Resort & Lodge Pigeon Forge
Newly opened property achieving the most significant metrics (NPS Score, Online Reputation, Guest Satisfaction, MSAT, Nudge Engagement, RevPAR Index, and brand compliance/involvement).

PUBLIC RELATIONS: EARNED MEDIA PLACEMENTS

UNPARALLELED MEDIA COVERAGE & BRAND IMPACT



180K
PLACEMENTS

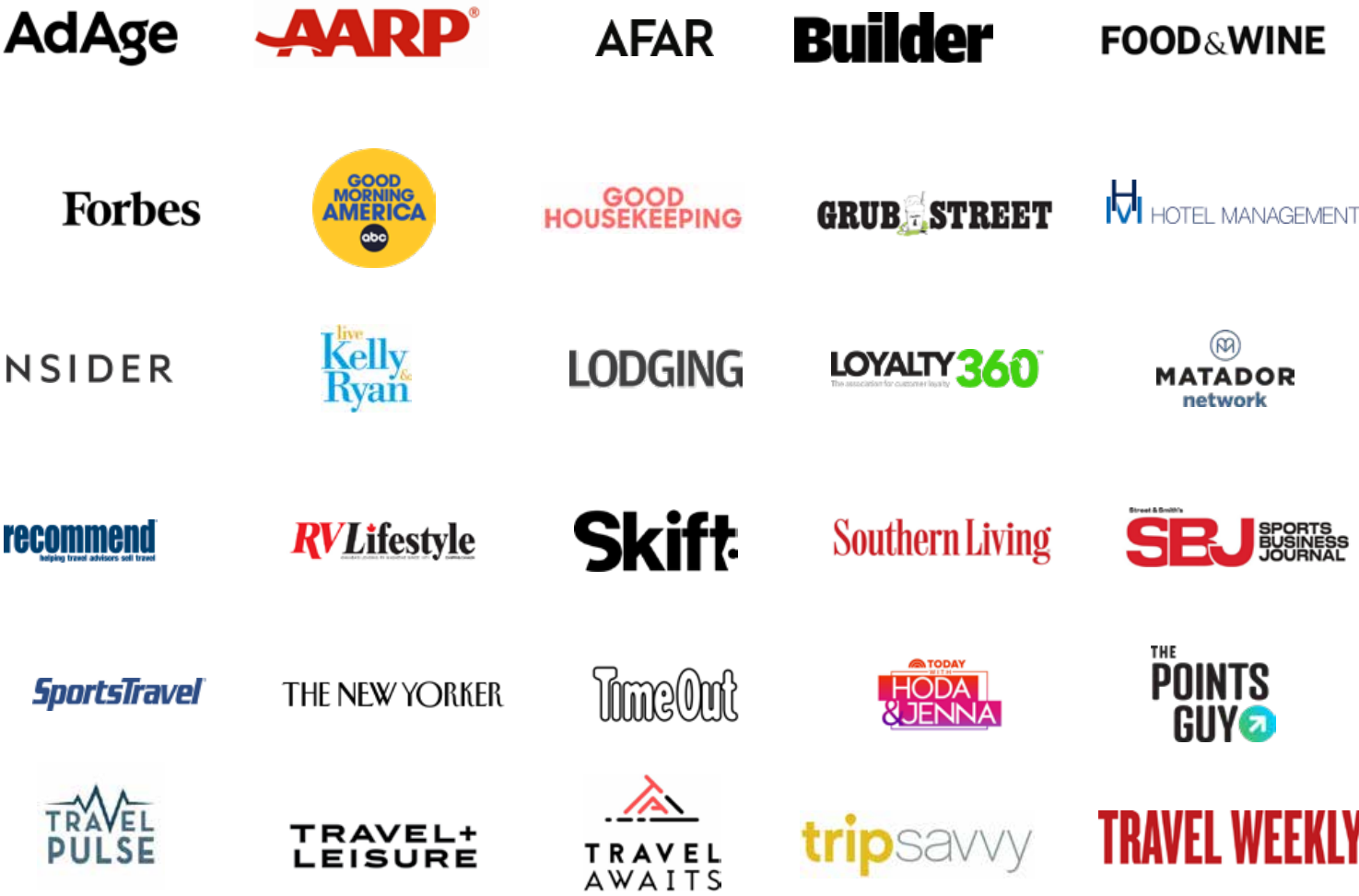


119.2B
IMPRESSIONS



\$1.1B
MEDIA VALUE

TOP COVERAGE



DIGITAL MARKETING YE RESULTS



EMAIL DATABASE
2.6M BRAND SUBSCRIBERS
(1.7M IN LEGACY DATABASE)



WEB TRAFFIC
25.3M WEB VISITORS

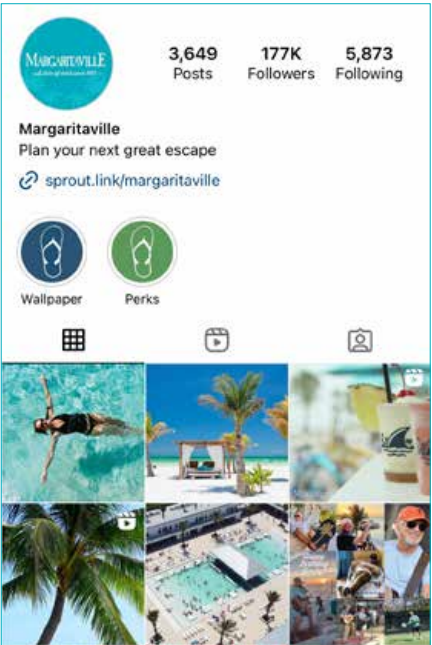
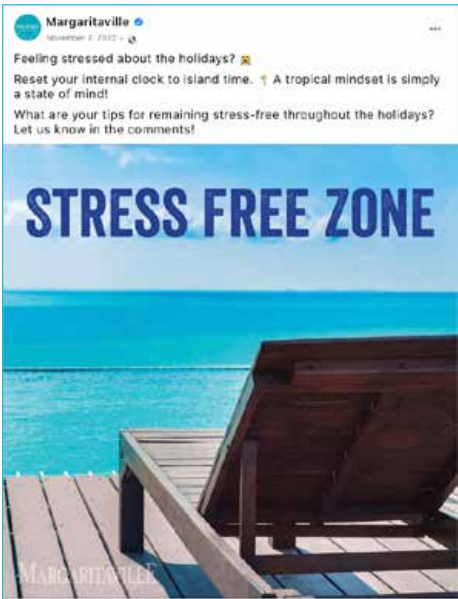
SOCIAL CHANNELS



816K

FACEBOOK PAGE LIKES

NET FOLLOWER
GROWTH: 3.8K
REACH: 18.5M
IMPRESSIONS: 21.5M
ENGAGEMENT
RATE: 2.86%



177K

INSTAGRAM FOLLOWERS

NET FOLLOWER
GROWTH: 13K
REACH: 5.3M
IMPRESSIONS: 7.3M
ENGAGEMENT
RATE: 2.88%

RESORTS WEBSITE **STATS**

MARGARITAVILLERESORTS.COM
AVERAGE MONTHLY WEBSITE PERFORMANCE

1.08M
VISITS

3.15M
PAGE VIEWS



\$7.9M
REVENUE



8.7K
BOOKINGS



22.3K
ROOM NIGHTS



\$354.58
ADR

2022 TOTAL PERFORMANCE

9.77M

TOTAL UNIQUE
WEB VISITORS FOR
RESORTS SITE

\$3.7M

TOTAL INCREMENTAL
POTENTIAL GROUP
SALES LEAD REVENUE
SOURCED

6

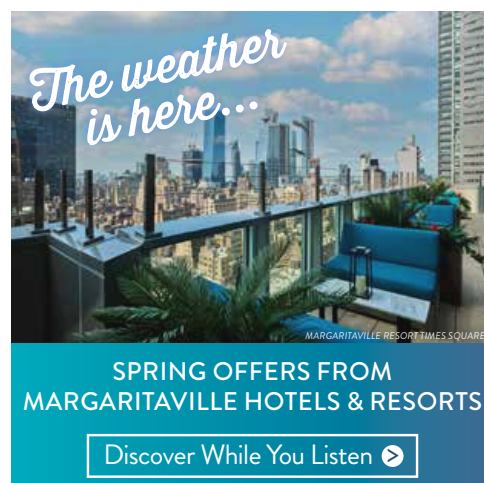
NEW PROPERTY
WEBSITES
LAUNCHED IN 2022

297K

TOTAL WEB VISITORS
FOR COMPASS SITE
COMPASSHOTEL.COM

Seasonal Campaigns

Our Margaritaville Hotels & Resorts 2022 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.

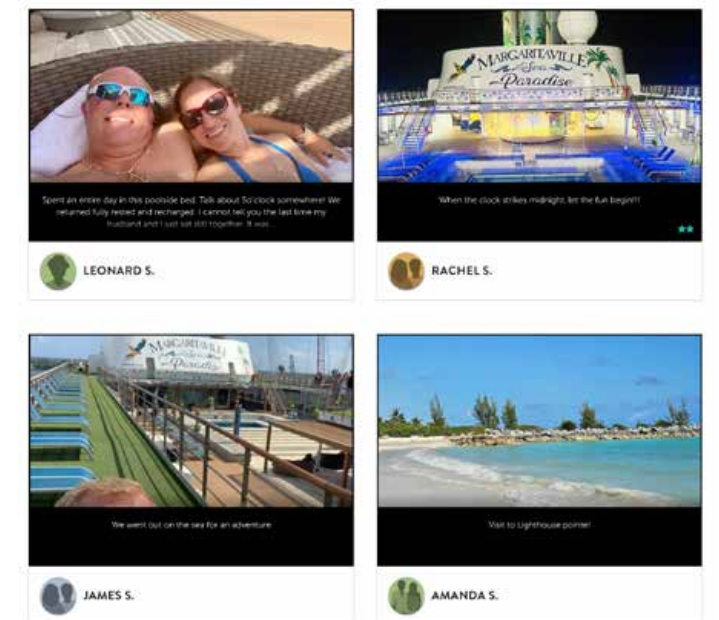
Advocacy lets travelers introduce Margaritaville experiences to a likeminded audience, at scale; taps into this highly targeted, right-fit demographic, growing an even larger new audience of dreamers and warm leads.

DATABASE GROWTH VIA FLIP.TO
DISCOVERY & ADVOCACY

1.7M+
2022 TOTALS

14 PROPERTIES LIVE
ON DISCOVERY

18 PARTNERS LIVE
ON ADVOCACY



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.



25K
PAGE VIEWS

720
CURRENT USERS

MARGARITAVILLE UNIVERSITY

The Margaritaville College Ambassador Program began in the fall of 2016 and has since welcomed 1,038 ambassadors on 350 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



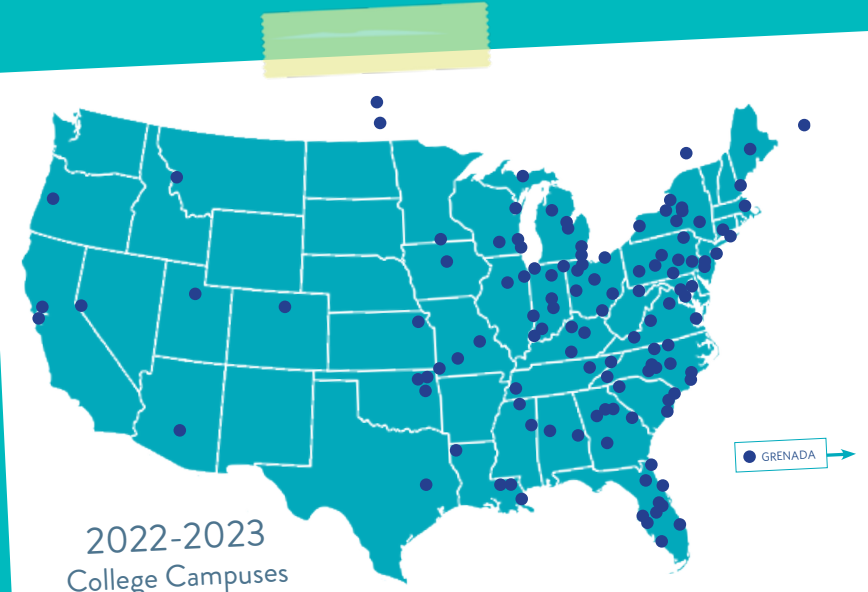
1,075+
COLLEGE CAMPUS EVENTS
150,000 attendees



225+
PHILANTHROPIC
EVENTS



1,038
AMBASSADORS
11.8% Acceptance rate



RADIO MARGARITAVILLE



9M

WEEKLY
LISTENERS

2.4M

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 Michael Franti, Savannah Buffett, Brian Kelley, Gramps Morgan and Peter Mayer as well as Resort and Hotel guests who frequently spot by the studios to say hi and are often featured on air!

The Radio Margaritaville hosts all set sail for some live broadcasts, fun and relaxation aboard Margaritaville at Sea in 2022. Click the Watch Now button below to view the exciting recap.



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.

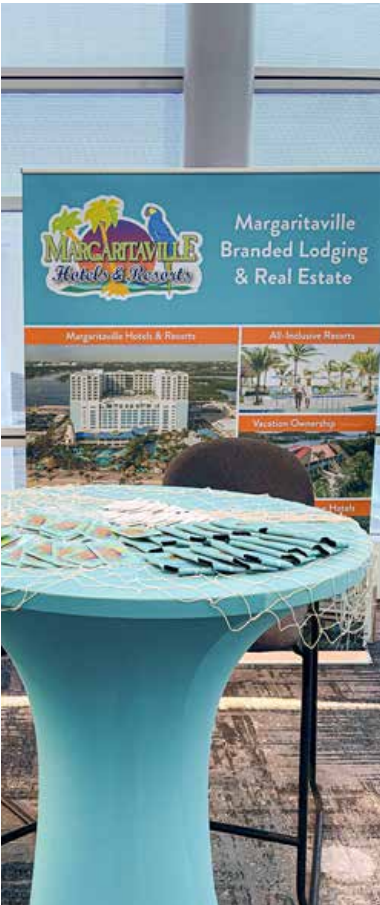


MONTHLY GIVEAWAYS

The popular monthly Brand giveaways continued in 2022. Each month a valued partner was featured in a sweepstakes promoted on all Margaritaville channels and in our locations. Giveaways included branded merchandise, cruises on Margaritaville at Sea, and Margaritaville resort stays in Cap Cana, Nashville, Lake Conroe, and more. Monthly sweepstakes are a consistent successful effort to increase the brand database.



CONFERENCES & TRADE SHOWS



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 2022

Wheel of Fortune’s Home Sweet Home week, promoting Latitude Margaritaville and Margaritaville Resort prizes, celebrated its fourth season in a big way. In addition to giving away a new Latitude Margaritaville residence to an at-home Wheel Watcher, an added wedge on the wheel gave in-studio contestants a chance to win a new home as well. We also continued our second season of Margaritaville Resorts Family Vacation Week on America’s Game. This week of shows featured our beautiful hotels and resorts in the US, Caribbean, and Mexico. The Wheel Watcher giveaway for at-home viewers was an incredible family vacation for 4 to Margaritaville Beach Resort Nassau.

PRIZE LOCATIONS FEATURED ON WHEEL OF FORTUNE

Margaritaville Island Reserve Cap Cana	Margaritaville Lake Resort Lake of the Ozarks
Margaritaville Beach Resort Costa Rica	Margaritaville Resort Palm Springs
Margaritaville Resort Gatlinburg	Margaritaville Vacation Club Rio Mar
Margaritaville Beach House Key West	Margaritaville Island Reserve Riviera Cancun
Margaritaville Lake Resort Lake Conroe	Margaritaville Vacation Club St. Thomas



COMBINED, **MORE THAN 414K VIEWERS ENTERED** ONLINE TO WIN DURING WHEEL OF FORTUNE’S LATITUDE MARGARITAVILLE HOME SWEET HOME WEEK AND MARGARITAVILLE RESORTS FAMILY VACATION WEEK.



MARGARITAVILLE SPORTS



SPORTS

It was all home runs, happy hours and high notes on the field for Margaritaville in 2022. With our fun lifestyle and key partners, Success Brands and OT Sports, we delivered escapism, entertainment, and amazing experiences to ballparks and arenas from Tampa to Seattle and over 50 cities in between.



MARGARITAVILLE RUN

The 2022 Margaritaville Run Series drew nearly **4K participants** who ran in the Margaritaville state of mind and earned a branded finisher medal, floral t-shirt, Margaritaville shot glass, Margarita pin, and a bucket hat. In addition to the virtual “It’s 5 Kilometers Somewhere” run, the Margaritaville Run Series also brought fans together for live and in-person running events at five Margaritaville Resorts nationwide.



MV RUN STATS

5

LIVE RACES

3,736

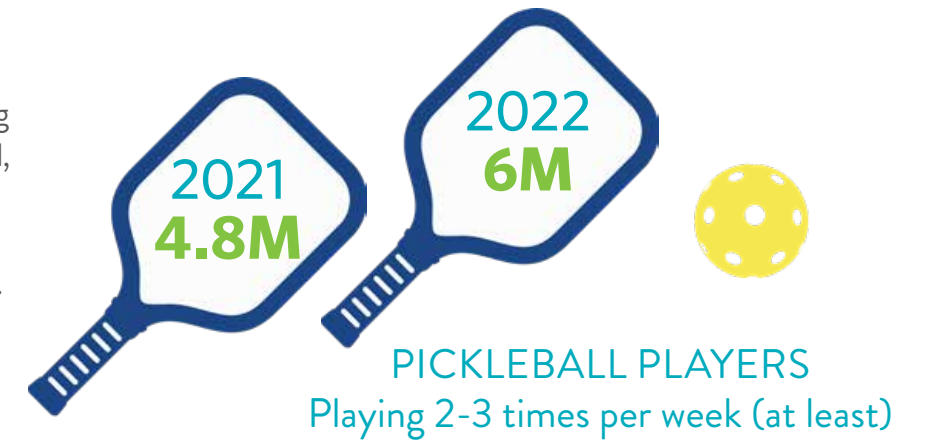
PARTICIPANTS

18.6K

KILOMETERS RAN

PICKLEBALL

Pickleball, often described as a combination of tennis, ping-pong, and badminton, grew nearly 40% between 2019 and 2021, making it America’s fastest-growing sport. Pickleball, much like Margaritaville, is for everyone. It’s a multi-generational social sport people are enjoying at home, and even traveling to play. In 2023 an estimated 36.5M people have played pickleball at least once in the last year.



MLP BY MARGARITAVILLE

Margaritaville and Major League Pickleball are playing doubles! Margaritaville is now the title sponsor of the fast-growing professional pickleball league, branding the league as “MLP by Margaritaville.” This marks a seminal moment for the sport with one of the largest commercial deals ever for MLP, adding a world-class partner to elevate the live experience for fans and players.

NUDGE

2022 AT A GLANCE

5.4K	Adopted Users	482K	Spark Impressions (Posts, Comments, Likes, and Reads)
1.7K	New Users	831	Rewards Sent
51.7K	Spark Posts & Comments	87%	Approval Rate (Benchmark 80%)
9.6K	Cheers Sent		

MOST SUCCESSFUL SPARK

Scavenger Hunt Spark Sessions - 950+ Interactions received in just 7 days.
Team Members used this spark session to find certain things at their property and submitted pictures for points. Due to its success with increased team engagement, look for another version of this to come in 2023.

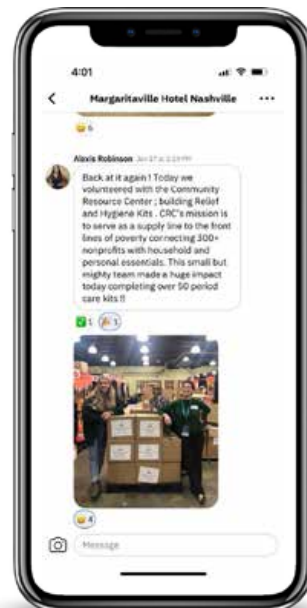
"Found all at Margaritaville Beach Resort Nassau Bahamas. One of my managers and team members chipped in as well. We had an amazing time doing this had a lot of fun."
Stacy B., Margaritaville Beach Resort Nassau



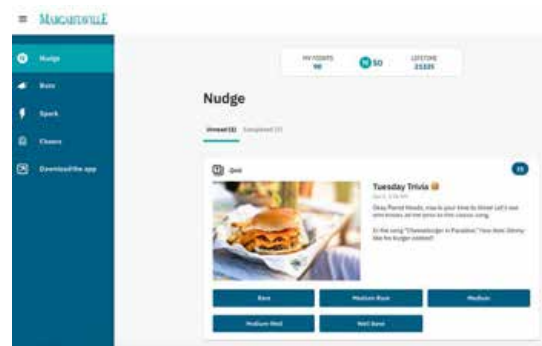
NEW GROUPS

GIII and the Call Center Team were added to Nudge in 2022

NEW FUNCTIONALITY



Team Chat and Nudge Web were introduced this past year. Team Chat has been a great tool for teams to connect quickly, efficiently, and effectively. Nudge Web has allowed team members to connect that may not have access to the smartphone app.



TEAM MEMBER COMMENTS

"I love everything about my job and this app. It's such an encouraging and positive place!"

SAVANNAH D.
Margaritaville Hotel
Pensacola Beach

"I love learning more about the company and hearing about other venues from their staff... aka my shipmates!"

KRISTIN G.
Margaritaville
Pigeon Forge

"I love how it brings all Margaritavilles together, we really are one big FIN-family."

MIKAYLA S.
Margaritaville Lake Resort
Lake of the Ozarks

"My favorite part of 'Nudge' is the interaction with Margaritaville properties. We learn so much about the different properties. Kudos to all who make it happen daily."

VA'SHON S.
Margaritaville Beach Resort
Nassau

"As a fairly new employee, I love this app and the camaraderie it creates among associates."

DAWN D.
Latitude Margaritaville
Hilton Head

"My favorite part about Nudge is getting to connect to all the other MargU Ambassadors and see how they live the Margaritaville Lifestyle at their university! Fins up!"

KACI K.
Margaritaville University
Ambassador

LATITUDE MARGARITAVILLE



In 2022, we brought Latitude Margaritaville Residents on Nudge for brand immersion and to create and deliver fun & escapism to their communities.

952 Adopted Users
292 New Users
704 Cheers Sent

We look forward to continuing to grow this community in 2023.

TRAINING AND ENGAGEMENT

MSAT 2022

For the first time, our annual Margaritaville Team Member Satisfaction Survey was available in English, Spanish, and Haitian Creole. An improved process has allowed us to return MSAT results to the properties within 30 days of the survey completion. High team member engagement at the properties continues to drive our Core Purpose and engaging experiences for our guests.



3.3K SURVEY RESPONDENTS | 51 LOCATIONS SURVEYED

ENGAGEMENT
SCORE AVG
87%

ENPS*
AVERAGE
42%

*Employee Net Promoter Score

PARTICIPATION
RATE
70%

BRAND AVERAGE TOP 2 BOX

I LOVE
MY
JOB
90%

I AM PROUD TO
WORK FOR OUR
COMPANY
91%

OUR COMPANY
IS A FUN PLACE
TO WORK
88%

SUPPORT TEAM FUN FACTS

- Supported 8 new property openings with trainers from all over the United States
- Hosted 72 Property Leaders at our New Leader Domino College Training Sessions
- Piloted revamped Delivering Paradise training
- Fully rolled out Brand Uniform program

NEW BRAND UNIFORMS



MARGARITAVILLE CARES

GIVING BACK

SUMMERTIME TO GIVE

Together, our Home Office and Latitude Margaritaville locations, raised over \$7K in monetary and school supply donations for local Boys & Girls Clubs in our communities.



FOOD DRIVES

During the holiday season, many of our teams helped families in need by donating canned food and holiday meal necessities through food drives hosted by their properties.

BREAST CANCER AWARENESS

Team members raised almost \$1.8K for Making Strides Against Breast Cancer. We also encouraged our teams to create human ribbon photos to show their support!



LOCAL OUTREACH

Team members from across the Margaritaville Family continued to donate their time to local food banks, community centers, and organizations near and dear to their hearts. Multiple locations hosted or sponsored charitable events at their locations.

GIVE KIDS THE WORLD VILLAGE

This year we sponsored a tree within the Night of Million Lights Tree Trail, held at the Island H2O Live Waterpark on the Margaritaville Resort Orlando grounds!



Our Margaritaville Tulsa Restaurant held a Christmas in July campaign raising over \$3K for the Village!

Hotel & Resort locations with our Davidson partners, stayed committed to their charitable efforts by hosting numerous fundraisers for Give Kids the World.

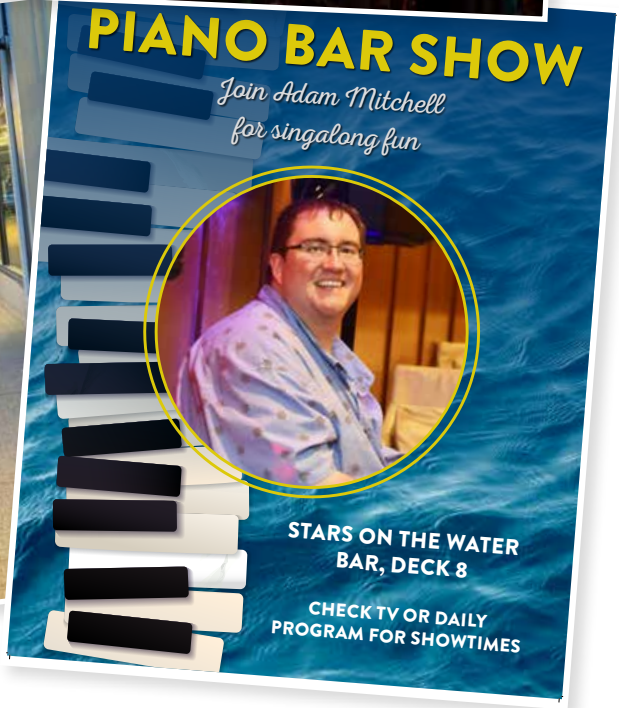
ENTERTAINMENT & ATMOSPHERE

THE EVOLUTION OF MARGARITAVILLE ON THE HIGH SEAS

In 2022 we focused on adding another unique offering to our *collection of destinations*. The launch of Margaritaville at Sea Paradise cruise ship was an exciting event in the travel industry, as it promised to provide an offshore resort experience offering the fun, escapism, and state of mind synonymous with our iconic lifestyle. A strong component of the ship experience onboard was and continues to be the live entertainment and atmosphere.

The ship offers a wide variety of live entertainment options, including interactive shows, concerts, and performances. One of the highly anticipated shows onboard in the state-of-the-art theater is *“Tales from Margaritaville: Jimmy’s Ship Show”*, written by Jimmy Buffett and Frank Marshall. The Broadway-caliber show is a musical odyssey to the islands filled with warm summer breezes and restless dreamers featuring unforgettable songs and stories inspired by Jimmy’s bestselling book, *“Tales from Margaritaville.”*

The live entertainment on Margaritaville at Sea cruise ship is *designed to be interactive*, allowing guests to participate in the shows and performances. This is a unique aspect of the cruise ship, as many other ships only offer passive entertainment options. By allowing guests to participate in the shows, the cruise ship aims to create a more immersive and memorable vacation experience. Margaritaville at Sea offers *a one-of-a-kind experience for their guests*. The brand team was lucky enough to be directly involved with all the entertainment setting sail on Margaritaville at Sea.



JIMMY BUFFETT IN 2022

BLUE BLOODS

Early 2022, Jimmy guest starred on the CBS procedural drama, “Blue Bloods,” playing himself and a con-artist named Dickey Delaney.



SAME BAOT

Jimmy appeared on a new version of the Zac Brown song “Same Boat.”

BARMAGEDDON

Jimmy and Mac wrote the theme song for the TV series “Barmageddon.”

PROPERTY VISITS



Jimmy visited several Margaritaville locations throughout the year including Palm Springs, Times Square, Las Vegas, and more!

JAZZ FEST

Jimmy appeared in “Jazz Fest: A New Orleans Story,” the documentary celebrating the 50th anniversary of this annual iconic festival.

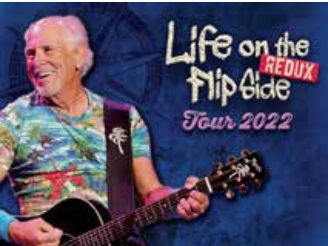


AT SEA

Jimmy and Mac performed on the inaugural sail of Margaritaville at Sea Paradise.



2022 TOUR



Jimmy Buffett and the Coral Reefer Band set out on the Life on the Flipside Redux 2022 Tour, broadcasting the official live performances on Radio Margaritaville and Margaritaville TV.

GONE FISHIN'

In May, we were treated to concert rebroadcasts from archived concerts every week with the “Gone Fishin’ Virtual Tour”.



BRIGHT FUTURE LOOKING AHEAD TO 2023 & BEYOND



MARGARITAVILLE AT SEA PARADISE DRY DOCK

New spaces coming to life in 2023

PICKLEBALL COURT

Reimagined forward deck with custom outdoor regulation pickleball court.

CHEESEBURGER IN PARADISE BURGER BAR

Dedicated burger bar with fresh burgers, toppings, and ocean views.

NIGHT CLUB

Sky Club on Deck 14 with elevated seating, bottle service and club vibes until late.

ENHANCED ARCADE

On Deck 8 near Euphoria, enhanced arcade with the newest and best games.

DUELING PIANO BAR

Reimagined Oasis Room with lively lounge, revamped bar space, and dueling pianos.

JOLLY MON KID'S CLUB

Kids space for 4-6 year olds.

PARAKEETS KID'S CLUB

Kid's space for 7-12 year olds.

TEEN'S ROOM

Teen space for 13 and up with the latest games and loads of fun.

IN ADDITION TO THESE NEW VENUES AND CONCEPTS, SIGNIFICANT INCREMENTAL WORK WILL BE DONE DURING DRY DOCK INCLUDING TECHNICAL WORK AND INVESTMENTS IN CREW WELLBEING AREAS.



REPUTATION ANCHOR PROGRAM

HOSPITALITY REPUTATION & QUALITY ASSURANCE PROGRAM

Anchored in our values and reinforcing our commitment to create and deliver fun and escapism, our ANCHOR program is designed to protect the brand reputation, measure the guest experience, ensure consistent quality, and cultivate loyalty through listening to the voice of our guests.



Audits
Net Promoter Score
Closing the Loop
Health and Safety
OSAT
Reputation

“The wind might cause a kite to rise, but what keeps it up there is the fact that somebody on the ground has a steady hand. You have to hold steady to your values - your integrity. It’s your anchor. You let go of that. . . well, it isn’t long before your kite comes crashing down.”

-Mark Victor Hansen & Robert G. Allen,
One Minute Millionaire

2023 UPCOMING LOCATIONS



11+
NEW PORTS OF
PARADISE WILL BE
ADDED TO OUR
COLLECTION
Announced locations as of March 2023

- MARGARITAVILLE HOTEL SAN DIEGO GASLAMP QUARTER
- MARGARITAVILLE BEACH RESORT FORT MYERS BEACH
- MARGARITAVILLE RESORT LAKE TAHOE
- COMPASS HOTEL NAPLES
- CAMP MARGARITAVILLE RV RESORT CRYSTAL BEACH - FINS BAR & GRILL
- MARGARITAVILLE RESTAURANT BOSTON
- MARGARITAVILLE ISLAND RESERVE RIVIERA MAYA
- CAMP MARGARITAVILLE RV RESORT BREAUX BRIDGE
- MARGARITAVILLE BEACH COTTAGE RESORT PANAMA CITY BEACH
- MARGARITAVILLE BEACH RESORT BELIZE
- MARGARITAVILLE BEACH RESORT SOUTH PADRE ISLAND

A LETTER FROM THE PRESIDENT DAN LEONARD

Life's Good On OUR BOAT, or should we say SHIP

Hard to resist the significance of the launch of Margaritaville at Sea this year! Having many years and countless experiences to compare to, the launch of Margaritaville at Sea was one of our proudest moments for our company. It was also one of our most challenging openings in company history, but it highlighted the core of our success – our entire team’s passion, work ethic, and “will not be denied” approach to any challenge that comes our way. Thank you all for your commitment to getting this ship on course.

And a big welcome aboard to the new properties that also opened this past year in Auburndale, Holbox Island, Medford, Miami Bayside, South Padre Island, Curacao, Crystal Beach, and Atlanta. Delighted to have you as part of our Margaritaville family.

We want to express our gratitude to all of you – our partners, leaders, support teams, and all-important front line team members for an extremely successful year of delivering on our brand promise of fun and escapism. Looking forward to another exciting year ahead filled with new challenges and abundant opportunities!

*“It is good to have an end to journey toward;
but it is the journey that matters, in the end.”*

– Ernest Hemingway



Dan Leonard,
President, Hospitality



THANK YOU

“COME ALONG, LET’S HAVE SOME *fun*,
THE *hard work* HAS BEEN DONE.”



MARGARITAVILLE®

MARGARITAVILLE.COM