MARGARITAVILLE®

A STATE OF MIND SINCE 1977



Brand Operations Standards

| HOTELS & RESORTS |

2021

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Introduction

INTRODUCTION

The purpose of this document is to prescribe standards for the operation of Margaritaville Hotels and Resorts. Operators must comply with all applicable international, national, and local laws and regulations. In the event of a discrepancy between international, national, and local laws and regulations and these standards, the more stringent requirement must take precedence (unless the more stringent standard prescribed here is forbidden by applicable law).

Margaritaville reserves the right to periodically audit properties for compliance with these standards. Noncompliance with these standards may result in the consequences described in the license agreement and other applicable terms. Where standards in this document call for an approval or waiver by Margaritaville, such references indicate that the Operator must secure such approval/waiver in writing from Margaritaville and keep such documentation on file. Requests for waivers must always be sent to margaritaville-standards@margaritaville.com with reference of waiver approval on file.

While this document provides standards for all types of Margaritaville Hotel and Resort properties, its core focus is on operation of large-scale resorts. As such, some sections may identify requirements that are modified or waived for specific types of projects (e.g., small resorts and hotels/urban resorts). As noted throughout this document the following definitions apply:

> Large Resort – A typical Margaritaville Resort is this type of property. It generally has over 225 keys, is spread out across several acres of land, and has 10,000 or more square feet of meeting space, multiple F&B outlets, live entertainment options, amenities, and guest activities. Large resorts may be aligned with timeshare and residential communities or mixed-use retail developments. *Examples include Margaritaville Resort Hollywood, Margaritaville Resort Orlando, and Margaritaville Lake Resort – Lake Conroe.*
>
> Small Resort – Certain properties are resort destinations with smaller amounts of space available. Various options for amenities exist in this category. These properties usually have about 150-200 keys, feature the minimum number of required F&B outlets, have less meeting space than large resorts, and often have fewer guest amenities and activities onsite. Properties in this category often are in a high leisure travel destination market and have many activities and amenities available to guests in the local market.

Examples include Margaritaville Resort and Marina – Key West, Margaritaville Resort Gatlinburg, and Margaritaville Resort – Jacksonville Beach.

Hotel/Urban Resort – These are properties in high-density urban markets or urban beach markets, or those without access to ample onsite guest amenities and property sprawl. As with small resorts, a minimum number of F&B outlets are required. *Examples include Margaritaville Beach Hotel – Pensacola, Margaritaville Hotel – Nashville, and Margaritaville Resort New York City.*

All aspects of a Margaritaville Hotel or Resort property (or any associated facility or service) including, but not limited to, personnel, buildings, grounds, furnishings, fixtures, décor, equipment, signs, vehicles, linens, supplies, glass, printed matter, and any other element thereof that affects the guest, directly or indirectly, must be maintained at all times in accordance with the high standards of service and physical appearance as befit the Margaritaville brand.

Notwithstanding the foregoing, any employment-related policies and procedures contained herein are included for Operators' optional use.

Additional materials, including templates, guidelines, specifications, and examples support these standards. These materials are denoted with *italicized purple text*. Until further notice, these standards are explicitly supplemented by the heightened standards reflected in the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation.

These standards are subject to modification by Margaritaville from time to time and on an annual basis.

Section 1
GUEST JOURNEY

100. INTRODUCTION

The purpose of this section is to provide standards for all aspects of the Guest Journey at a Margaritaville Hotel or Resort property, from pre-arrival to check-in, through the experience of all key elements of a stay, concluding with check-out.

101. PRE-ARRIVAL EXPERIENCE

101.A. Reservation Confirmation

For all direct bookings into the Central Reservations System (CRS) (whether via the call center or online booking through the Margaritaville website), an email confirming the details of the reservation must immediately be automatically generated using the *Reservation Confirmation template* in the Customer Relations Management system (CRM). The email must contain, at a minimum:

- A friendly branded greeting
- The confirmation number
- The dates of the stay
- The room type and number of guests
- The room rate for each night
- Any additional fees applicable to the stay (e.g., resort fee, parking fee, pet fee)
- The cancellation policy applicable to the booking
- The smoke-free policy
- Local contact information for the property (address and phone)
- Contact points (telephone and clickable links) for the guest to make further inquiries as to the status of the reservation
- Any Margaritaville-mandated marketing messaging, which may include seasonal offers, Margaritaville Perks program information, etc.

101.B. Reservation Change

For all guest-initiated reservation changes in the Central Reservations System (CRS) (whether via the call center or online booking through the Margaritaville website), an email confirming the details of the reservation change must immediately be

automatically generated using the *Reservation Confirmation template* in the Customer Relations Management system (CRM). The email must contain, at a minimum, the following details for the changed reservation:

- A friendly branded greeting
- The confirmation number
- The dates of the stay
- The room type and number of guests
- The room rate for each night
- Any additional fees applicable to the stay (e.g., resort fee, parking fee, pet fee)
- The cancellation policy applicable to the booking
- The smoke-free policy
- Local contact information for the property (address and phone)
- Contact points (telephone and clickable links) for the guest to make further inquiries as to the status of the reservation
- Any Margaritaville-mandated marketing messaging, which may include seasonal offers, Margaritaville Perks program information, etc.

101.C. Reservation Cancellation

For all guest-initiated reservation cancellations in the Central Reservations System (CRS) (whether via the call center or online booking through the Margaritaville website), an email confirming the details of the reservation cancellation must immediately be automatically generated using the *Reservation Confirmation template* in the Customer Relations Management system (CRM). The email must contain, at a minimum:

- A friendly branded greeting
- The cancellation confirmation number
- The dates of the stay
- Local contact information for the property (address and phone)
- Contact points (telephone and clickable links) for the guest to make further inquiries as to the status of the reservation

101.D. Pre-Arrival Email

Three days prior to the first night of a stay (if the reservation was booked at least seven days in advance) or 24 hours prior to the first night of the stay (if the reservation is booked between three and seven days in advance), for all direct bookings into the CRS (whether via the call center or online booking through the Margaritaville website), an email confirming the details of the upcoming stay and anticipating the guest's arrival must be automatically generated using the *Pre-Arrival template* in the Customer Relations Management system (CRM). The email must contain, at a minimum:

- A friendly branded welcome
- The confirmation number
- The dates of the stay
- The room type and number of guests
- The room rate for each night
- Any additional fees applicable to the stay (e.g., resort fee, parking fee, pet fee)
- The cancellation policy applicable to the booking
- The smoke-free policy
- Local contact information for the property (address and phone)
- If used, the method for pre-arrival use of the text messaging/SMS platform for guest communications
- Contact points (telephone and clickable links) for the guest to make further inquiries as to the status of the reservation
- Property details and other useful information helpful to the guest's upcoming stay

A pre-arrival email is recommended, but not required, for reservations booked less three days in advance.

102. ARRIVAL EXPERIENCE

102.A. Rules for Guest Transportation

Guest Shuttle Service: Guest shuttle service is optional.

Vehicle requirements: If a property chooses to provide Operator-owned or leased guest transportation, it must comply with all the following requirements:

- All vehicles must accommodate no less than five passengers plus storage for luggage.
- All vehicles must be equipped with SiriusXM radio, and only the Radio Margaritaville station may be played.
- It is recommended that passenger windows are tinted.
- Vehicles must not be parked under the porte cochère except to load and unload guests.

Third Party Transportation: The property may choose to contract with a third party to provide transportation, provided that the third party complies with all applicable standards. The property is responsible for ensuring the third party's compliance with the standards.

Transportation Availability and Destinations: Guest transportation, when contracted, owned and/or operated by the property, must be provided at no additional charge for trips of a minimum of three miles from the property. Team members must always advise the guest of the estimated wait time until the vehicle arrives and provide clear directions to the transportation waiting area.

Airport Shuttle Service: The property may choose to offer transportation to nearby airports on a complimentary or fee basis.

Personal Vehicles as Transportation: Personal vehicles of team members are not allowed to be used to transport guests under any circumstances.

Transportation Accessibility: If the property provides guest transportation, it must provide directly, or through a service, a lift-equipped vehicle to accommodate the transportation of guests with disabilities.

Smoking Policy: Smoking is not allowed in vehicles. Margaritaville-branded "No Smoking" signs must be prominently displayed.

Communication: Two-way, real-time communication must be available to driver team members in vehicles for continuous communication with the property.

Wi-Fi Capability: It is recommended that vehicles be equipped with free Wi-Fi access for guest use.

Safety: To ensure guest safety, all vehicles must be fully equipped with seatbelts. At no time may the number of passengers exceed the number of available seatbelts. All vehicles must have a first aid kit, multipurpose fire extinguisher, and jumper cables on board at all times. The property must also maintain a supply of child seats for guest use.

Graphics: All vehicles used for guest transportation must display the appropriate identity graphics as required by the *Brand Logo Usage Guideline* and Sections 502 and 503.D. Graphics include full vehicle wraps as well as magnetic decals showing the brand logo. No other logos or brand references are allowed to appear on the vehicle unless approved by Margaritaville. Co-branded shuttles are not permitted.

Registration: All vehicles must be properly registered, insured, and operated according to applicable local safety and licensing codes.

Maintenance and Cleanliness: All vehicles used for the transport of guests must be clean and well maintained.

Driver Requirements: All team members assigned to drive vehicles must be properly licensed and insured according to local codes. In addition to driving, drivers must be able to assist with loading and unloading of luggage. The role of a designated shuttle driver team member is not required, but all drivers must be familiar with destinations available and local directions. All driver team members must be wearing front-of-house team member uniforms and nametags, or if the team member is in a management role, business casual or business attire. Back-of-house uniforms are not permitted to be worn by driver team members at any time. Solicitation of gratuities is not allowed.

Signage and Lighting: All exterior property signs (including identity signs and outlet signs visible from the exterior of the building) must meet applicable *Design & Construction Standards*. All signage lighting, porte cochère lighting, parking lot lighting, pool lighting, and outdoor/activity deck lighting must be lit from sunrise to sunset unless otherwise designated by law. All signs and lights must be clean and well maintained. All lighting must comply with local environmental regulations and practices.

Flag Display: When able, properties must properly display the national flag outside the property. One pole must be used to fly the flags. The national flag must always be the highest flag. Where applicable and installed, multiple poles are acceptable, and flags must be flown according to applicable laws. All flags must be an appropriate size for the flagpole per manufacturer. If multiple flags are flown, only a combination of the national, state, and brand flags are permitted. Flags must be illuminated from sunset to sunrise. Flying a brand flag is recommended but not required.

Landscaping: A richly landscaped experience is key to the presentation of the Margaritaville brand. All landscaping visible to guests, including the porte cochère landscaping immediately visible to guests upon their arrival, must be well maintained at all times in accordance with the applicable *Design & Construction Standards*. Landscape barriers or other devices are required to screen excessive noise or undesirable views of neighboring properties (e.g., railways, industrial sites, apartment complexes, and residential neighborhoods). Such barriers must be clean and well maintained.

Fencing: All fencing must coordinate with the exterior design of the property. Permitted materials include aluminum, PVC, decorative masonry, and wood. Chain link fencing is not permitted. All fencing must be clean and well maintained.

Guest Parking: Parking signage must comply with the applicable *Design & Construction Standards*. Driveways and parking areas must be clear, well maintained, and easy to navigate for both vehicles and pedestrians. A minimum of two electric vehicle charging stations per 100 keys is required in the parking lot and must be operable. Parking may be offered as a complimentary inclusion, or it may be on a fee basis if market appropriate.

Valet Service: Vehicle valet is required at large resorts and urban hotels. Valet service is optional at small resorts. Properties may choose to offer valet service via a third-party provider. The selected third-party provider must be in operation in the local area of the property for at least two years, have experience offering valet service at similar venues, and be fully licensed and insured as required under local laws and regulations. Pursuant to Section 601.B, if the valet service is outsourced, the third-party provider must meet all Margaritaville operations, training, uniform, and other standards.

Bicycle Rack: A bicycle rack must be provided near the main entrance at locations accessible by bicycle.

102.C. Entrance/Lobby/Public Areas Presentation

General Rules: All public spaces must be clean, well maintained, and clear of vending machines, newspaper machines, coin-operated machines, free-standing water coolers, and brochure racks. Upon completion and opening of the property, or completion of an approved renovation, no additional FFE (furniture, fixtures or equipment), or decorative items, are permitted to be added to the property unless approval has been granted by Margaritaville.

Signage/Graphics/Artwork: All properties must install and displayed brand-approved signs, graphics, and artwork in accordance with the applicable *Design & Construction Standards*. Temporary promotional signage must use brand-approved templates in the *Brand Logo Usage Guidelines* and be approved by Margaritaville.

Main Entrance: Automatic sliding glass doors are required, and they must be clean and well maintained. An RFID/Bluetooth reader connected to the guest room door lock system should be provided for after-hours guest access should the main entrance not remain open 24/7.

Secondary Entrances: Where secondary entrance doors are locked, signage must be provided to indicate timing of access, keycard requirements, and directions to the main entrance.

Walk-Off Mats: Brand-approved walk-off mats as noted in the *Margaritaville OS&E Specifications* and *Brand Logo Usage Guidelines* are required at the front entrance and at all secondary entrances. Mats must be placed inside single door entries unless there is a covered area on the exterior, in which case they must be placed outside. Mats must be replaced if they become damaged or worn. Inlaid walk-out mats are permitted if they meet the applicable *Design & Construction Standards*. Mats should be kept dry, clean, and free of debris. Protective all-weather roll-out mats should be used in case of inclement weather.

Scent: The brand-approved signature scent must be deployed in the lobby areas. See Section 204 for additional detail and the *Margaritaville OS&E Specifications*.

Audio: The brand-approved music program must be deployed throughout the lobby area and porte cochère area. See Section 203 for additional detail.

Plants: Indoor landscaping must meet the requirements prescribed in the applicable *Design & Construction Standards* are permitted. All live plants must be appropriately watered and maintained, and all artificial plant décor must be regularly cleaned and maintained.

Luggage Carts: Each property must provide at a minimum one brand-approved luggage cart for every 50 rooms in the property. They must be stored in a designated closet or storage area near the entrance to the lobby from the porte cochère.

Luggage Storage and Handling: A storage service for guest luggage must be offered at no additional charge. A designated secure area near the Front Desk with appropriate shelving and storage space must be maintained, and a claim check system must be utilized.

Greeter: For resorts, a uniformed employee wearing a branded nametag shall be designated as a greeter and be in place for all mid-day hours from 11:00am – 7:00pm, positioned adjacent to the front doorway for guests to encounter upon entry. A greeter required to be in place on all days where projected occupancy exceeds 80%.

103. FRONT DESK AND CHECK-IN EXPERIENCE

103.A. Front Desk Presentation

General Organization: Doors to non-guest areas must remain closed at all times. All public areas must be kept neat/clean and clutter-free at all times. The back wall must only display brand-approved artwork. Visible portions of the back office must appear organized, clean, and clutter-free. Operational supplies must be kept below the Front Desk level to keep the area neat in appearance. Local certificates and awards are not permitted to be hung behind the front desk. Property ownership entity signage and framed award signage (e.g., TripAdvisor certificate of excellence) is permitted to be hung adjacent to and in proximity of the Front Desk, but not directly behind it.

Approved Items: Guidelines for the appropriate number of front desk stations are found in the *Design & Construction Standards*. Each front desk station shall be equipped with a telephone, a laptop computer, an iPad for mobile check-in, a cash drawer with key, a credit card swipe, a printer, a key card encoder, and a signature pad. These are the only items permitted on or adjacent to the Front Desk team member working station surfaces. Properties may also choose to use rotating monitors to capture guest signatures for registration acknowledgements and credit card authorizations. Except for items that are intended for guest view, every effort should be made to conceal equipment and supplies from guest view using the furniture provided. General Manager, F&B Director/VP, and Director of Sales business cards, review solicitation cards and any Margaritaville directed welcome or other loyalty or promotion signs are the only items permitted on the surface of the top (guest-facing) aspect of the Front Desk. See the *In-Hotel Cross-Marketing Signage Guideline* for further details. Based on the size of the property and its design, a waiver for additional or alternative equipment may be granted.

Prohibited Items: Chairs or stools, temporary tables, stands, and file cabinets, unframed banners, posters, additional lighting, holiday decorations, religious items, and temporary signage that are not part of the property's approved décor package, awards, floral arrangements beyond the approved artificial indoor plant package

(including seasonal displays), and negative signage (i.e., signs indicating fines for smoking in non-smoking room or administering charges for missing towels, etc. or any other messages that convey a negative message or tone).

Holiday Decoration Exception: Holiday lighting and decoration displays installed by a professional insured local vendor are permitted between the day after U.S. Thanksgiving and January 5. Invoices for decoration installation services must be retained by the property until the end of February for review by the Margaritaville Quality Assurance team. Such decorations may only be placed in the lobby, porte cochère, food & beverage outlets, the pool area, and outdoor/activity deck. Such decorations must not cause damage to the property and must be placed on existing flat surfaces or hung from columns and walls. The only permissible holiday decoration on the iconic Blown-Out Flip-Flop sculpture is a proportionally appropriate Santa hat decoration.

103.B. Check-In Process

Standard Check-In Flow: The following process applies when a guest chooses to check in at the Front Desk. If a mobile check-in process is made available through an app, email, etc., it is permissible to have processes that allow the guest to fully bypass front desk interaction.

- The Front Desk team member must welcome each guest with a professional, friendly greeting including the words "Welcome to Margaritaville" requesting the guest's name and a form of government-issued identification.
- The Front Desk team member should access the guest's reservation record in the PMS using the name on the identification. Guests not named in the reservation record should not be allowed to check in.
- The Front Desk team member should solicit a credit or debit card, explaining the rules applicable to holds and settlement of final charges upon check-out.
- The Front Desk team member should direct the guest to the signature pad or monitor to display and confirm the length of stay and the applicable room rate, asking the guest to sign/acknowledge that information as required by the system employed.
- The Front Desk team member shall generate the number of room keys required, utilizing keycards customized for the property produced from brand-approved templates, and shall handwrite the guest's room number in the provided place on a keycard envelope customized for the property produced from brand-approved templates.
    - Alternative keycard and keycard holder options (e.g., bracelets and lanyards) may be used, but standard keycards and holders shall always be available. Properties may choose to use a digital key system (connected to a brand app or mobile website), but in all cases physical keycards must be available should a guest request one.
- The Front Desk team member shall provide all available maps, guides, schedules, and other printed collateral that have been developed for the property. The type and volume of materials will vary by property, but, in

general, large resorts shall have a printed property map, an amenity guide, and an activity guide.
    - All printed materials shall be professionally designed and printed, though frequently changing materials (e.g., activity guides) may have professionally designed templates with specific instructions for acceptable local revisions. In general, activity guides that are not updated locally should be refreshed with new designs and schedules at least seasonally.
    - Activity guides shall include references to approved third-party vendors for offsite activities.
    - In any instance where a template is not used, or is not followed exactly, Margaritaville approval is required.
    - Digital versions of maps, guides, and schedules produced on brand-approved templates should also be created and used wherever possible.
- Except in extenuating circumstances (e.g., unusual wait times or a guest's request to not participate), the Front Desk team member should give the guest a verbal one-minute tour of the property (using the property map, if provided). This verbal tour should emphasize Margaritaville guest experience, the programming and activities available at the property, and other local highlights. See Section 602.B for details on team member training for guest interactions.
- All check-in interactions should end with the Front Desk team member explicitly thanking the guest for "choosing Margaritaville" and wishing them a "great stay."

Minimum Staffing Requirements: The Front Desk shall be appropriately staffed to align with expected occupancy and accommodate peak check-in and check-out times. Additional management and supervisory team members with Front Desk experience must be cross-trained and made available to handle check-in, check-out, guest requests, and telephone calls during peak periods to minimize guest lines and delays.

Coordination with Housekeeping: Guests must never be checked into any room that is not vacant, clean, and inspected.

Delayed Check-In: When a guest with a confirmed reservation arrives and their room is not available, they must be fully informed of the approximate length of the wait, be offered an appropriate place to change, if required, be offered complimentary luggage storage, and be asked to confirm a phone number for a telephone call and/or text when the room is ready. The waiting guest must be sent to a room that is ready for occupancy as soon as possible.

Inability to Honor Reservation: When a reservation cannot be honored, the property must pay for and relocate the guest to alternative, similar quality accommodations for one night. In such cases, the reason for the situation must be explained to the guest, an apology must be made, the procedure to relocate the guest must be explained, and transport to and back from the alternative hotel must be offered. Any advance deposits taken must be refunded. Within 24 hours, the General Manager must personally contact the guest and confirm the guest's satisfaction with the alternative

accommodation. The General Manager may exercise discretion to provide additional compensation, including a future free return stay, food & beverage credits, etc. Properties are encouraged to relocate and bring the guest back to the property for subsequent nights of the stay, or relocate guests that only have a one-night stay planned.

Collection of Guest Information: All guest information collected during the check-in process (including identification information, preferences, etc.) should be recorded in the PMS system in the format and method described in the *Margaritaville Guest Data Entry Guidelines* to ensure future utility of such information. Guest information shall never be photocopied, nor shall handwritten notes be made of personal identification information (e.g., driver's license, passport, or credit card numbers).

Group Check-Ins: For groups of ten or more rooms, steps should be taken to coordinate with a representative of the group to ensure a smooth check-in. Group check-ins should not interfere with the check-in of other guests. Where available, a separate area away from the Front Desk should be used for groups, with specific procedures for group introduction to the property and bulk luggage handling.

Private/Specialty Check-In Not Permitted: Only one primary transient guest check in line and process is permitted. A specialty, VIP, or suite-only check-in process for transient guests is not permitted. A separate timeshare desk is permitted where applicable (See Section 103.F for additional details).

Pet Policy: Margaritaville Hotels and Resorts are marketed as welcoming of guests with pets. As a result, any fees charged to guests with pets must be for the resolution of any unusual issues that arise from the presence of a particular pet in a particular situation – not to discourage the presence of pets overall. Guests with pets must be informed of the property's pet policy and the location of pet walking facilities and trash receptacles for pet waste. The property is never permitted to charge a daily fee for pets, but it may charge a market reflective cleaning fee of up to $250 per stay, which can be waived at the property's discretion. Dogs under 75 pounds and cats transported in kennels must always be permitted. Other animals are permitted at the property's discretion. Proper accommodations must be made for any animal accepted. Registered service animals must always be permitted, regardless of weight and in accordance with federal, state, and local laws.

103.C. Margaritaville Perks Loyalty Program

Participation: Participation in the Margaritaville Perks loyalty program is mandatory for all properties, and guest interactions related to the Loyalty Program are a key part of the Front Desk/check-in experience.

Perks and Rewards: Guests who enroll in Margaritaville Perks are eligible to receive various perks and rewards, which are listed in the *Margaritaville Perks Requirements*. Properties are required to comply with such requirements and ensure that qualified guests receive the perks and rewards to which they are entitled. This includes, but is

not limited to, the requirement that loyalty program participants receive a perk that is valued at approximately five percent of their total pretax stay.

Loyalty Champion: A designated team member at the property must act as the property's Loyalty Champion, and it is recommended that this team member be part of the Front Office Management/Leadership Department. The Loyalty Champion is responsible for receiving email and other informational updates from Margaritaville regarding changes to, and promotions within, the Margaritaville Perks Program. The Loyalty Champion must also participate in quarterly Margaritaville Perks webinars/video calls across the Margaritaville family of brands. The Loyalty Champion must be familiar with all Margaritaville Perks training, SOPs, and documentation in the *Margaritaville Perks Requirements*.

Front Desk Responsibilities: Front Desk team members are required to solicit new Margaritaville Perks memberships, explain the features of the Program, and comply with the requirements of the program by actioning the perks/rewards (including by preparing/using pre-arrival reports and post-check-in reviews to ensure that guests have received the perks/rewards to which they are entitled).

103.D. Front Desk/Front Office Staffing, Supplies, Training, and Procedures

Staffing: The Front Desk must be staffed by at least one team member 24 hours a day. Staffing levels should be adjusted to cope with variations in occupancy levels.

Leadership Audit: At least every two hours, a member of the hotel's leadership team should walk all of the common areas of the property (including, but not limited to, the porte cochère, lobby, meeting room spaces and Business Center, Fitness Center, Spa, pool, outdoor/activity deck, etc.).

Telephone: The property's main telephone lines must be monitored and answered 24 hours a day. Callers should be thanked for their calls. External calls must be answered by a team member or an auto attendant using a local brand greeting. If an auto attendant is used, an option to speak directly to the property must be included. Internal calls must be answered by a team member and must never be directed to an auto attendant. Internal calls should be answered with a friendly and locally appropriate greeting that includes the guest's title and surname, if known. Incoming calls, both internal and external, must never be directly connected to a guest room without verification of the guest's name. The guest room number must never be shared with incoming callers or visitors. Throughout a guest's stay, guest room numbers must never be announced out loud.

Supplies: The following supplies should be kept on hand: brand-approved key cards and key card envelopes, invoice/folio paper and envelopes, travel and local information (e.g., maps), laundry bags and lists with pricing, and guest amenity supplies. Additionally, the property should have charging cords for Apple and Android mobile phones/tablets available for guests to borrow. All supplies must be replaced if they become damaged or worn.

Guest Toiletries: Complimentary individual or trial-size versions of commonly forgotten or lost travel items should be kept on hand to provide to guests who need them, including toothbrushes, toothpaste, shaving cream, unscented nongendered deodorant, combs, razors, and sewing kits. It is recommended that widely recognized brand name products are used. These items should be available through housekeeping (without an additional delivery charge) or at the Front Desk, 24 hours a day. Larger versions of the same types of products are available for purchase at the property's retail outlets.

Property Knowledge: Front Desk team members must be knowledgeable about all of the property's services, organized programming and amenities, including room types, food & beverage offerings and outlets, meeting and event facilities, and laundry services.

Local Knowledge, Special Services, and Guest Requests: Front Desk team members must have knowledge of (and have access to the Internet to be able to research) weather conditions, information about transportation services, local events, and directions to local businesses, places of interest, major highways, airports, restaurants, places of worship, etc. In addition, a list of medical facilities must be made available for guests requesting such information. This knowledge is intended as a supplement to information dispensed by the Concierge. See Section 103.E for further information.

Solicitation: Solicitation of guests by outside suppliers or team members is strictly prohibited. Solicitation material is strictly prohibited from being displayed in the vestibule or on the Front Desk.

Outside Food Delivery: Food delivery vendors are prohibited from entering guest room floors. Any food menus left behind by food delivery vendors (including those who have gained unauthorized access to guest room floors) shall be collected and discarded.

103.E. Concierge Desk

Concierge Desk and Services: A dedicated Concierge staff and Concierge Desk are required at all large, small, and urban resort properties. Concierge service is optional at hotels. Concierge staff are expected to have intimate knowledge of the property as well as off-site activities, restaurants, and resources in the vicinity of the property. The Concierge Desk shall be equipped with ample property collateral, including additional copies of property maps, amenity lists, and activity schedules. The Concierge staff shall also maintain a supply of brochures and other information regarding off-site local activities, which shall not be displayed in a rack or other public display.

Third-Party Concierge Service Permitted: Concierge services may be provided by hotel employees or under third-party contracts. Pursuant to Section 601.B, if Concierge service is outsourced, the third-party provider must meet all Margaritaville operations, training, uniform, and other standards.

Impartiality/No Conflict of Interest: In all circumstances, recommendations offered by Concierge personnel must be impartial and not result in financial gain by Concierge personnel or anyone else. For these purposes, financial gain does not include a third-party concierge service which makes recommendations to a network of pre-approved or pre-selected vendors.

Pre-Arrival Services: Operators may choose to supplement onsite concierge services with pre-arrival guest contact via phone, email, or SMS. Such services are optional and may be offered to all or some guests (e.g., loyalty members).

103.F. Timeshare/Vacation Ownership Desk

All properties shall include desk space adjacent to the Front Desk or the Concierge Desk for the Timeshare/Vacation Ownership OPC to station him/herself and for the distribution of appropriate collateral, should a Timeshare/Vacation Ownership relationship be in place. Margaritaville's current timeshare affiliate is Wyndham Vacations, but this relationship is subject to change. Only Margaritaville's approved official timeshare affiliate may be represented at the timeshare desk. Timeshare/Vacation Ownership operation desks must always be signed and separate from the Front Desk and Concierge Desk. Having a designated and signed Timeshare/Vacation Ownership station, as part of a large, multi-station desk, is permitted. The Timeshare/Vacation Ownership representative may not serve as or hold themselves out as the property's Concierge at any time.

104. CORRIDORS/ELEVATORS/STAIRWELLS JOURNEY TO GUEST ROOM

104.A. Signage and Artwork

All signage and artwork in elevator lobbies and guest corridors must comply with applicable *Design & Construction Standards* and local codes. Additional artwork or signage is prohibited, and any replaced artwork or signage must comply with applicable *Design & Construction Standards* and approved by Margaritaville. Moreover, informally generated labels or signs (e.g., outputs of label-makers) are prohibited.

104.B. Elevators

Signage: Elevators equipped with digital signage must display brand-approved messaging using brand-approved templates. See the *In-Hotel Cross-Marketing Signage Guideline* for further details. If elevators are not equipped with digital signage, there may not be messaging of any kind (including posters, signs, etc.) displayed in the elevators unless approved by Margaritaville.

Music: If there is music/sound in the elevator it must utilize brand-approved music soundtracks for the lobby or other common space zones.

Elevator Operations: Proper protocols must be in place for management of elevators, including a team member responsible for elevator operations 24/7 in cases of

emergencies (including responsibility for the elevator emergency key). A contract for elevator for 24/7 elevator service maintenance and support is required to be in place at all times. See Section 904.L for additional details.

104.C. Stairwells

All signage in stairwells must comply with applicable *Design & Construction Standards* and local codes. Stairwells must not be used for storage at any time, and stairwell doors must remain closed and unlocked at all times. No items may be stored in stairwells or stairwell landings.

104.D. Ice Machines & Water Stations

Self-service ice stations/water stations must be provided in guest corridors at a minimum of one every floor or one for each 30 guest rooms. Appropriate signage should be placed to direct guests to the location of the nearest ice station. The stations should be located in a sound-insulated vestibule equipped with appropriate electrical, plumbing, and ventilation requirements. A trash receptacle must also be provided.

104.E. Housekeeping

Housekeepers' carts and cleaning equipment must not interfere with guests using the corridors. This includes parking the cart as close as possible to the doorframe of the room being serviced and removal of the carts from the hallways when the housekeeper is on break. Housekeepers' carts are never to be stored in hallways.

105. GUEST ROOM EXPERIENCE

This section prescribes the operating standards for the Margaritaville guest room experience. Until further notice, some of these standards are supplemented by the heightened standards reflected in the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation.

105.A. Nonsmoking Property

Margaritaville Hotels and Resorts are non-smoking, and there are to be no guest rooms designated to allow smoking. Should guests inquire, vaping and e-cigarettes are not permitted to be used in guest rooms, in addition to all conventional smoking products. See Section 911 for further details.

105.B. Pet Friendly Rooms

At least 3% of the property's rooms should be identified as pet friendly and located on the first or lowest floor of guest rooms available. Pet friendly rooms should be positioned as last to sell, unless being occupied by a guest with a pet. See Section 103.B for further information.



105.C. Furniture, Artwork, and Other Furnishings

The bed(s), headboard(s), mattresses, box springs, cabinetry, desk, chair(s), table(s), lamps, artwork, and all other room furnishings used must comply with the *Design & Construction Standards*. Additional artwork or signage is prohibited, and any replaced artwork or signage must comply with applicable *Design & Construction Standards* and approved by Margaritaville. Moreover, informally generated labels or signs (e.g., outputs of label-makers) are prohibited.

105.D. Heating, Ventilation, and Air Conditioning (HVAC)

A heating, ventilation, and air conditioning system must be provided in each guest room in accordance with *Design & Construction Standards*. Energy efficient modules are permitted. A wall mounted digital thermostat must be provided. Upon guest check-out, the thermostat should be set to 74 degrees or the recommended energy efficiency setting for the system. Filters must be changed every six months or more frequently if required by manufacturer's instructions, and records of filter change dates must be kept for review by the Margaritaville Quality Assurance team.

105.E. Linens and Towels

Products: Properties must use the mattress pads/covers, sheets, pillow covers and pillowcases, and towels prescribed in the *Margaritaville OS&E Specifications*.

Allocation of Linens: Each bed must be outfitted with the appropriately sized fitted bottom sheet and an appropriately sized blanket encased in an appropriately sized embroidered branded parrot design top sheet and an appropriately sized plain top sheet.

Allocation of Pillows: Each queen bed must be outfitted with two queen down pillows and two queen firm synthetic pillows, each encased with appropriately sized pillow covers and pillowcases. Each king bed must be outfitted with two king down pillows and two king firm synthetic pillows, each encased with appropriately sized pillow covers and pillowcases.

Allocation of Towels: Each king-bedded room must be outfitted with three bath towels, two hand towels, two washcloths, and one terry bathmat. Each queen-bedded room must be equipped with four bath towels, four hand towels, four washcloths, and one terry bathmat.

Linen Changes: All linens (including all sheets and blankets) must be laundered prior to any contact with a guest and must be changed with each occurrence of the following:

- Upon checkout

- After the fourth consecutive night (note: under the *Margaritaville Hospitality Brand Reopening Guide* relating to COVID-19 prevention and mitigation, there is no stayover service; additional linens are made available upon guest request).
- When there is a visible need
- Upon guest request

Towel Changes: All towels must be laundered prior to any contact with a guest. Towels will be changed on a daily basis unless they are rehung on the towel hook, reflecting a guest's intention to reuse the towel. Towels hung on the towel hook must not be removed or replaced. (Note: under the *Margaritaville Hospitality Brand Reopening Guide* relating to COVID-19 prevention and mitigation, there is no stayover service; additional towels are made available upon guest request).

Green Policy Notification: The brand-approved card prescribed in the *Margaritaville OS&E Specifications* notifying guests of the linen and towel change policy must be placed in the guest bathroom.

105.F. Signage and Collateral

General: All interior guest room signage and collateral must conform to brand *Design & Construction Standards* and be produced by an approved supplier. See the *In-Hotel Cross-Marketing Signage Guideline* and the *Margaritaville OS&E Specifications* for further details. Additional signage or collateral (e.g., table tent cards, locally produced flyers, take-out menus) is prohibited, and any replaced signage or collateral must comply with applicable standards and specifications and be approved by Margaritaville. Moreover, informally generated labels or signs (e.g., outputs of label-makers) are prohibited.

Innkeeper's Liability Law Sign: An innkeeper's liability law sign meeting the local jurisdiction's legal standards must be displayed on or near the back of the guest room door.

Fire Exit Map: A map indicating the layout of corridors, fire exits, and stairwells – along with fire safety instructions – must be displayed on or near the back of the guest room door.

In-Room Directory: An on-screen digital guest directory using brand-approved design and content, and produced by brand-approved supplier IPTV, is required. A printed guest directory using brand-approved design and content and produced by an approved supplier is optional. If only the digital guest directory is offered, a brand-approved card indicating "digital guest directory" should be placed near the television.

Notepad and Pencils: All guest rooms must have a brand-approved notepad and a brand-approved pencils. The notepad and pencils shall be placed on the desk.

Privacy Door Hanger: All guest rooms must have a brand-approved privacy/do-not-disturb hanger. The hanger must hang from the inside door know when not in use by the guest.

Green Policy Notification: A brand-approved card notifying guests of the linen and towel change policy must be placed in the guest bathroom.

Forgotten Items Card: A brand-approved card notifying guests of the property's forgotten toiletries program must be placed in the guest bathroom. If supported at the property, the card should reflect accessibility of this service via text message/SMS.

Local and Lifestyle Magazines: A small selection of local and lifestyle magazines may be placed in guest rooms. Magazines must be well kept, and dated material must be timely replaced.

Additional Promotional Signage: From time to time, Margaritaville may require additional promotional or seasonal signage to be placed in guest rooms. When such requirements are communicated, Operators must comply.

Maintenance and Replacement of Printed Items: All printed items in the room must be maintained in clean, like-new condition. Torn or soiled collateral, or collateral that has been written on, must be replaced.

105.G. Guest Room Technology

Television: Each guest room must be equipped with a commercial grade television meeting the size and technical specifications required in Section 309. Suites must be equipped with an additional television meeting those specifications. Remote controls should be placed on nightstands (or on the coffee table in suites) and cleaned daily. Televisions must be 60" or greater, and if replaced, may not be replaced with a television smaller than 60".

Telephone: A telephone with the brand-approved faceplate must be provided near the bed in each guest room. Telephones should be cleaned daily. Additional technical requirements for guest room telephones are found in Section 310.

Bluetooth Alarm Clock: A Bluetooth alarm clock must be placed on the nightstand. The clock must not be adhered to the surface of the nightstand and should be set to the correct local time. Recommended alarm clocks are noted in the *Margaritaville OS&E Specifications.*

Power/Connectivity: A minimum of two standard outlets and two USB ports must be accessible at the desk. A minimum of two outlets must be accessible near each nightstand. For these purposes, "accessible" means that the outlets are free for guest use and are not used for existing guest room fixtures or appliances.

105.H. Closet

Hangers: Each closet must be outfitted with four shirt hangers and four pant/skirt hangers with clips. Properties must use the hangers prescribed in the *Margaritaville OS&E Specifications*. Theft-deterrent hanger systems are prohibited.

Iron/Ironing Board: Unless prohibited by local law, each closet must be outfitted with an iron and ironing board stored in a wall-secured caddy. Properties must use the iron and ironing board prescribed in the *Margaritaville OS&E Specifications*. Accessible rooms must provide a tabletop ironing board. The iron reservoir must be emptied between guests.

Safe: Properties must use the safe prescribed in the *Margaritaville OS&E Specifications*.

Laundry: Properties shall provide a laundry service and offer a brand-approved laundry bag. The laundry bag and a laundry price list should be clipped to a hanger.

Luggage Rack: Each closet must be outfitted with a portable luggage bench/rack. Properties must use the luggage rack prescribed in the *Margaritaville OS&E Specifications*.

Extra Linen: Each closet must be outfitted with a queen firm synthetic pillow (with pillow cover and pillowcase) and queen blanket stored in a zippered vinyl bag. Properties must use the pillow/cover/case, blanket, and bag prescribed in the *Margaritaville OS&E Specifications*.

105.I. In-Room Beverage Service Items

Required Elements: Each room must be outfitted with the following items prescribed in the *Margaritaville OS&E Specifications* and the *In-Room Coffee Guideline*:

- Single-serve Keurig coffeemaker
- Two branded single-use water bottles
- Branded ice bucket and tongs with liner
- Two branded coffee mugs (featuring onsite coffee shop logo or Margaritaville brand logo if no coffee shop is present)
- Two branded wine glasses
- Two branded tumblers
- Branded coffee/tea pods (two coffee, one decaf, one tea
- Coffee condiments (two liquid creamers, two sugars, two sweeteners, two stir sticks)
- Two branded napkins

The coffeemaker, glassware, mugs, and ice bucket must be cleaned daily and placed appropriately in the bar/refrigerator area. The coffeemaker may not be connected with an extension cord. The coffeemaker or ice bucket can never be placed in the bathroom. Supplies and condiments should be replaced or replenished daily.

105.J. Guest Bathroom Amenities and Features

Bath Amenities: Each shower shall be equipped with bulk dispensers for shampoo, conditioner, and shower gel. All bottles, brackets, and their contents must be those prescribed in the *Margaritaville OS&E Specifications*. The bulk dispensers should be checked and refilled on a daily basis with each housekeeping service. Amenities in individual bottles are optional.

Facial Soap and Soap Dish: An individually wrapped brand-approved bar of facial soap shall be placed in the soap dish prescribed in the *Margaritaville OS&E Specifications* with each new guest check-in. The bar of facial soap should be replaced if not present in the soap dish or if it appears to be over 50% used.

Body Soap: An individually wrapped brand-approved bar of body soap shall be placed next to the facial soap and soap dish. The bar of body soap should be replaced if not present in the shower or if it appears to be over 50% used.

Lotion: A 30ml bottle of lotion as prescribed in the *Margaritaville OS&E Specifications* shall be placed next to the soap dish. The lotion should be replaced if not present. A bulk lotion dispenser may be used in lieu of individual 30ml bottles.

Facial Tissues: A box of facial tissues must be provided. It must be encased in the tissue holder prescribed in the *Margaritaville OS&E Specifications*. It should be regularly checked and replaced as needed.

Makeup Remover Towelettes: Two individually wrapped makeup remover towelettes prescribed in the *Margaritaville OS&E Specifications* shall be placed next to the facial tissues.

Water Glasses and Coasters/Cup Covers: Two plain water glasses with coasters or cup covers as prescribed in the *Margaritaville OS&E Specifications* must be provided. They should be replaced daily.

Optional Amenities: Properties that choose to offer other amenities (cotton swabs, emery boards, shower caps, shoe mitts, sewing kits, etc.) must use the items prescribed in the *Margaritaville OS&E Specifications*.

Toilet Tissue: Two rolls of two-ply facial quality toilet tissue must be provided. They should be replaced if used.

Hairdryer: The hairdryer prescribed in the *Margaritaville OS&E Specifications* must be provided. It should be cleaned daily, including the lint/hair filter.

Trash Receptacle: The bathroom trash receptacle prescribed in the *Margaritaville OS&E Specifications* must be provided and placed in the bathroom. It should be emptied and cleaned daily.

Shower Curtain and Rod: Accessible rooms shall be equipped with the shower curtain and rod prescribed in the *Margaritaville OS&E Specifications*. The shower curtain should be cleaned daily. The shower curtain should be replaced every year or more frequently as required by manufacturer's instructions.

105.K. Trash and Recycling

The trash and recycling receptacles prescribed in the *Margaritaville OS&E Specifications* must be provided and placed under the desk. They should be emptied and cleaned daily.

105.L. Refrigerator

The refrigerator prescribed in the *Margaritaville OS&E Specifications* must be cleaned daily and emptied upon guest check-out.

105.M. Window Treatments

Window treatments must be provided for all guest room exterior windows and glazed doors. They may be composed of roller shades or curtains, but at a minimum must (1) provide privacy from views into the room but allow light in, and (2) provide complete blackout.

105.N. Lighting

All guest room and guest bathroom lighting must comply with *Design & Construction Standards*. Replacement bulbs must be identical in type and shape to original installed bulbs. In all cases LED lighting is required, and CFL lighting is not permitted. Properties must discard light bulbs in accordance with local environmental regulations.

105.O. Rollaways

Each property must have at least one rollaway bed for every 50 guest rooms. They should be outfitted with an appropriate mattress, cover, sheet set, and blanket. Rollaways must be clean and well maintained, and must not be stored in corridors, stairwells, or unoccupied guest rooms. All bedding must be cleaned and replaced after each use.

105.P. Cribs

Properties may choose to have cribs available for guest use upon reservation. Cribs must comply with all current federal, state, and local manufacturing and safety standards and be outfitted with a cover and the manufacturer's prescribed crib sheeting. No other bedding should be used in cribs. See Section 910 for further details on crib safety. Cribs must be clean and well maintained, and must not be stored in

corridors, stairwells, or unoccupied guest rooms. If offered, crib use is complimentary. All bedding must be cleaned and replaced after each use.

105.Q. Play Yards

Each property must have at least five play yards available for guest use upon reservation. Play yards must comply with all current federal, state, and local manufacturing and safety standards and be outfitted with a fitted sheet. Play yards must be clean and well maintained, and must not be stored in corridors, stairwells, or unoccupied guest rooms. Play yard use is complimentary. All bedding must be cleaned and replaced after each use.

105.R. Additional Requirements for Premium Rooms and Suites

Bedroom Amenities: Each bedroom in a premium room or suite shall be outfitted with a full set of linens and other bedroom amenities, including technology, signage/collateral, and closet items. See Sections 105.C through 105.N for further details. Only one refrigerator and one set of beverage amenities are required, but supplies and beverage ware should be augmented to accommodate the larger potential guest occupancy.

Bathroom Amenities and Linens: Each bathroom in a premium room or suite shall be outfitted with a full set of towels and other bathroom amenities. See Section 105.J for further details.

Sofabeds: For premium rooms and suites outfitted with a sofabed, the bed should be not be made up with linens unless specifically requested by the guest. A full set of clean linens, blanket, and pillows should be available for independent guest use, stored in a zippered vinyl bag and stored in a closet. When in use by a guest on a multi-night stay, the bed shall remain open unless the guest requests otherwise.

Premium Audiovisual Amenities: Where a premium room or suite includes an upgraded audiovisual system with features beyond a normal hotel TV setup, a professionally produced instruction card must be present.

Premium Entertainment Amenities: Where a premium room or suite includes a pool table or other premium entertainment amenities, they must be well maintained with all required equipment present and easily accessible for guest use.

Dining Amenities: Where a premium room or suite includes a dining table, a set of dishes and silverware sufficient to accommodate a diner at each seat of the dining table must be present in the room.

Cookware: Where a premium room or suite includes a cooktop and/or oven, appropriate guest cookware should be available upon request. A professionally produced notification card shall be placed in the kitchen indicating the availability of cookware.

106. LOBBY GUEST AREAS

106.A. Signage and Artwork

All signage and artwork in the lobby guest areas must comply with applicable *Design & Construction Standards* and local codes. Additional artwork or signage is prohibited, and any replaced artwork or signage must comply with applicable *Design & Construction Standards* and approved by Margaritaville. Moreover, informally generated labels or signs (e.g., outputs of label-makers) are prohibited.

106.B. Main Lobby Area

The lobby is intended to be a space where guests can relax, meet, and enjoy the hospitality that makes Margaritaville special. In addition to the furnishings prescribed in the *Design & Construction Standards*, properties are required to have the following (see the *Margaritaville OS&E Specifications* for further details):

Premium Board Games: At least three different large format strategy/board games, which might include Monopoly, chess, checkers, Othello, etc. All games should be large, heavy duty, and premium/professional quality.

Inspection, Upkeep, and Replacement: Games and books should be routinely inspected for signs of wear and tear. It is expected that these items will need to be replaced annually.

Newspapers: Properties may choose to offer a selection of national and local newspapers. If a property so chooses, it must provide a sufficient quantity (at least 10 newspapers per 100 rooms, per day). Coin-operated or complimentary newspaper vending machines are not permitted. If complimentary newspapers are not offered, newspapers may be sold in retail outlets.

106.C. Welcome Water Station

Requirements: The water station immediately adjacent to the front desk shall be well maintained at all times. This includes the display and replenishment of iced, fruit-infused water and an adequate supply of branded plastic cups and napkins at all times. A trash receptacle shall also be in place.

Coffee Service Prohibited: The water station may not be utilized as a complimentary coffee station. Should a property wish to offer complimentary coffee to a category of guests (e.g., upper tier loyalty members), it shall be done through a voucher/credit program in conjunction with the coffee shop/grab & go outlet.

106.D. Retail Store

The Margaritaville retail store offers an opportunity for guests to make purchases that bring the Margaritaville experience into their day-to-day lives when they're away from the property. Various Margaritaville-branded items are for sale, as well as sundries and certain food/beverage items to meet guests' daily needs while staying at the property. The retail store is separate from, and not a replacement for, the grab & go food & beverage outlet requirement referenced at Section 107.E.

Location: The retail store should be located adjacent to the front desk. For resorts that include a full Margaritaville Restaurant and retail store elsewhere on the property, a separate lobby location for the retail store is not required.

Internal Divisions: The retail store shall be designed to include various sub-spaces, allowing for spaces that act as a "shop within a shop." This might be for display of sunglasses, footwear, beachwear, or non-perishable food & beverage items.

Signage: Properties may choose to display professionally produced sandwich board or kiosk-style signage welcoming guests into the retail store. Clearance racks/sale signage and other discount highlighting are not permissible means to attract guest interest in the retail store.

Staffing: The size of retail stores is determined by the *Design & Construction standards*. At resorts, the retail store shall have its own dedicated staff. At other properties, the Front Desk team members should monitor guest traffic in and out of the retail space and offer assistance with transactions.

Hours: The retail store must be staffed for a minimum of 10 hours per day. It is recommended that the retail store be open during all peak guest traffic hours at the property, from 10:00am – 8:00pm daily.

Audio Visual: Based on the retail store design, TV monitors may be behind the point of sale. Permitted programming for these TV monitors is the Brand assigned video sources (Brand music videos or branded "Lifestyle" programming).

107. FOOD & BEVERAGE OUTLETS

This document outlines the general operating requirements for all required and optional food & beverage outlets present at Margaritaville Hotels and Resorts. Detailed information regarding the specific operating standards for each outlet are found in the *Margaritaville F&B Brand Operational Guidelines*.

All food and beverage areas must be clean, sanitary, and well presented at all times. At a minimum, food and beverage areas should be cleaned after all meals and/or peak periods.

107.A. Training and Staffing

Except in time of temporary critical shortages as provided in Section 601.B, all team members working in food and beverage outlets must be employees of the property and they must be trained to meet brand standards, service expectations, and food safety requirements per the *F&B Training Program Guidelines* and *Food Safety Guidelines*. Local jurisdictions may require additional certifications for food and beverage team members, which must be followed.

For all food and beverage outlets, peak times must be identified and staffing solutions put in place to meet brand standards and service expectations. Properties shall follow the minimum guidelines noted in the *Margaritaville F&B Brand Operational Guidelines* for each specific outlet.

107.B. Complimentary Food & Beverage Amenities

Complimentary coffee and/or free breakfast for all guests is not permitted. Should a property wish to offer complimentary coffee or other discounted food & beverage to a category of guests (e.g., upper tier loyalty members), it shall be done through a voucher/credit program in conjunction with the coffee shop/grab & go outlet, premium casual restaurant outlet, or casual bar & grill outlet.

107.C. In-Room Dining/Pickup

All properties must offer in-room dining options via premium to-go service and/or in-room delivery. Premium, upscale, heavyweight packaging must be utilized, with approved products found in the *Margaritaville OS&E Specifications*. Guest can pick up food directly from F&B outlets, or a delivery fee may be charged if food is delivered to a guest room. At minimum, each property shall have at least one F&B outlet that serves to-go food for regular breakfast, lunch, and dinner hours. In addition, delivery of group amenities may be required based on group volume at a hotel.

When room service is offered, a menu shall be prepared for placement in all guest rooms, which offers, at minimum, in-room dining options available from 6:00am until 11:00pm daily. The menu may consist of a hybrid of items available from one or more of the property's food & beverage outlets or may be a version of the property's catering/meetings menu. Alternatively, properties may choose to display the menu digitally on the in-room television.

107.D. F&B Outlet Requirements

The following sections prescribe the requirements for the various outlets that may be in place at each property. Each property's license/franchise agreement will indicate exactly which outlets are required. When an outlet is present, it must meet the standards provided below. All of the outlets required by your franchise/license agreement shall adhere to these standards.

107.E. Specific Requirements for Coffee Shop/Grab & Go Outlet

The coffee shop/grab & go outlet is intended to be a casual outlet adjacent to the main lobby for guests to grab a hot coffee, specialty coffee drink, fresh snack, quick meal, or beverage. All properties are required to have some form of this outlet.

Hours: The coffee shop component must be open from 7:00am to 9:00pm daily, or longer. It is recommended that the grab & go component be open 24 hours a day, if feasible. If not staffed during off hours, Margaritaville-approved signage should direct guests to consult a Front Desk team member to complete a purchase when there is no staff working at the grab & go. The outlet must be kept clean, well maintained, and fully stocked at all times. Quantities should be determined by properties based on usage and appearance of refrigeration units being fully stocked.

Pricing Signage: Properties must post a sign indicating the price of all items available at the grab & go using the brand-approved template. The sign must be updated routinely to reflect current product selection.

Product Selection: At a minimum, the coffee shop/grab & go must be stocked with the items noted in the *Margaritaville F&B Brand Operational Guidelines* for the specific outlet present.

Service Items: All tableware (dishware, silverware, cups, glasses, etc.) used must be those prescribed in the Margaritaville OS&E Specifications and described in the *Margaritaville F&B Brand Operational Guidelines*.

Service Standards: Service standards, staffing requirements and processes are described in the *Margaritaville F&B Brand Operational Guidelines* and must be followed for the specific outlet present.

Licensing Requirements: This outlet must be licensed to serve pre-packaged and to-go beer and wine.

107.F. Hours of Operation Requirements Applicable to All Other F&B Outlets

Based on your license or franchise agreement, an assortment of F&B outlets are approved and expected to operate consistently at the property. The following minimum operations hours are required unless other hours are mandated by local law:

- One outlet must serve a seated breakfast, open from 7:00am to 10:30am daily
- One outlet must serve a seated lunch, open from 11:00am to 4:00pm daily
- One outlet must serve a seated dinner, open from 5:00pm to 10:00pm (Sunday to Thursday) and 5:00pm to 11:00pm (Friday and Saturday)
- One indoor/lobby/specialty/craft bar outlet must be open and serve beverages from 4:00pm to 10:00pm (Sunday to Thursday) and 4:00pm to 12:00am (Friday and Saturday)

- One pool bar outlet must be open and serve beverages from 11:00am to dusk daily. This outlet may operate seasonally and be closed at the same periods in which the outdoor pool is closed. See Section 111 for further details on pool seasonality.

107.G. OPERATIONAL REQUIREMENTS APPLICABLE TO ALL OTHER F&B OUTLETS

Licensing Requirements: Each outlet must maintain a full-service bar and be licensed to serve liquor, beer, and wine. Drink specials and complimentary appetizers are permitted where not prohibited by local law.

Food & Beverage Offerings and Menus: Each outlet must adhere to menus and serve products noted in the *Margaritaville F&B Brand Operational Guidelines* for the specific outlet present. The outlet may not develop standalone menus or variations of service outside of what is permitted in the *Margaritaville F&B Brand Operational Guidelines*. Within the *Margaritaville F&B Brand Operational Guidelines* there is a defined process that can be followed for recipe development and creation of additions, deletions, or modified food or beverage items. This process must be followed, with approvals completed and records of the approval maintained, when modifications are desired.

Service Items: All tableware (dishware, silverware, cups, glasses, etc.) used must be those prescribed in the *Margaritaville OS&E Specifications* and described in the *Margaritaville F&B Brand Operational Guidelines*.

Service Standards: Service standards, staffing requirements and processes are described in the *Margaritaville F&B Brand Operational Guidelines* and must be followed for the specific outlet present.

Accommodations for Children: Highchairs must be kept on hand to accommodate guests with young children. Highchairs should be cleaned and sanitized after each use. Children's activity kits (crayons, coloring pages, etc.) should be available to offer guests.

Accommodations for ADA: Operational processes must be followed to support and service all guests with disabilities at each outlet.

Smoking: There is no smoking in any area of the outlet.

Tipping: Gratuities must not be solicited but may be accepted. Gratuity lines may be added to all checks.

108. MEETING ROOMS

108.A. Space and Set-Up Requirements

Cleanliness: Meeting rooms and facilities must be kept clean and presentable at all times, even when not in use by guests.

Equipment Requirements: A commercial grade television of at least 60 inches diagonal meeting the technical requirements and specifications found in Section 309.

Set-Ups: Meeting rooms must be prepared at least 60 minutes prior to the start of scheduled events, including

- Tables and chairs set up to client specifications
- Air temperature and lighting set to client specifications
- All pre-booked AV equipment in room and set up to client specifications
- All pre-booked food & beverage setups in place
- Meeting room doors are in working order (self-closing hardware, lockability from both sides with appropriate manual override from inside)

108.B. Service Requirements

Inspection: Meeting set-ups must be inspected by the team member responsible for the event at least 30 minutes prior to the start of the meeting to confirm that everything is set up as agreed.

Day-of-Meeting Services: Basic services must be offered on the day of the meeting, including availability of a team member within five minutes of the request, response to reasonable requests for changes to set-up or service within five minutes, timely delivery of all agreed requirements, and team member presence during breaks, if requested by the meeting organizer.

Wayfinding Signage and Front Desk Awareness: Front Desk team members should know about each event/meeting that is taking place at the property and be prepared to direct attendees to the assigned room if necessary. Printed signage using a brand-approved template (see the *In-Hotel Cross-Marketing Signage Guideline*) and/or digital signage measures should be in place to allow guests to find their meeting room easily. Properties that have digital signage must work with Margaritaville to create brand-approved templates.

Food & Beverage: Outside food & beverage is not permitted. Guests may pre-arrange for food & beverage service during the meeting booking process, or they may order room service or to-go food from one of the property's food & beverage outlets. If there is any food and beverage service, a designated group services manager shall be accountable for the event and shall be on property and available to support the client throughout all aspects of the event.



108.C. Business Center

The Business Center is intended to provide guests an efficient means to check email, print boarding passes, and accomplish basic business tasks. Use of this area is complimentary, and guests may never be charged for printing.

Required Equipment: Two computers (desktop or physically secured laptops) equipped with up-to-date software that permits secure access to web browsing and Microsoft Office, a laser printer with remote/Wi-Fi printing functionality and instructions for use, office supplies (pens, pencils, paper, envelopes, tape, three-hole punch, paperclips, stapler with staples, and staple remover), and FedEx/UPS envelopes/labels.

Connectivity and Security: Workstations must operate at the same or greater bandwidth port speed as other internet-enabled devices on the guest network. Workstations must be equipped with appropriate security and antivirus software. Workstations must be connected to a secure network separate from the property's administrative network or the guest network. Browser windows should open to margaritavilleresorts.com. The software package used must display a Margaritaville screensaver and wipe all guest data upon logout.

Cleanliness: All Business Center equipment, furniture, and amenities must be maintained, clean, and in good working order at all times. At a minimum, the Business Center should be thoroughly cleaned daily.

109. FITNESS CENTER

109.A. Operations and Upkeep

Hours: The Fitness Center must be available for use 24 hours per day.

Access and Security: The entrance door must be key card locked with the deadbolt feature disabled during all unstaffed periods. If staffed behind a welcome desk or spa desk, a locked door does not need to be in use.

Cleanliness: All Fitness equipment, furniture, and amenities must be maintained, clean, and in good working order at all times. Consult equipment manufacturer's instructions for recommended cleaning processes. At a minimum, the Fitness Center should be thoroughly cleaned twice daily.

Inspection: The Fitness Center must be inspected regularly, based on volume of guest use, to restock supplies and inspect equipment. Equipment malfunctions must be identified within four hours and repaired within 72 hours. A brand-approved out-of-service sign must be affixed to non-operational equipment and include the estimated time of repair.

Pricing: Use of the Fitness Center is complimentary for all guests.

Signage: Signage prescribed in the *Design & Construction Standards* must be employed. In addition, easy-to-understand health, safety, and emergency information for use of the Fitness Center must be posted.

Scent: The brand-approved signature scent must be deployed in the Fitness Center. See Section 204 for additional detail.

Emergency Telephone: A telephone must be in place which allows guests to directly dial 911 if necessary. The telephone may not be programmed to allow direct dial to guest rooms.

109.B. Fitness Equipment and Technology

Equipment Requirements: The fitness equipment package using the approved vendor as described in the *Fitness Equipment Guideline* is required for the Fitness Center.

Fitness equipment may be leased or purchased. Personal fitness equipment and accessories (e.g., mats, bands, etc.) must be provided in quantities scaled to the property's room count.

Technology/Entertainment Requirements: A commercial grade television of at least 60 inches diagonal meeting the technical requirements and specifications found in Section 309 is required. All cardio equipment must be equipped with personal TV screens. The property must provide single-use plastic-wrapped earbuds for the personal video screens near the towel station.

Scheduled Preventive Maintenance: Properties must maintain an appropriate service contract for routine preventive maintenance of fitness equipment per manufacturer's instructions as well as all required repairs. All maintenance events (scheduled and unscheduled) must be recorded, with logs available for review by the Margaritaville Quality Assurance team.

Replacement Cycle: All fitness equipment must look and operate in like-new condition at all times. Equipment in need of replacement should be substituted with new-generation equivalents of existing equipment to coordinate.

109.C. Fixtures and Amenities

Furniture, Towels, and Other Features: Non-fitness equipment elements of the Fitness Center (e.g., towel station cabinetry, artwork, clock, scale, wastebasket, towel hamper, Margaritaville-branded gym towels, earbuds, cups, etc.) must be those prescribed in the *Design & Construction Standards* and the *Margaritaville OS&E Specifications*.

Mirror Wall: One full mirror wall is required and must be regularly cleaned.

Window Treatments: Exterior windows must be outfitted with glare control shades that are operable by guests.

Towels: Margaritaville-branded gym towels must be kept in adequate supply and neatly displayed in the required cabinetry.

Water Dispenser: A water dispenser offering chilled water must be installed. Cups must be provided and refreshed at least two times per day or as needed.

Hygienic Wipes: Hygienic wet wipes for guest use must be available at all times. Guest use of wipes does not replace daily disinfecting during the cleaning process.

Fruit: Fruit bowl including at minimum one type of fruit (e.g., apples, bananas and/or oranges) must be present. The fruit bowl must be refreshed two times per day at minimum.

109.D. Programming and Training

Group Fitness Classes: Properties are required to include group fitness classes as part of their regularly scheduled activity program.

Personal Trainers: Properties may choose to provide guest access to independent contractor personal trainers at the guest's expense.

110. ST. SOMEWHERE SPA

Management: The St. Somewhere Spa shall be managed by the Operator's employees or by a third-party outsourced spa management company, using the St. Somewhere Spa brand, with approval from Margaritaville. Leasing out of the spa space to a third-party brand is not permitted. Pursuant to Section 601.B, if spa management is outsourced, the third-party provider must meet all Margaritaville operations, training, uniform, and other standards.

Compliance: All spa staff are required to maintain appropriate licenses and certifications as required by the local jurisdiction of the property.

Signature Products and Services: The St. Somewhere Spa must use Margaritaville's custom signature products in services wherever possible and follow the requirements and protocols prescribed in the *St. Somewhere Spa Guidelines*.

Retail Offering: The St. Somewhere Spa must sell the full line of Margaritaville custom signature spa products. Other appropriate brands and products may also be sold, but Margaritaville products should be featured centrally in all displays.

Scent: The brand-approved signature scent must be deployed in the St. Somewhere Spa. See Section 204 for additional detail.

A full list of Spa standards and guidelines can be found in the *St. Somewhere Spa Guidelines*.

111. POOLS AND POOL DECKS

Cleanliness: Pools and pool deck areas must be kept clean and well-maintained at all times. This includes a daily wipe down of all furniture, drying of furniture after rain, appropriate cleaning of all floor surfaces and decking, and removal of all landscaping debris and windblown or misplaced garbage. Specific requirements for pool water maintenance are described below.

Professional Maintenance: Pools must be professionally maintained and operated pursuant to the third-party Certified Pool & Spa Operator® standards. The property may choose to self-manage pool maintenance and upkeep with certified team members or use a service provider through a contract arrangement. The property must never attempt to maintain pools utilizing only the services of otherwise untrained or non-expert housekeeping or maintenance staff.

Minimum Operating Hours: Pool facilities must be open and accessible to registered guests from at least 10:00am to 6:00pm daily, weather and climate permitting. Hours of operation can vary based on season and must be posted by all swimming pool entrances. The pool may be closed in months when the forecasted average monthly temperature is below 65 degrees.

Design & Construction: Pools must be constructed and installed to meet applicable *Design & Construction Standards*. This includes two drains, ANSI/ASME certified anti-entrapment drain covers, slip resistant decking, ladders/steps/handrails and both ends, adequate depth markings in feet and meters to meet local jurisdictional guidelines and the international "No Diving" symbol. Pool design must not be changed after opening without approval by Margaritaville.

Permanent Slides: Any permanent water slides that are part of original pool construction must be maintained to manufacturer's instructions and operated/supervised according to local laws and regulations.

Temporary Diving Boards and Slides: Temporary or permanent diving boards, diving platforms, slides, trampolines, and similar apparatuses are prohibited and may not be added after opening.

Water Feature: Any water features (bubblers, fountains, or waterfalls) must be in operation at all times from pool opening through closing.

Landscaping: Landscaping around the pool areas must meet applicable *Design & Construction Standards*.

Seasonal Upkeep: Powerwashing of all floor surfaces and decking per manufacturer's standards must occur at least once every six months.

Signage: A professionally prepared sign outlining guidelines and rules for use of the swimming pools must be prominently displayed. The sign should note rules of operation, that there is no lifeguard on duty, that there is no diving (with the international "No Diving" symbol), that

unsupervised use by children under 14 is prohibited, and "Use at Your Own Risk." Swimming pool signs must match the design and be consistent with the other signs in the property's sign system.

Fencing: The pool areas must be secured to prevent unauthorized access. Generally, this should be done with fencing (not chain link) with a minimum height of 4 feet, with an operable child-protectant self-closing and latching gate and vertical pickets that do not allow passage of a 4-inch sphere. Gates shall be outfitted with RFID/Bluetooth keycard readers to ensure that only registered guests are able to access pool areas. Where a fence cannot be used, a risk assessment should be carried out by the property to identify the most effective way of providing substantially equivalent protection. Fencing must be set forth as in *Design & Construction Standards* and be maintained and structurally sound at all times. Any defects in pool fencing must be remedied immediately.

Long-Term Closure and Cover: If the pools are not in operation seasonally or for a lengthy period, they must be secured to prevent unauthorized access including locking of the gates and other entry points into the pools. In such cases, a professionally prepared "closed" sign should be placed at each access point. Closed pools should be covered using at least a 12-gauge vinyl mesh with a break-strength of 4,000 pounds that is securely anchored in place.

Safety Equipment: Each pool must be equipped with one shepherd's hook with a minimum extended length of 12 feet and two United States Coast Guard approved life rings with lines of a minimum of 3/16 of an inch in diameter and length 1.5 times the longest dimension of the pool (not to exceed 60 feet). This safety equipment must be readily available at the pools even if they are closed for inclement weather.

Emergency Telephone: Telephones must be in place which allow guests to directly dial 911 if necessary. The telephones may not be programmed to allow direct dial to guest rooms.

Water Maintenance: All swimming pools must maintain appropriate temperatures year-round. The water in the swimming pool must appear clear. Pools should be skimmed for debris no less than three times a day. Chemical and pH levels should be tested in accordance with the third-party Certified Pool & Spa Operator® standards and applicable local health department regulations. Documentation must be maintained at the property noting the results of chemical and pH levels testing. Saltwater pools are permitted (applicable manufacturer's maintenance instructions must be followed).

Accessibility: ADA-compliant pool accessibility assistance devices must be installed in-place at all pools, available for use and operable.

Lighting: Lighting in the pool areas should be sufficiently bright to permit the entire bottom of the pools to be seen. Underwater illumination must be provided from sunset to sunrise.

Furniture: All pool furniture must meet applicable *Design & Construction Standards*. The pool furniture and any other objects must be placed to preserve a perimeter of five feet of clear deck space around the pools.

Food & Beverage Service: As is seasonally appropriate for the property, servers working at the pool bar should provide food & beverage service to guests using the pool.

Glass Prohibited: No glass is permitted in the pools or in the pool deck areas. Beverages served at pool bars or by pool servers for consumption at the pool must be served in plastic or aluminum containers.

Outside Food & Beverage: Outside food & beverage is prohibited at pools and on pool decks.

Music: See Section 203.

Pool Towels: Clean pool towels of the type prescribed in the *Margaritaville OS&E Specifications* must be provided during hours of operation. An attended towel stand meeting applicable *Design & Construction Standards* is the principal point for distribution and return of towels, with other decorative bins meeting applicable *Design & Construction Standards* distributed throughout the pool area as additional towel return points.

Pool Toys: Properties are required to maintain a selection of inflatable rafts and pool toys, which must be kept clean and well-maintained. If available for purchase all floating items should be Margaritaville or Margaritaville affiliate branded.

Wi-Fi Access: Wi-Fi must be accessible at the same strength as in indoor public spaces at the property.

Lifeguards: A lifeguard must be present if state or local laws require. Lifeguard presence is optional otherwise. All signage must reference whether a lifeguard will be present.

Indoor Pools: Any indoor pools must be secured by keycard access and a locking door. All other requirements in these standards and in the *Design & Construction Standards* related to signage, security, operations, maintenance, construction, safety, and support must be followed.

112. OUTDOOR/ACTIVITY DECKS

Recreation and Activities Desk: All large resorts are required to have an attended Activities Desk, located near the main pool area of the property, run by a dedicated Activities Staff that is in charge of programming for the resort. The Activities Staff is responsible for maintaining an assortment of daily free activities (e.g., bingo, running, family games) and daily paid activities (e.g., yoga, t-shirt making, pottery). The times, prices, and other details for these activities should be placed on a written schedule, which may also be communicated using a chalkboard. The hours of the Recreation and Activities Desk may be seasonal; in season, the Recreation and Activities Desk should be open no fewer than 8 hours per day while the pool is in operation seasonally. The Recreation and Activities Desk is also where guests can come to arrange other activities, including offsite activities at a charge (e.g., hikes, jet skis, off-roading). For such offsite activities, it is permissible for an outsourced third-party representative to be present at the Recreation and Activities Desk. Details regarding the scope of expected programming are found in the *Margaritaville Resorts Activity Programming Guide*. Pursuant to

Section 601.B, if outside activities management is outsourced, the third-party provider must meet all Margaritaville operations, training, uniform, and other standards.

Bicycle and Helmet Rental: Resorts are required to have bicycles and helmets available for guest rental on a complimentary or fee basis. A minimum of six adult and six child adjustable bicycle/helmet sets should be available for every 100 guest rooms. Bicycles and helmets must be maintained and sanitized in accordance with manufacturer's instructions.

Performance Stage or Area: The outdoor area should include a large live music performance space measuring no less than 15'x20'. It should be equipped with plug and play capability along with the necessary power requirements. Area must be covered to provide performers with shade and/or weather protection. See Section 203 for further details.

Furniture: All outdoor furniture must meet applicable *Design & Construction Standards*.

Maintenance and Upkeep: Outdoor areas must be kept clean and well-maintained at all times.

Landscaping: Landscaping must meet applicable *Design & Construction Standards*.

Lighting: The outdoor areas and adjacent landscaping should be illuminated from sunset to sunrise in accordance with applicable *Design & Construction Standards*.

Inclement Weather: Team members should monitor weather conditions to ensure that outdoor furniture cushions and other furnishings are brought to a dry and secure location in case of rain and/or wind.

Heat Lamps: Gas operated outdoor heat lamps are permitted. Lamps must be routinely inspected and properly maintained, with inspection logs kept for review by the Margaritaville Quality Assurance team.

Misting System: Misting systems must be routinely inspected and properly maintained, with inspection logs kept for review by the Margaritaville Quality Assurance team.

Glass Prohibited: No glass is permitted in outdoor areas. Beverages served for consumption outdoors must be served in plastic or aluminum containers.

Music: See Section 203.

Games: A selection of outdoor games should be available for guest use (e.g., cornhole, large-scale Jenga, etc.). See the *Margaritaville OS&E Specifications*.

Table Games: At least two tabletop games, such as pool, ping pong, table shuffleboard, or air hockey are required.

Wi-Fi Access: Wi-Fi must be accessible at the same strength as in indoor public spaces at the property.

113.KIDS' FACILITIES

Kids' Club: Resorts are required to have a Kids' Club with a dedicated staff and daily activities for children ranging from age 2 to 12. A fee may be charged for Kids' Club services.

Babysitting: Properties may choose to offer referrals to babysitting services that are organized and appropriately licensed under local laws.

114. OTHER PUBLIC GUEST AREAS

114.A. Public Restrooms

Cleanliness and Upkeep: Public restrooms should be fresh smelling, clean, and well presented at all times. During peak use periods, public restrooms should be cleaned hourly. Peak use periods are defined as in-season weekend use for pool restrooms, when meeting rooms are in use for meeting restrooms, or when the hotel is over 90% occupancy for all other public restrooms. Outside of peak use periods, public restrooms should be cleaned at least twice a day. Appropriate signage should be placed by the housekeeping team member indicating the temporary closure of the restroom when it is being cleaned.

Audio: In-ceiling speakers for background music should be in place for both Men's and Women's lobby restooms. The music programming will be handled through the Loop Media provider.

Signage: All public restrooms must be identified with international symbols for gender and accessibility as prescribed by *Design & Construction Standards*.

Amenities: The property must provide adequate supplies of hand soap, paper towels, toilet tissue, and facial tissue. Feminine products, including tampons and feminine hygiene pads, must be provided in a decorative display and offered on a complimentary basis. Sanitary waste disposal must be available in the women's restroom. Restroom stalls must be equipped with coat hooks. Commercial grade baby changing facilities with safety belts must be available in both men's and women's restrooms.

114.B. Guest Laundry Facilities

Guest laundry facilities are required at resorts and optional at hotels. Properties with guest laundry must follow these requirements:

Access and Security: The entrance door must be key card locked with the deadbolt feature disabled.

Equipment and Facilities: One each of a top-quality commercial washer and dryer for every 100 guest rooms, a built-in countertop for folding clothes, and an appropriate decorative wastebasket.

Signage: Professionally prepared signage indicating operating instructions and the availability of laundry supplies shall be posted.

Laundry Supplies: Laundry supplies must be available for purchase at the retail store or the grab & go outlet.

Guest Telephone: A house telephone must in place which directly rings the Front Desk.

114.C. Dry Cleaning

The property must offer same-day dry cleaning and laundry services from Monday to Friday (excluding holidays). Detailed laundry service tickets should be prepared by the property, including pricing and approximate return time. Properties may choose to leave laundry tickets and laundry bags in rooms or have supplies available for guests upon request.

114.D. Automated Teller Machines (ATM)

An operating ATM is required. The ATM must be installed in a finished furniture cabinet that coordinates with the style of the property (i.e., freestanding units are not acceptable). The ATM must be located in an unobtrusive area away from the central core of the lobby and the elevator lobby.

115.CHECK-OUT EXPERIENCE

Check-Out Time: Check-out time must be no earlier than 11:00am.

Staffing: Peak check-out times must be identified and staffing solutions put in place to meet check-out volume and service expectations as outlined below.

Service Expectations: Should the guest approach the Front Desk for checkout, a friendly farewell should be extended to the guest, including:

- An inquiry about their satisfaction with their stay and whether it met their expectations
- An offer of luggage handling/storage assistance
- An inquiry as to whether the guest requires any further help or information
- An offer of a review card and recommendation to post a review
- A genuine “thanks” for staying and a sincere farewell

Folio: A brand-approved folio generated using the PMS must be printed or emailed as requested by guests.

Collection of Guest Information: All guest information collected during the check-out process (including identification information, preferences, etc.) should be recorded in the PMS system using the format and method described in the *Margaritaville Guest Data Entry Guidelines* to ensure future utility of such information.

Group Check-Outs: For groups of ten or more rooms, steps should be taken to coordinate with a representative of the group to ensure a smooth check-out. Group check-outs should not interfere with the check-out of other guests. Where available, a separate area away from the Front Desk should be used for groups, with specific procedures for bulk luggage handling and storage.

Section 1
GUEST JOURNEY

200. INTRODUCTION

The purpose of this section is to outline the requirements for technologies utilized in public guest areas.

201. DIGITAL SIGNAGE

A digital sign is a television screen programmed to display information. The property may install one or more digital signs to communicate various points of information, including property events and promotions, meetings, weather, news, and airport arrivals/departures (where appropriate). Digital signs are not required. If present, digital signs must be updated daily to reflect the current day's in-house events and follow the *Digital Screens Guideline*.

202. LIGHTING

Lighting Levels: The property must utilize lighting levels for all guest areas that are appropriate as to both location and time of day. Guidelines for minimum brightness and bulb/illumination types are found in the *Design & Construction Standards*. Time-of-day lighting levels by area of property can be found in the *Lighting Level Guideline* and must be adhered to.

Automation: An automated lighting system with panel access should be used and programmed to permit a daily lighting schedule for the various areas of the property without routine team member intervention. Lighting automation must be operable and utilized for all interior common space areas of the property including all outlets, indoor and outdoor landscaping, outdoor pool/amenity areas, and parking areas. Management team members should be trained on the operation of the lighting system and panel to avoid the need to resort to contacting the vendor for minor adjustments, with training records available for review by the Margaritaville Quality Assurance team. Upon the departure of any team member who is trained on lighting system operation, a new designated team member must be trained immediately as a replacement.

203. MUSIC

General: The property is required to follow the brand-approved Margaritaville music program. Audio equipment must be housed in a secure, climate controlled storage area.

Zones: Speakers should be evenly distributed throughout the property to ensure sound quality consistency along with proper sound level. The following zones must be in operation at all times:

- Porte Cochère
- Lobby
- Elevator Lobbies
- Elevators
- Guest Room Corridors
- Pool and Outdoor Amenity Areas
- Fitness Center
- Spa
- Public spaces outside Meeting Rooms (corridors, guest traffic flow areas, etc.)
- Food & Beverage Outlets

Music Program: Guidelines for music programming by time of day and area of property are found in the *Music and Television Programming Guideline*.

Volume Levels: Technical details for required/permitted volume levels are found in the *Music and Television Programming Guideline*.

Licensing: Properties are required to carry ASCAP, CSAC, GMR, and BMI music licenses to support potential playing of live music, radio channels or other pre-recorded music.

Automated System: An automated sound system with panel access should be used and programmed to permit a daily music/sound schedule for the various areas of the property without routine team member intervention. Management team members should be trained on the operation of the sound system and panel to avoid the need to resort to contacting the vendor for minor adjustments, with training records available for review by the Margaritaville Quality Assurance team. Upon the departure of any team member who is trained on audio system operation, a new designated team member must be trained immediately as a replacement.

Live Entertainment Support: Hookups for local professional musical acts must be available at the stage or designated performance area in any F&B or outdoor venues with a performance area. The property AV tech and or engineer must be on duty to support unfamiliar entertainers with equipment setup. Volume of any live music must comply with local noise ordinances and be mindful of the comfort of guests in the venues, outdoor areas, and guest rooms above.

204. SCENT

The custom Margaritaville scent must be deployed throughout the Lobby, Fitness Center, and St. Somewhere Spa in line with the *Margaritaville OS&E Specifications*. Only scents provided by brand-approved suppliers may be used. Properties must use the scent diffuser prescribed in the *Margaritaville OS&E Specifications*. A monthly service contract must be in place with the brand-approved supplier.

205. PUBLIC TELEVISIONS

Technical Requirements: Televisions in public guest areas must be commercial grade and comply with the basic technical requirements found in Section 309.

Programming Requirements: Common area public televisions that are not in F&B outlets should be tuned to the Brand "Lifestyle" programming delivered through the LoopMedia system. These may include televisions in the Fitness Center, meeting space, or elevator lobby areas. Televisions in each F&B dining areas should be tuned to the "Margaritaville All" music video programming delivered through the LoopMedia system. Televisions located at the bars should be tuned to appropriate stations following the sports channel guideline of the specific F&B outlet. Guest requests to change channels at the bar, should be honored as long as the programming requested fits one of these categories. Boxing or MMA may not be shown. When sports programming is not available at the bar televisions, the channel should be showing the "Margaritaville All" music video programming.

206. TELEVISION INFRASTRUCTURE

It is suggested that properties use the brand-preferred vendor for installation and service of guest room and public space televisions. Television equipment and programming must meet all the requirements in Section 309. See the *Technology Vendor Specifications* for further details.

207. INTERNET LANDING PAGE AND SERVICES

It is required that properties use the brand-approved vendor Allbridge to create and maintain the property's internal landing page for Wi-Fi access using the Margaritaville-approved template. See Section 306 for further details on Wi-Fi requirements. See the *Technology Vendor Specifications* for further details.

Section 3
PROPERTY OPERATIONS SYSTEMS

300. INTRODUCTION

The purpose of this section is to outline the required systems for the operation of Margaritaville Hotel and Resort properties. In addition to this information, consult the Technology Section of the *Design & Construction Standards*.

General: The property must install the required operating systems and software. The required operating systems and software is subject to change from time to time.

Security: The operating systems and software must be installed to comply with *Data Governance Policy and Information Security Standards*. In addition, the property must utilize network connectivity devices that are certified and approved by Margaritaville and considered supported devices by the equipment manufacturer.

Annual Audit: All required technology and operating systems are subject to an annual audit following the *Margaritaville Technology Audit Checklist*.

301. PROPERTY MANAGEMENT SYSTEM (PMS)

Properties are required to use the Infor HMS Property Management System. Properties must contract for a service contract to maintain the system as required, which must never lapse. Properties must maintain a log of PMS training and vendor interactions for review by the Margaritaville Quality Assurance team.

302. CENTRAL RESERVATIONS SYSTEM (CRS)

Properties are required to use the Margaritaville CRS platform, which is currently managed by SABRE SYNXIS. Properties must contract for a service contract to maintain the system as required, which must never lapse. Properties must maintain a log of CRS training and vendor interactions for review by the Margaritaville Quality Assurance team.

303. CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM (CRM)

Properties are required to use the Margaritaville CRM platform, which is currently managed by Cendyn. Properties must contract for a service contract to maintain the system as required,

which must never lapse. Properties must maintain a log of CRM System training and vendor interactions for review by the Margaritaville Quality Assurance team.

304. REVENUE MANAGEMENT

Properties are strongly recommended to use a Revenue Management System and follow the vendor recommendations noted in the *Technology Vendor Specifications*. Properties must contract for a service contract to maintain the system as required, which must never lapse. Properties must maintain a log of Revenue Management system training and vendor interactions for review by the Margaritaville Quality Assurance team. Properties are required to participate in CoStar Realty Information, Inc. local market performance reporting through Margaritaville and provide regular summaries and reporting to Margaritaville.

305. PAYMENT/ACCOUNTING

Properties are required to use a Payment and Accounting System and follow the vendor recommendations noted in the *Technology Vendor Specifications*. Properties must contract for a service contract to maintain the system as required, which must never lapse. Properties must maintain a log of Payment/Accounting System training and vendor interactions for review by the Margaritaville Quality Assurance team.

Required Functionality: (1) a system that allows data to be sent to Margaritaville on a regular basis via POS connectivity or FTP (approved email addressed may also be used); (2) by January 31 of each year, reports of Year-End Rooms Revenue, Total Revenue, RevPar, and ADR for the property and each outlet individually within the property; (3) by the 7th of each month, audited and approved monthly financial summary results for the property and all outlets for the previous month; (4) compliance with PCI rules; and (5) support for payroll, credit card processing, inventory, and invoicing through multiple systems.

Recommended Functionality: (1) integration into the property POS/PMS, such that reporting can be transferred to Margaritaville automatically; (2) reporting of Daily Rooms Revenue, Total Revenue, RevPar and ADR for the property and each outlet individually within the property; and (3) audited and approved quarterly financial summary results for the property and all outlets.

306. WI-FI, WI-FI PORTAL, AND IN-ROOM ENTERTAINMENT SYSTEM

Properties are required to have a networked Wi-Fi system, use the Margaritaville-branded HSIA guest Wi-Fi Portal, and have an In-Room Entertainment system in place. See the *Technology Vendor Specifications* for required and recommended vendors. Wi-Fi strength must be operating at -65BD or higher at all times in each guest room. Properties must contract for a service contract to maintain the systems as required, which must never lapse. Properties must maintain a log of Wi-Fi, Wi-Fi Portal, and In-Room Entertainment system training and vendor interactions for review by the Margaritaville Quality Assurance team.

307. DOOR LOCKS

Properties are required to use a commercial grade hospitality vendor for RFID and Bluetooth-enabled electronic door locks. Logs of access for each room must be maintained. See Section 903.D for more information.

308. POINT OF SALE SYSTEM (POS)

Infor HMS is the recommended Point of Sale System. Properties must contract for a service contract to maintain the system as required, which must never lapse. The POS system must be set up to process current Margaritaville gift cards and all standard payment types accepted by the property. Properties must maintain a log of POS System training and vendor interactions for review by the Margaritaville Quality Assurance team. The POS vendor and system selected must be appropriate for the type of property. For example, where a property has multiple outlets, a larger scale POS system must be active and functional. The POS system initially installed at the hotel shall not be changed without approval from Margaritaville.

309. GUEST ROOM TELEVISIONS

Technical Requirements: Televisions must include/meet the following requirements:

- Models measuring at least 55 inches diagonal for guest rooms are required; models measuring 60-65 inches are recommended
- Hospitality industry features and function such as volume limiting, menu locking, cloning, etc.
- Encryption technology (e.g., PRO:IDIOM, LYNK, Set Top Box or equivalent)
- IR pass-through controlled through set top box
- A minimum of two HDMI (High-Definition Multimedia Interface) inputs
- At least one Composite Video Input + L/R Audio
- Stereo Audio
- Digital S/PDIF Audio Output
- Wi-Fi Enabled
- Bluetooth Enabled
- Infrared Remote Control
- Minimum two-year warranty

Installation Requirements:

- All in-room cables must be hidden from view.
- All hardware must be secured in locations and not visible to the public.
- In-room wiring must connect to a television distribution system certified to meet the high-definition (HDTV) signaling requirements using a 75-ohm coaxial cable.
- Televisions must be connected to a master antenna, satellite system, and/or commercial cable system.
- The distribution system's forward frequency response must be at 49MHz to. 1000MHz with return frequency response of 5MHz to 35MHz; designed to provide

+3 to +10 dBmV (analog) and -5 to +0 (digital QAM256) on every channel at each flat panel television outlet tested at 450MHz.
- The system must be able to deliver a 6 to 10 dBmV return level at 5-35MHz to the headend, with a 36 dBmV reference from a typical room location and must maintain a room-to-room isolation of 23 dB or greater.

Menu and Channel Requirements: Televisions must be equipped with an on-screen programming guide and a wide selection of High Definition (HD) channels. These HD channels must at minimum include ABC, CBS, FOX, NBC, PBS, CNN, MSNBC, Fox News, CNBC, ESPN, ESPN2, ESPN News, ESPNU, NBC Sports, Fox Sports 1, Golf Channel, HBO, TNT, TBS, USA, The Weather Channel, History, Discovery, FX, Comedy Central, HGTV, Nickelodeon, Cartoon Network, Disney. These channels should also be available on all public space televisions, including in the lobby, food & beverage outlets, meeting rooms, and the Fitness Center.

Streaming Services: Guest room televisions must be equipped with at least the following streaming services for guests to use with their own personal accounts: Netflix, Hulu, Amazon, and HBO. Other services are optional. All services must automatically log out or wipe guest log in information when the television is turned off.

Casting Capability: Guest room televisions must be equipped with technology that permits guests to cast their phone screens to the television. All casting services must automatically log out or wipe guest log in information when the television is turned off.

Special Margaritaville Programming: Channel line-ups must allow up to three channels of space Margaritaville-specific and meetings/events content through the LoopMedia Entertainment service. See the *Technology Vendor Specifications* for more details.

310. PBX AND GUEST ROOM TELEPHONES

Guest room telephones must be touchtone, have volume control, have a telephone cord of 14 feet and a handset cord of 6 feet (or be cordless), and have speakerphone functionality. The telephone must follow the *Margaritaville OS&E Specifications*.

If a second telephone is provided, it must meet all the requirements of the primary telephone.

311. TEXT MESSAGE/SMS SUPPORT

Properties may opt use a text-based support service for guest assistance. Properties choosing to do so may only use brand-approved services. Only brand-approved collateral marketing use of text services may be used. Text responses must be monitored 24 hours per day with responses to guests within 10 minutes or less. The system must always offer the ability to opt and in and out of receiving messages. See Section 901 for rules applicable to guest Personal Information and data privacy.

Section 4
RESERVATION PROCESSES & PLATFORMS

400. INTRODUCTION

This section prescribes the rules and requirements applicable to the reservation process for Margaritaville Hotels and Resorts.

401. ROOM RATES

Operator Rights: Rates are to be determined at the discretion of each Operator.

General Rules Applicable to Rates: All rate plans must be inclusive of all operating costs and expenses required to deliver core brand product and service components. Properties are prohibited from selling/charging for services and/or products that are elements of the brand's marketed features including, but not limited to, guestroom keycards or lanyards, internet, standard channel television access, in-room bottled water and coffee, and other items that may change from time to time.

Standard Rate Types: In addition to promotional rates described herein, properties should set for each day a cancelable "Best Available Rate" and a non-cancelable "Advance Purchase Rate."

Rate and Room Descriptions and Codes: Properties are required to follow the *CRS Rate Descriptions Standard* and the *CRS Room Descriptions Standard* to ensure that rate and room descriptions are channelized to obtain maximum value for, and address the capabilities and limitations of, each reservations system.

Rate Parity: The Margaritaville website and the Margaritaville call center must always display and offer the lowest available transient rates to ensure consistent rate parity. Online Travel Agencies (OTAs) and other partners may never sell rates on a given date lower than the rate available on the Margaritaville website or through the Margaritaville call center.

Last Room Availability: The Margaritaville website and Margaritaville call center must always have access to the last room available for sale on any particular day. OTAs may also have access, but they may not have access to inventory that the Margaritaville website and the Margaritaville call center do not.



Damage/Security Deposit: A damage/security deposit must not be collected from individual guests and/or groups unless outlined in a group contract.

Child Fees: No charge is allowed for children under 18 years of age, staying the same room as their parent or guardian and using existing furnishings.

Resort Fees: Resort fees may be charged if market appropriate and legally permitted in the jurisdiction of the property. A resort fee may only be charged if the property offers meaningful additional amenities that warrant imposition of the fee. All brand inclusions, including free internet, must be complimentary and may not be noted as amenities covered by the resort fee. Amenities offered to guests as a Margaritaville Perks benefit must not be noted as included in a resort fee.

Seasonal and Local Rate Posting: Highest seasonal and local rates must be posted conspicuously in all guest rooms in accordance with state laws and local ordinances.

Group Rates: Properties may contract to set special rates for groups of 10 or more rooms. Rates must be available only to members of the contracted group and for a period with a defined start and end date.

Negotiated Rates: Properties may negotiate special rate plans with companies, associations, etc. that are expected to have repeat business, but not concurrently so as to merit a group rate for a defined period. Such rates must be available only to those affiliated with the company or association covered by the contract and use a specific rate code. Access to negotiated requests for proposal is permitted and available through Margaritaville. A platform has been negotiated and is available to properties at an additional cost. Direct negotiation with consortia (e.g., Lanyon and Nexus) is not permitted.

Team Member Rates: Properties are required to participate in the *Margaritaville Team Member Rate Program*. Properties must load rates at a minimum of 20% off the best available rate for all days where the property is projected to be at less than 80% occupancy and may require a seven-day advance reservation.

402. RESERVATION/PAYMENT POLICIES, PROCESSES, AND PLATFORMS

Reservation Policies: All properties must establish and publish reservation policies that meet the following requirements:

- Rates and Guarantees: Rates effective in the reservation system at the time the reservations are made are guaranteed. In the event that the rate increases prior to the date of arrival, the guest must not be charged more than the rate guaranteed at the time of the initial reservation. Any changes to the arrival date are subject to availability and possible rate change.
- Guaranteed Room Types: Guest room types (bedding type and accessible) are guaranteed when a reservation is made for a specific room type in the reservations system. Special requests are not guaranteed.

- Reservation Holds: Reservations must be held in accordance with the property's guarantee policy at the time of booking except for payment guaranteed reservations. All reservations secured by advance deposits must be held all night until checkout time the following morning.
- Early Departure Penalties: Early departure penalties are prohibited, with the exception of reservations that are prepaid nonrefundable.

Processing Requirements: All properties must comply with the following:

- Reservations requests at the property must be processed 24 hours a day at no charge to the guest.
- Properties wishing to use the Margaritaville central reservations office to handle reservations must enter into a separate agreement with Margaritaville. Transferring a reservation call to the Margaritaville central reservations office without an agreement in place will result in the hotel being billed a service charge for those reservations.
- Properties must make reservations and cancellations in accordance with established procedures and posted policies.

Confirmation Communications: Individuals processing reservations (via telephone or directly) must provide guests with the following information:

- Confirmation of property site and address
- Confirmation of the type of accommodations and any special requests
- Confirmation of the rate plus tax and disclosure of any resort fee
- An explanation of the reservation conditions (i.e., 6:00pm hold, payment guarantee, or advance deposit required)
- An explanation of key amenity benefits
- Confirmation number (advising guest to keep a record of such)
- Cancellation policy
- Confirmation of check-in and check-out times

Reservation Validity: The property must accept all reservations made through Margaritaville, Global Distribution Systems, the internet or other booking channels approved by Margaritaville.

Payment Processing: Required accepted forms of payment (for current stays and advance deposits) include American Express, Diner's Club International, Discover, Visa, MasterCard, JCB Card, UnionPay, Travelers' Cheques, money orders, and local currency. Personal checks and Apple Pay, Samsung Pay, and other forms of e-payment are permitted, but not required.

Guest Guarantees: A guest guarantee of a credit card on file is strongly recommended. Where a guarantee is taken, the property is required to accept a guest's guarantee for a reservation by payment of a required advance deposit (including tax, where required), providing a billable (and collectable), acceptable credit card number which will be submitted to the credit card company for payment should the guest either fail to arrive or to cancel the guaranteed reservation by the application cancellation time (local property time), or by receiving a fax or email from a company that has credit approval with the property.

Advance Deposits: Properties requiring advance deposits must accept payment guaranteed reservations for those reservations sold through the reservation system for any rate that has an advance purchase policy. If the property requires an advance deposit, it must refund the deposit if a cancellation is received in accordance with the cancellation policy applicable to the rate. All refunds must be completed within seven days. If a reimbursement is not timely made and a complaint is registered, Margaritaville may make the reimbursement and the property must reimburse Margaritaville with a penalty of up to $1,000 charged. If no special deposit policy is established in the reservation system, an advance deposit reservation booked as "need deposit" can be cancelled if no deposit is received 72 hours prior to arrival.

Cancellation Policies: Guests are required to have any pre-payment refunded based on the cancellation policy outlined in the rate booked. In cases of extreme and extenuating circumstances limiting guests from traveling, such as an impending natural disaster at the location of the property, it is recommended that cancellation policies are made more lenient or cancellation fees are waived. If a property is unable to resolve cancellation disputes with a guest, and there is a reputation management concern and a complaint is registered with Margaritaville, Margaritaville may, in its sole judgment, refund the guest. Should this occur the property will be billed for the reimbursement by Margaritaville.

Miscellaneous Room Charges: Guests must be permitted to make charges for additional services or amenities (e.g., F&B, activities) to the guest room folio if a credit card guarantee is in place. Guests must not be charged an automatic additional amount for any permanent structure, feature, or amenity of a guest room (e.g., in-room safes, shuttle transportation, complimentary water).

Room Availability: The property must maintain the maximum period of availability (inventory) and rates as permitted by the CRS. A minimum of 85 percent of the total rentable guestrooms available must be for sale for each day in inventory (exceptions granted during pre-determined special event periods). Minimum guestroom allotments and allocations for brand-sponsored sales and marketing programs in which the property participates must also be kept current.

Special Complimentary/Day Use Guest Room Policy: From time to time, Margaritaville may require that complimentary rooms be provided to its employees staying at the property for consultations or other business meetings for that specific property.

403. SALES & MARKETING PROGRAMS AND COMMISSIONS

Brand Promotions: All properties must comply with all existing sales/marketing programs and promotions as deemed required by the brand and any additional programs that Margaritaville designates.

AAA/CAA Rates: The property may opt to participate in AAA/CAA discounting programs of no greater than 10% off the best available rate. Presentation of a qualifying membership card

is required. This rate category should be programmed into CRS functionality even if the property chooses not to participate.

Senior Rate Program: The property may opt to participate in AARP/CARP discounting programs of no greater than 10% off the best available rate. Presentation of a qualifying membership card is required. This rate category should be programmed into CRS functionality even if the property chooses not to participate.

FedRooms Government Military Program: The property may participate in the FedRooms program through the completion of an annual RFP. The property must pay participation fees based on a percentage of guest room revenue for all consumed guest room nights booked under the FedRooms special rate plan. The Operator is responsible for all reporting and payment of FedRooms fees.

Commissions: Travel agent commission inquiries must be handled by each individual Operator and property. A 10 percent commission is paid on all general public and other commissionable rates for all nights of a stay. Standards for commission calculations and percentages may vary by country, and the property must comply with the commission standards for its local area. The property must pay commissionable rates on AARP rates, AAA rates, Amex rates, government rates (as applicable), consortia parity rates, Best Available Rates, and rates identified in the reservation systems as included. Rates excluded from the standard commission calculations are rates identified as non-commissionable and all volume-based discounted rates. The property must inform the travel agent of non-commissionable rate status prior to booking acceptance. Margaritaville may charge a penalty fee up to 100% of the commission owed to the agent plus up to $500 in instances of unresolved agency commission payment discrepancies escalated to Margaritaville.

404. ONLINE TRAVEL AGENCIES (OTAS)

Major OTA Participation: As of 2020 Margaritaville has not negotiated companywide terms with Expedia and Booking Holdings. Individual properties, management companies are expected to negotiate their own terms. For 2021 and future years Margaritaville may negotiate companywide terms with Expedia and Bookings Holdings, and should this occur individual properties may not negotiate directly with these companies. See the OTA Negotiated Rates Guideline for details. Negotiated rate commission amounts must be paid directly from the Operator to the OTA.

Use of Channel Manager: Properties are required to use Channel Manager within the Margaritaville CRS to interface with OTAs.

Other OTA Participation: The property may also opt to participate with any other OTA of its choosing (assuming it interfaces with Channel Manager), negotiating commissions, selling rooms and rates of its choosing, and directly pay agreed commissions and fees to said OTA.

Extranet Inventory Management: Extranet inventory management with any OTA is not permitted. Properties are not permitted to work with OTAs that do not currently use the Channel Manager of the Margaritaville CRS.

Discount Sites Prohibited: Properties are not allowed to enter to agreement with distressed inventory, deep discounting, coupon, or other flash sale sites (e.g., Travelzoo, Groupon, Rue La La, Gilt).

405. CALL CENTER SUPPORT

Properties must take reservations over the telephone 24/7: Properties may choose to forward calls received at the local hotel to the Margaritaville call center for support should they not be able to process all calls locally, and in such instances properties will pay the prevailing fee for call center support as a percent of booked revenue. Reservation calls must be answered within five rings and may be placed on hold.

Information/Cooperation: Properties are required to provide Margaritaville up-to-date information on an annual basis to support call center training. The property may choose to send a team member or Manager to the call center training. Whether or not the property sends a team member or Manager to the training, properties are required to provide a supply of fact sheets and other logo/promotional items as giveaways to call center staff.

Room Night Incentive: Properties are required to provide a complimentary two-night stay certificate each year as an incentive for call center training promotions.

406. DAY PASS RESERVATIONS

Requirements: Operators are permitted to sell day passes for non-overnight guests to use pools and other leisure amenities. A process to accredit day-use guests with limited access keycards or bracelets should be arranged. Day-use guests should be checked in by a Front Desk team member. Revenue for all day-use bookings must be noted in the accounting management software.

Third-Party Sales: Day pass sales through third-party applications/platforms specifically focused on such sales are permitted, subject to Margaritaville approval. Use of deep discount or coupon sites such as Groupon or Travelzoo is prohibited.

Section 5
BRAND, TRADEMARK & MARKETING

500. INTRODUCTION

The purpose of this section is to outline the various features of the Margaritaville Hotels and Resorts brand. It also speaks to requirements and restrictions applicable to branding, marketing, and other communications referencing the Margaritaville brand.

501. MARGARITAVILLE BRAND CULTURE AND SERVICE DELIVERY

501.A. The Margaritaville Service Promise

A Margaritaville Hotel or Resort property's core purpose is to offer fun and escapism during all stays. Our guests should feel at home and see that team members and Managers do everything in their power to ensure a fun and pleasant stay. To that end, if there's a problem during a guest's stay, it should be resolved to the guest's complete satisfaction or the guest should not pay for that portion of the stay. Credits, discounts, and other amenities may be used for problem resolution. Properties must keep records for at least one year to document guest concerns and problems, sharing them with the Margaritaville Quality Assurance team as requested. See Section 501 for more details on Margaritaville's Service Culture. See Section 605 for more information on guest satisfaction ratings.

501.B. Problem Resolution Procedures

Properties must make every effort to resolve guest concerns and complaints during the stay. All team members are required to complete and refresh annually the Margaritaville Problem Resolution Training which is part of the *Margaritaville Team Member and Manager Training Program*. Team members and Managers at all levels should show a willingness to address such concerns and complaints and do their best to avoid the situation where the guest leaves the property unhappy, waiting to post a negative review or lodge a complaint after check-out. The team is required to document the steps taken to resolve guest complaints and keep records on file for review by the Margaritaville Quality Assurance Team as requested. Where complaints are registered to and handled by Margaritaville, the Operator will be held responsible for the cost of addressing the complaint (e.g., the price of any refund or discount) plus an administration fee of up to $500 per incident.

501.C. Margaritaville Values and Guiding Principles

Team members live the Margaritaville brand promise by adhering to these key values and principles:

Every Guest, Every Time means we will ensure every guest has the best Margaritaville experience every time they visit. We believe in providing our guests with exceptional service, friendly team members, and high quality products and service in a fun and relaxing atmosphere.

Foster a Shared Responsibility for the Well-Being of our Staff, Guests, and Community speaks to our commitment to our team and communities where we live and work. We believe providing a great working environment for our team will ensure that our guests' expectations are met. We also believe in being a positive force in our communities and the world through various charitable efforts.

Act with Integrity and Respect defines how we approach our interactions with fellow team members, management, and guests. We hold ourselves to the highest standards of conduct.

It's My Job to Be Better Than the Best is taken straight from the lyrics of a Jimmy song and encourages us to give our best effort every day. It is about holding ourselves to a high standard and holding everyone around us to high standards. It is about doing better today than we did the day before.

502. IDENTITY & MARKS

All properties must comply with trademark and logo guidelines set forth in the *Brand Logo Usage Guideline*.

502.A. Property Brand Logo Package

Margaritaville will give each property a package of property brand logos applicable to the property overall and all outlets within the property in accordance with the licensing agreement. Properties are required to use only Margaritaville-designated property logos for all marketing purposes. These logos must never be altered or added to without modification to the licensing agreement. All logos, typeface, fonts, color palettes, patterns, and images must be used according to the requirements outlined in the *Brand Logo Usage Guideline*. All deviations from these requirements must receive written approval from Margaritaville prior to use or installation.

The property branded logos must be used in all advertising, posters, brochures, etc. No exceptions will be permitted.

The Margaritaville Hotels and Resorts logo and the Margaritaville logo may not be used under any circumstances unless approved in writing by Margaritaville.

502.B. Property Brand Trademarks Usage

Property brand trademarks must be displayed properly in all advertising and promotional materials. Property brand logos are not permitted to be integrated within media applications (production companies, TV shows, etc.) without the prior written consent of Margaritaville. Trademarks of the Margaritaville brand must be given a dignified and prominent position and not be placed within shapes or borders.

502.C. Reference to Property/Use of the Mark

Whenever reference is made to the property and the Operator in any printed material, the following disclosure must also be displayed: "Owned [or operated] by [name of license entity] under license from Margaritaville." Special use of this mark, including promotional or program taglines, must be developed and approved by Margaritaville. Refer to the *Brand Logo Usage Guideline* for more information.

Whenever or wherever any of the marks are utilized, they must be used as defined in the *Brand Logo Usage Guideline*. For purposes of these standards, the "marks" means the service marks and all other service marks, copyrights, trademarks, logos, insignia, symbols, designs, slogans, distinguishing characteristics, trade names, domain names, and all other marks and similar intellectual property rights that Margaritaville designates to be used from time to time.

502.D. Alternative Property Naming Prohibited

Operators may not for any reason, formally or informally, market or represent the property to have any name other than the official name that is noted on the licensing agreement. The property name reflected on the licensing agreement is the name that must be used on the property's website and all collateral. The Margaritaville Legal team must review and approve all requests for name changes.

502.E. Specified Promotional Collateral

Properties must follow the templates and designs prescribed in the *Margaritaville OS&E Specifications* for all consumable branded supplies and collateral. Properties are required to use brand-approved vendors for all orders of consumable branded supplies and collateral.



503. ADVERTISING

503.A. General Rules

Only Margaritaville authorized and approved advertising and promotional materials may be displayed at the property. The Margaritaville Marketing team must approve all promotional materials prior to production (print or digital), even where a brand-generated template or toolkit is used to create the material. Where a property sees the need for promotional materials which do not fit any pre-existing templates, the property should contact Margaritaville for additional assistance in the creation of new materials at a nominal fee.

Advertising of any business that competes with Margaritaville or its affiliates is prohibited. Posting advertising or additional signage (framed or unframed), flyers, or messages of any type in the elevators and public space that is beyond the required or approved interior signage and décor package is prohibited. This includes posting such as the weather forecast, restaurant or local attraction promotions in the elevators, corridors, lobby, Front Desk, etc.

All advertising for the property must have a call to action including the property website. The following additional calls to action may also be included where appropriate:

- For sales information, call [local property phone number]
- For reservations, call [Margaritaville toll-free number]
- For reservations or information, visit margaritavilleresorts.com
- The Twitter, Instagram, or Facebook handle for Margaritaville Hotels and Resorts

503.B. Advertising Related To Alcohol

All advertising or marketing that references alcoholic beverages, including marketing of bars and restaurants at Margaritaville Hotels and Resorts or alcoholic beverages included as part of rooms packages must comply with local laws and Section 503.A.

503.C. Outdoor Advertising

Approvals Required: All billboards and other outdoor advertising must be created in accordance with *Brand Logo Usage Guideline*. Margaritaville must approve all designs prior to posting.

Partner/Co-branding Limitations: The only permitted co-branding on a Margaritaville billboard or other outdoor advertising is for other Margaritaville-affiliated brands, such as LandShark Lager, or Margaritaville-branded F&B outlets within the property complex. No other co-branding is allowed.

New Construction: When utilized, new construction signs must be removed six months after opening. Property fencing wraps must follow the *Brand Logo Usage Guideline*.

503.D. Vehicle Graphics

All property vehicles (whether owned, leased, or hired) used for the transport of guests must display the appropriate identity items as specified in the *Brand Logo Usage Guideline*. See Section 102.A for further details.

504. SIGNAGE

504.A. Exterior Signage

General: All properties must use brand-approved exterior signage that meets applicable *Design & Construction Standards*. All exterior signs must be maintained in good working order.

Roadside Signage: When utilized, Department of Transportation (or local equivalent) or roadside signs must follow the *Brand Logo Usage Guideline*.

Temporary Exterior Signage: Temporary exterior signage and/or banners must be approved by Margaritaville before being posted as specified in the *Brand Logo Usage Guideline*. Temporary signs/banners must not be posted for longer than 90 days, with the exception of "Now Open" banners for new properties that may be hung up for six months post-opening.

Marquees and Vacancy Signs: No marquees or electronic rate signs of any type are permitted. "No vacancy" signs are not allowed.

504.B. Interior Signage

Lobby, elevator, and interior corridor signage must follow the applicable *Design & Construction Standards* and the *Brand Logo Usage Guideline*.

505. PHOTOGRAPHY AND VIDEO

Approvals and Rights: Any promotional photography or video captured at the property must be performed by brand-approved vendors, as noted in the Photo/Video Vendors Recommendation List. Local vendors may be submitted to Margaritaville for consideration but may not commence work without Margaritaville approval. Agreements signed with photographers/videographers must grant Margaritaville the right to use photos and videos captured for any purpose. These agreements should also include unlimited usage rights in perpetuity. Margaritaville does not approve agreements which require photo or video credit to be given. All photography and video used in primary marketing channels and intended to be used ongoing (e.g., sales channels, print flyers, website, outdoor, magazines) must be submitted to Margaritaville and approved by Margaritaville before being used publicly.

Food Photography: A food stylist must be used. A firm or individual experienced in food photography must be utilized. All other requirements as noted in photo approvals must be followed.

Composition and Technical Specifications: Photographers and videographers must follow the *Photography/Video Guidelines* to ensure consistency, quality, and style for materials used to promote Margaritaville Hotels and Resorts.

506. WEBSITE

506.A. Usage and Features

Margaritaville Website: Margaritaville has a brand website platform for Margaritaville Hotels and Resorts. The main Margaritaville Hotels and Resorts website is owned and maintained by Margaritaville. The website is accessible via desktop, mobile, and tablet. Margaritaville will make every effort to fairly and equitably market each property on the Margaritaville Hotels and Resorts website.

Property Websites: Each individual property will have its own website that is linked to the main Margaritaville Hotels and Resorts website. NextGuest is the only approved vendor for website development. Properties are not permitted to have any other third-party website. At an appropriate time after the public announcement of the development of the property, an informational page will be posted indicating that the property is coming soon. Within 180 days prior to the planned opening of the property, Operators will be required to purchase a full website development, maintenance, and support package from NextGuest to design and administer a website that supports the needs of the property and the Operator by building awareness of the property, providing detailed information about the property, offering a social media experience for prospective guests, and providing a platform for the public to book reservations. The website's reservations platform will link directly to the required CRS for inventory availability, and all bookings will interface directly with the property's PMS.

506.B. Property Responsibilities and Requirements

Each property has an obligation to cooperate with Margaritaville and NextGuest to provide content and take other actions in support of the website. The requirements include, but are not limited to:

- Utilizing the content management system provided for loading and updating all content, including all sections of copy, photos, and video, links of local attractions and partners, etc.;
- Populating and utilizing all categories of content (e.g., meetings, activities, food & beverage, etc.);
- Populating details on and utilizing all room category names and descriptions (also see the CRS Room Descriptions standard);

- Utilizing and following parameters defined in the Margaritaville website usage guidelines document, including updating and managing all content in a timely fashion and ensuring that all locally created promotion pages have defined beginning and end dates and are removed no later than seven days after the end of the promotion;
- Utilizing the website URL and URL structure provided by Margaritaville; and
- Regularly maintaining copy on the website, updating all real-time sections such as seasonal packages, promotions, special offers, etc. as applicable.

506.C. Permissible Actions

In conjunction with the operation of the website, properties may choose to take additional actions to further its utility including:

- Opting to participate in performance marketing programs, through Margaritaville's selected vendor, to drive additional direct bookings through the website (at a commission structure fee);
- Opting to directly fund and conduct paid digital advertising efforts to drive targeted traffic to the website through the defined website vendor, subject to the *Margaritaville Search Strategy* document; and
- Opting to conduct any additional property-specific and local marketing to drive traffic to the website, with preference being given to the defined website vendor.

506.D. Prohibited Actions

The goal of the Margaritaville-administered website framework is to present a uniform platform to market and augment the Margaritaville brand. As such, there are specific actions which might interfere with that uniformity which are prohibited. These include, but are not limited to:

- Developing or marketing any additional or alternative websites;
- Modifying or changing the brand website outside of the process put in place by Margaritaville and its website vendors;
- Purchasing keywords/adwords in violation of the *Margaritaville Search Strategy* document;
- Partnering directly with individual websites (e.g., afar.com, petfriendlyhotels.com) or coupon provider (e.g., Groupon, RueLaLa, etc.) without prior approval from Margaritaville; and
- Promoting other non-Margaritaville entities, including adjoining hotels, off-property restaurants, off-property retail, or sister properties of the same owner through the website (note: attractions and local business that guests would see as a benefit may be used to highlight the property's location and is proximity to those attractions; if the property is part of a local co-op program, it may include that reference in descriptive copy).
- Although certain legacy properties may maintain separate websites, these are not permitted for any newly developed hotel or resort.

506.E. Website Photography

Pre-Opening: With Margaritaville approval, properties may use renderings and stock photography prior to the completion of construction. Such pre-opening photography may not remain active beyond 30 days past the property opening, after which properties must contract for the use of photography of the finished property. See *Photo/Video Vendor Recommendations List*.

Post-Opening: Actual photos of the finished property must be used for guest rooms, public spaces, and outdoor scenes in line with the *Photography/Video Guidelines*. Margaritaville-approved brand-specific stock imagery may be used for food & beverage and other brand-specific experiences as appropriate. Stock imagery not specific to Margaritaville may be used for local partners, experiences, and activities if the property purchases the required license appropriate for the intended usage. Personal photography is never permitted. All photography must be approved by Margaritaville upon completion.

Composition and Technical Specifications: Photographers and videographers must follow the *Photography/Video Guidelines* to ensure consistency, quality, and style of photos and videos used on Margaritaville websites.

507. SOCIAL MARKETING

Context: Margaritaville will secure social media channel handles for each property and transfer them to the property approximately 90 days prior to opening. Each property will have a primary page for each social channel, which will encompass the lodging aspect of the property plus all other outlets which are approved in the licensing agreement. Over time, but no sooner than six months after opening, individual pages for specific outlets may be approved by the Margaritaville team should a need exist (e.g., a standalone Instagram handle for the property's upscale restaurant). Overall responsibility for social marketing lies with the property's Sales and Marketing leader, who may appoint responsibility for day-to-day management to an onsite or offsite team member.

Social Management Vendor: Mighty Roar is the preferred vendor for day-to-day management of social media. Alternative vendors may be utilized with approval from Margaritaville.

Compliance With Channel Terms: Property social media pages must comply with the terms and conditions for each social media channel being utilized.

Approval and New Channels: Properties that wish to set up new social accounts, beyond what has originally been set up by Margaritaville, must request assistance and approval from Margaritaville. Approval and assistance (including required templates) may be granted only after a property has been open for at least six months. No new social channels or pages may be activated without first receiving approval from Margaritaville.



Administrative Requirements: Margaritaville may maintain administrative rights for all property social sites as an administrator. Each property is required to have a local delegate responsible as an administrator as well. Upon termination or departure of a responsible employee each property must immediately appoint a new local administrator, update property administrators through each social channel, and notify Margaritaville as referenced in the *Margaritaville Social Media Guidelines*.

Posting Requirements: Properties that have been approved for social media accounts must comply with the *Margaritaville Social Media Guidelines*. All social media pages must include accurate and updated property listing information, be updated regularly with proactive content (posts), and be reviewed regularly for guest comments and questions (which must be addressed within 48 hours). Properties are solely responsible for content creation and posting. In its sole discretion, Margaritaville may decide to remove social pages for non-compliance with its posting and page maintenance guidelines, or revoke a property's ability to self-manage its own social media pages.

Paid Advertising: Paid social advertising is permitted. Brand approved templates and guidelines addressed in the *Brand Logo Usage Guideline* must be followed.

508. SPECIAL EVENTS & PROMOTIONS

508.A. Logos and Trademarks

Usage of Margaritaville logos and trademarks in conjunction with other brands for purpose of special events and promotions must comply with the *Brand Logo Usage Guideline*. All materials that deviate from brand-approved templates must be approved by Margaritaville.

508.B. Permitted Events

Music activation events with live music including a single performer or small performance group, family or kids' activities, games hosted by a facilitator or programmer, or other specialty activation such as a comedian or magician, to take place in the food & beverage outlets or on the outdoor spaces, do not require additional approval. Other special and themed events, with or without a ticket fee for attendees, taking place within the grounds of the property (pools, outdoor/activity deck and/or lobby) must receive Margaritaville approval before occurring (e.g., bingo night, hospitality industry theme night, ticket-fee required concert, etc.).

See Section 112 for further details on activity programming and live music.

508.C. Sweepstakes and Giveaways

All activities related to sweepstakes or other promotional offers where items are given away must be approved by Margaritaville. Operators are expected to seek their own legal counsel for guidance in these circumstances.



509. Marketing Support and Advice

In addition to all brand-wide marketing efforts, the Margaritaville Marketing Team is available to provide counsel and advice to local property marketing teams when requested. Calls for consulting and advice will be offered when commercially reasonable and scheduled in advance. Support will include recommendations of vendors, tools, processes, partners, or other specifics for executing marketing tactics. Consultations with the Margaritaville Marketing team are not intended to replace the local property marketing team's work, and Margaritaville will not fund or execute any of the local property marketing or public relations efforts. Topics for consulting and advice include:

- Print marketing, materials, and collateral
- Digital marketing
- Social marketing
- Video production
- Local promotions and partnerships
- Local public relations/media relations

510. CRM USAGE/INFORMATION PRIVACY

All properties must follow the *Data Governance Policy and Information Security Standards*, which are intended to promote customer trust, to facilitate compliance with privacy and data protection laws, and to help manage privacy-related risks. They apply to all collection, use, sharing, and other handling and processing of customer "Personal Information" (as defined in the *Data Governance Policy*).

510.A. General Privacy Standards

Guest Names/Lists: Lists that include guest names must not be left anywhere visible to the public. This includes, but is not limited to, housekeeping trolleys, breakfast lists, check-in lists, and any sort of fitness/pool sign-in sheet.

Permitted Uses: Properties may collect and use Personal Information only for the following purposes:

- For the purpose of completing any required business transaction
- Fulfilling or responding to a request from the individual performing the property's contractual obligations to the individual
- Complying with legal requirements
- Other purposes approved in writing by Margaritaville

Access: Within the property, access to Personal Information must be limited to personnel who reasonably need access to such Personal Information for legitimate business purposes (such as to facilitate personalized guest interactions) or to carry out their assigned functions in an efficient and effective manner.

Third Parties: Personal Information must never be sold or rented to third parties. Personal Information must never be shared with third parties for third-party marketing purposes.

Guest Access: The property must provide guests a reasonable opportunity to review and correct the Personal Information the property maintains about them, consistent with applicable law. Before allowing someone to review and correct Personal Information, the property must confirm that either (a) the Personal Information pertains to that individual, or (b) the individual has been authorized to. Review and correct the Personal Information by the person to whom the Personal Information pertains.

Retention: The property must limit the number of copies of Personal Information stored to those reasonably necessary for ongoing business and recordkeeping purposes, consistent with the applicable retention scheduled in the *Data Governance Policy.*

Breach Notification: The property must immediately notify Margaritaville Legal (in no case more than 24 hours) if it has reason to believe that there has been a breach of any Personal Information, a breach of any material or media which can be used to access Personal Information, or if any Personal Information has been acquired, modified, used, disclosed, or accessed by any unauthorized person, or any person in an unauthorized manner or for an unauthorized purpose.

510.B. Email and Direct Marketing

General: All properties must comply with applicable laws governing the use of Personal Information (e.g., email address and postal address), as well as the *Data Governance Policy.*

CRM and Email Capture Requirements: Properties may only enter guest email addresses, if provided by the guest, into the property PMS or the loyalty staff portal. Email addresses may not be stored in any other systems and may not be solicited on paper.

Email List Uploads: Where a property has assembled a list of emails via appropriate opt-in protocols and privacy protections (e.g., through Eventbrite, Cvent, or other B2B solutions), such lists may be batch uploaded into the CRM in a secure fashion.

Email List Downloads: Properties are not permitted to download email address lists from the CRM, PMS, CRS, or any other platform for use in marketing efforts without Margaritaville approval.

510.C. Prohibited Marketing Channels

Properties may not market to individual guests using telemarketing, outbound fax, or property-generated email. This includes a prohibition on purchasing third-party

marketing lists and uploading them to the CRM to solicit sales through an email blast. Direct marketing and outreach are permitted for group sales.

511.RELICENSING REVIEW

Upon any change of Operator, Margaritaville will conduct an inspection of the property, note deficiencies and variances from prevailing brand standards including, but not limited to, construction standards and furnishing standards. A Product Improvement Plan (PIP) will be prepared. Failure to identify deficiencies does not relieve the Operator of the responsibility of completing/correcting these items or making modifications necessary to comply with brand standards. Submissions for approval must be made as follows: 05.02 Design Submittal Process $Level2 $Level451

- Redesign/Refurbishing: Where the redesign/refurbishing of existing facilities is required, design drawings including, but not limited to, guestroom and commercial area furnishings, layouts and interior/exterior color elevations, must be submitted to and approved by Margaritaville. Color renderings must be submitted to and approved by Margaritaville.
- Construction: Where construction of additional facilities is required, complete drawings and specifications must be submitted to and approved by Margaritaville before beginning construction. An assigned Project Manager will visit the project during construction to verify progress on the approved plan.

512. RENOVATION REVIEW AND APPROVAL

When replacing, updating or renovating any part of the property, all proposed changes or updates must be pre-approved by Margaritaville before the products or services are ordered and purchased. Projects requiring approval include major renovations and construction as well as routine replacement of items such as, but not limited to, carpets, draperies, furniture, and wall treatments. The completed plan must include plans, including drawings and scope of work outlined by a professional interior designer; samples and specifications; and, if a partial renovation or replacement is planned, samples or pictures of existing goods to demonstrate how the new selection will coordinate with the existing décor. Submission guidelines as outlined in the *Design & Construction Standards* must be followed.

Section 6
TEAM MEMBERS & SERVICE

600. INTRODUCTION

The purpose of this section is to outline the standards for hiring, training, engagement, and administration of team members at a Margaritaville Hotel or Resort property. It also includes standards for service and quality assurance measures.

Until further notice, these standards are explicitly supplemented by the heightened standards reflected in the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation.

601. TEAM MEMBERS/STAFFING

601.A. Management Companies

Approvals Required: Management companies must be approved by Margaritaville in accordance with the license agreement. Properties requesting approval must submit required information by contacting Margaritaville. Changes in management companies also require approval, even if they have previously been approved.

Shared Resources: As discussed below, properties are required to have full-time, dedicated leaders in key positions. Shared resources are permissible on an emergency fill-in basis when there are temporary vacancies in the key positions (i.e., those described in Section 601.C through 601.K below), as well as for supplemental support, but are not permissible for full-time key positions. Beyond the leadership positions noted in Sections 601.C through 601.K, shared resources with any managerial and salaried position may not be utilized for more than 60 days for an individual position.

601.B. Contract Labor

Contract Labor Permitted Only for Temporary/Critical Needs: Under most circumstances, team members should be directly employed by the property. That said, contract labor may be used to address temporary critical staffing needs of 30 days or less.

Exceptions to Temporary/Critical Rule: As reflected in these standards, permanent third-party staffing is permitted for specific functions: Valet, Spa, Concierge, and Off-Site Activities.

Training and Appearance: Where contract workers are used, they must meet all the qualifications and training requirements applicable to the position they will fill and appear to guests as Margaritaville team members (i.e., they wear Margaritaville uniforms and nametags).

601.C. General Manager Position

Full Time Position: Every property must have a full-time General Manager dedicated to the position for a minimum of 40 hours per week. The General Manager may not also be responsible for other properties in a management company's portfolio.

Margaritaville Review: Before a General Manager is engaged, the Operator shall submit to Margaritaville the proposed candidate's identity and qualifications, and Margaritaville may consult with the Operator regarding the candidate's management experience, qualifications, and ability to meet these standards. Margaritaville reserves the right to meet with the intended General Manager candidate before he/she is hired. If the General Manager fails to ensure that the property performs satisfactorily and meets these standards (as defined by the quality audit and other guest satisfaction measurements, including but not limited to the secret shopper report and online guest reviews (Section 605)), Margaritaville may request the Operator terminate the General Manager and begin the process to engage a new General Manager.

Experience: It is recommended that candidates for the General Manager position should have a minimum of two years' experience as a general manager or assistant general manager of a resort or hotel equivalent in size and character to the property at which the candidate is seeking employment.

Language Proficiency: Candidates for the General Manager position must be able to communicate with guests and other team members in English. For properties in Latin America, General Manager candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time General Manager. It is recommended that pre-opening properties have a General Manager in place one year prior to opening; 180 days is the minimum requirement. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.D. Assistant General Manager or Hotel Manager

Full Time Position: All resorts must have a full-time Assistant General Manager or Hotel Manager dedicated to the position for a minimum of 40 hours per week. The

Assistant General Manager or Hotel Manager may not also be responsible for other properties in a management company's portfolio.

Courtesy Interview Requested: Before an Assistant General Manager or Hotel Manager is engaged, Margaritaville requests that the Operator schedule a courtesy interview for the proposed candidate with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for the Assistant General Manager or Hotel Manager position should have a minimum of two years' experience as an assistant general manager of a resort or hotel equivalent in size and character to the property at which the candidate is seeking employment.

Language Proficiency: Candidates for the Assistant General Manager or Hotel Manager position must be able to communicate with guests and other team members in English. For properties in Latin America, Assistant General Manager/Hotel Manager candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time Assistant General Manager or Hotel Manager. It is recommended that pre-opening properties have an Assistant General Manager or Hotel Manager in place one year prior to opening; 180 days is the minimum requirement. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.E. Director of Sales

Full Time Position: Every property must have a full-time Director of Sales dedicated to the position for a minimum of 40 hours per week. The Director of Sales may not also be responsible for other properties in a management company's portfolio. In addition, the Director of Sales may not have any other employment which presents a conflict of interest in dealing with local or national business contacts on behalf of the property.

Courtesy Interview Requested: Before a Director of Sales is engaged, Margaritaville requests that the Operator schedule a courtesy interview for the proposed candidate with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for the Director of Sales position should have a minimum of two years' experience in a similar position at a resort or hotel equivalent in size and character to the property at which the candidate is seeking employment.

Language Proficiency: Candidates for the Director of Sales position must be able to communicate with guests and other team members in English. For properties in Latin America, Director of Sales candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time Director of Sales. It is recommended that pre-opening properties have a Director of Sales in place 11 months prior to opening; 180 days is the minimum requirement. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.F. Food & Beverage Director or VP

Full Time Position: Every property must have a full-time Food & Beverage Director or VP dedicated to the position for a minimum of 40 hours per week. The Food & Beverage Director or VP may not also be responsible for other properties in a management company's portfolio. The Food & Beverage Director or VP is responsible for supervising the various outlet-specific Food & Beverage Outlet Managers (see Section 601.K) and the property's overall food & beverage P&L.

Courtesy Interview Requested: Before a Food & Beverage Director or VP is engaged, Margaritaville requests that the Operator schedule a courtesy interview for the proposed candidate with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for the Food & Beverage Director or VP position should have a minimum of two years' experience in a similar position at a resort or hotel equivalent in size and character to the property at which the candidate is seeking employment.

Language Proficiency: Candidates for the Food & Beverage Director or VP position must be able to communicate with guests and other team members in English. For properties in Latin America, Food & Beverage Director or VP candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time Food & Beverage Director or VP. It is recommended that pre-opening properties have a Food & Beverage Director or VP in place 7 months prior to opening; 120 days is the minimum requirement. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.G. Director of Accounting/Finance

Full Time Position: Every property must have a full-time Director of Accounting/Finance dedicated to the position for a minimum of 40 hours per week. The Director of Accounting/Finance may not also be responsible for other properties in a management company's portfolio.

Courtesy Interview Requested: Before a Director of Accounting/Finance is engaged, Margaritaville requests that the Operator schedule a courtesy interview for the proposed candidate with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for the Director of Accounting/Finance position should have a minimum of two years' experience in a similar position at a resort or hotel equivalent in size and character to the property at which the candidate is seeking employment.

Language Proficiency: Candidates for the Director of Accounting/Finance position must be able to communicate with guests and other team members in English. For properties in Latin America, Director of Accounting/Finance candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time Director of Accounting/Finance. It is recommended that pre-opening properties have a Director of Accounting/Finance in place 7 months prior to opening; 120 days is the minimum requirement. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.H. Director of Human Resources

Full Time Position: Every property must have a full-time Director of Human Resources dedicated to the position for a minimum of 40 hours per week. The Director of Human Resources may not also be responsible for other properties in a management company's portfolio.

Courtesy Interview Requested: Before a Director of Human Resources is engaged, Margaritaville requests that the Operator schedule a courtesy interview for the proposed candidate with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for the Director of Human Resources position should have a minimum of two years' experience in a similar position at a resort or hotel equivalent in size and character to the property at which the candidate is seeking employment.

Language Proficiency: Candidates for the Director of Human Resources position must be able to communicate with guests and other team members in English. For properties in Latin America, Director of Human Resources candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time Director of Human Resources. It is recommended that pre-opening properties have a Director of Human Resources in place 7 months prior to opening; 120 days is the minimum requirement. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.I. Director of Housekeeping

Full Time Position: Every property must have a full-time Director of Housekeeping dedicated to the position for a minimum of 40 hours per week. The Director of Housekeeping may not also be responsible for other properties in a management company's portfolio.

Courtesy Interview Requested: Before a Director of Housekeeping is engaged, Margaritaville requests that the Operator schedule a courtesy interview for the proposed candidate with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for the Director of Housekeeping position should have a minimum of two years' experience in a similar position at a resort or hotel equivalent in size and character to the property at which the candidate is seeking employment.

Language Proficiency: Candidates for the Director of Housekeeping position must be able to communicate with guests and other team members in English. For properties in Latin America, Director of Housekeeping candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time Director of Housekeeping. All pre-opening properties must have a Director of Housekeeping in place 90 days prior to the scheduled opening date to properly ramp up operations. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.J. Director of Security/Loss Prevention

Full Time Position: All large resorts must have a full-time Director of Security/Loss Prevention dedicated to the position for a minimum of 40 hours per week. The Director of Security/Loss Prevention may not also be responsible for other properties in a management company's portfolio. For all other properties, security and loss prevention duties must be included in the job description of a senior leader on the Executive Committee.

Courtesy Interview Requested: Before a Director of Security/Loss prevention is engaged, Margaritaville requests that the Operator schedule a courtesy interview for the proposed candidate with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for the Director of Security/Loss Prevention position should have a minimum of two years' experience in a similar position at a resort or hotel equivalent in size and character to the property the candidate at which is seeking employment.

Language Proficiency: Candidates for the Director of Security/Loss Prevention position must be able to communicate with guests and other team members in English. For



properties in Latin America, Director of Security/Loss Prevention candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 60 days without a full-time Director of Security/Loss Prevention. All pre-opening properties must have a Director of Security/Loss Prevention in place 90 days prior to the scheduled opening date to properly ramp up operations. If a property is unable to fill this position, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.K. Food & Beverage Outlet Managers

Full Time Position: Every property must have, at minimum, a full-time Food & Beverage Outlet Manager for each separate outlet dedicated to the position for a minimum of 40 hours per week. Some outlets have a mandatory management staffing structure that requires multiple Outlet Managers; the guideline for each specific outlet must be followed. The Food & Beverage Manager for an outlet may not also be responsible for another outlet at the property except on an emergency fill-in basis.

Courtesy Interview Requested: Before Food & Beverage Outlet Managers are engaged, Margaritaville requests that the Operator schedule courtesy interviews for the proposed candidates with a representative of Margaritaville's choosing.

Experience: It is recommended that candidates for Food & Beverage Outlet Manager positions should have a minimum of two years' experience in a similar position at a food & beverage outlet equivalent in size and character to the outlet at which the candidate is seeking employment.

Language Proficiency: Candidates for Food & Beverage Outlet Manager positions must be able to communicate with guests and other team members in English. For properties in Latin America, Food & Beverage Outlet Manager candidates must also be proficient in Spanish.

Timing of Hiring and Vacancy of Position: A property is not permitted to operate longer than 30 days without a full-time Food & Beverage Outlet Manager at every outlet. All pre-opening properties must have a Food & Beverage Outlet Manager for each outlet in place at least 60 days prior to the scheduled opening date to properly ramp up operations, with the exact length of time found in the applicable fact sheet for each concept. If a property is unable to fill this position for any outlet, it is required to notify Margaritaville and seek support for filling the position temporarily. Margaritaville may charge a service fee for this support.

601.L. Manager On Site At All Times

All properties must have a salaried Manager on site at all times. Properties may not denominate or assign to a non-managerial team member the responsibilities of a

Manager as a "Manager on Duty" or any similar formulation. In addition, a Food & Beverage Outlet Manager may not serve as a "Manager on Duty."

601.M. Team Member Dress and Appearance

Uniforms/Dress Code: Non-management team members (both front of house and back of house) must wear the uniform required by the *Team Member Uniform Program*. Team members must purchase the uniform from the Margaritaville-approved vendor. All uniforms must be clean, pressed, in good condition, and appropriately fit the team member. T-shirts, standard blue jeans, shorts, sneakers, athleisure clothing, and flip-flops are not appropriate for standard day-to-day wear for any position.

Manager Dress Code: The General Manager, department Managers, and team leaders are expected to wear their own business casual or resort casual clothing. Full business attire is generally not permitted except for specific meetings or occasions which warrant it. Managers may also choose to wear a team member uniform, as appropriate.

Grooming and Appearance: Pursuant to the *Team Member Grooming and Appearance Guidelines*, all team members must be neat, clean and well-groomed at all times. This includes, but is not limited to, shoes, clothing, hair and personal hygiene. There is no prohibition on visible tattoos or ear/nose piercings, but other facial piercings are not permitted. Visible offensive/vulgar tattoos are not permitted. Ear piercings shall be limited to two per ear (for women) and one per ear (for men), and dangle earrings shall be no larger than a quarter. Nose piercings are limited to studs. Beards must be groomed, neatly kept, and in adherence with local health guidelines. Beards may not be grown while at work; only already grown out beards are permitted. Team members working in food preparation are required to adhere to local health code requirements for required clothing and/or hair coverings.

Nametags: As required by the *Team Member Uniform Program*, all team members must wear brand-approved nametags at all times while on duty. The nametag must include the team member's first name, hometown, and the brand logo mark only. Lanyard-style nametags are to be worn by all team members whose duties will not be interfered with by the lanyard. This includes Front Desk team members and servers at food & beverage outlets other than pool bars or premium/upscale outlets. Magnetic lapel nametags are to be worn by pool servers, all bussers, housekeepers, stewards, and laundry staff. It is preferred that Executive team members wear lanyards, but a lapel nametag may be substituted where more appropriate in a specific business context.

602. TRAINING, LEARNING & DEVELOPMENT

602.A. Management Training

Training Programs and Conferences: Margaritaville reserves the option to conduct certification for management team members of the property from time to time. Attendance will be mandatory if the certification is deemed necessary by Margaritaville. The property's management team members must achieve certification upon completion of the training. Similarly, Operators, General Managers, and selected employees of management companies must attend mandatory orientation and training programs and annual brand conferences as prescribed by Margaritaville. Properties are responsible for all costs of training and conferences, including wages, room, board, travel expenses, and tuition/participation expenses (if applicable), as described fully in the license agreement.

Shadowing: New General Managers of existing operating properties must spend at least one week continuously (six shifts) shadowing a General Manager and/or other Executive Committee members at another Margaritaville property within the first 30 days of employment. New General Managers of newly opening properties must spend at least one week continuously (six shifts) shadowing a General Manager at another Margaritaville property at least 90 days in advance of the scheduled property opening. New Directors of Sales/Senior Sales Managers of newly opening properties must spend at least one week continuously shadowing a Director of Sales/Senior Sales Manager at another Margaritaville property at least 90 days in advance of the scheduled property opening. New Food & Beverage Directors/Managers and individual Food & Beverage Outlet Managers of newly opening properties must spend at one week continuously (six shifts) shadowing an employee in their role at another Margaritaville property at least 45 days in advance of the scheduled property opening.

The property locations for all shadowing training shall be selected by Margaritaville at its sole discretion.

602.B. Margaritaville Team Member and Manager Training Program

General: The property must be in compliance with all training requirements established by Margaritaville. This includes, but is not limited to, training on the following subjects for all team members and Managers:

- History of the Margaritaville brand
- Brand Core Purpose and Values
- Margaritaville guest experience
- Brand culture, service standards, hallmarks, and features, focusing on the Margaritaville service culture as it relates to the specific job to be performed by each team member
- Skills training, such as active listening and building rapport
- Health, safety, and security training
- Job-specific training, including frequently asked questions for the department

Refresher training on brand culture and service standards must be completed yearly. The latest updates to the *Margaritaville Service Culture Summary* and the *Margaritaville Team Member and Manager Training Program* should be used.

Team Member Handbook: Properties should maintain and distribute a team member Handbook that prescribes all applicable employment-related policies and procedures, including the training requirements prescribed in these standards.

Stand-Up Meetings: In addition to the regimented training schedule discussed in these standards, Managers are expected to routinely reference and reinforce the contents of the training, as well as the Margaritaville service culture, in daily stand-up meetings, business reviews, etc.

Pocket Cards: Each property shall order and distribute pocket cards reminding team members of the key aspects of the Margaritaville Service Culture. Team members are expected to keep the pocket card on them at all times while working.

Pre-Opening Task Force: Operators are required to support the execution of pre-opening training facilitated by a Task Force of Margaritaville employees, employees of other Margaritaville Hotels and Resorts, and/or employees of other Margaritaville-branded restaurant venues. The Task Force focuses on training personnel on brand delivery requirements within these standards. Generally, Task Force pre-opening training takes place over a 10-14 day period, which may or may not be consecutive at the discretion of Margaritaville.

The Operator is responsible for covering all costs for rooms and incidental expenses for Task Force members, as well as daily salary costs of employees of other Margaritaville-branded hotel and restaurant venues.

Designated Training Leader: A direct report of the Director of Human Resources shall be designated as the training leader for the property. This individual will be responsible for coordinating and ensuring the compliance with all of the training standards outlined in these standards. The Designated Training Leader shall complete the Margaritaville Train-the-Trainer program at least 30 days prior to the property's scheduled opening date. The property must notify Margaritaville within seven days of the departure of the Designated Training Leader to ensure that a new individual is selected for the role and that the Train-the-Trainer program is scheduled for the new designee as soon as possible.

Food Safety Training: All food & beverage team members and Managers, as well as the General Manager, must undergo food & beverage training focused on food safety procedures. Refresher training must be completed yearly. Additional periodic refresher training in compliance with applicable local laws must also be completed.

Food & Beverage Front of House Training: In advance of opening, within 14 days of hiring, and on a recurring basis as menu updates are completed, all front of house food

& beverage team members are required to complete menu and service training in accordance with the *F&B Training Program Guidelines* and, until further notice, the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation.

Food & Beverage Back of House/Kitchen Training: In advance of opening, within 14 days of hiring, and on a recurring basis as menu updates are completed, all front of house food & beverage team members are required to complete menu training in accordance with the *F&B Brand Training Program*, and, until further notice, the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation.

Outlet-Specific Training and Training Leader: Properties must utilize the outlet-specific training materials provided for each outlet and follow the minimum training guidelines in the *Margaritaville F&B Brand Operational Guidelines* for each individual outlet. Each F&B outlet shall identify a training leader/champion (e.g., the outlet's head chef or head bartender) who is responsible for working with the property's Designated Training Leader to ensure that the outlet's team receives all required training updates. If the outlet's training leader/champion leaves the property, a new training leader/champion shall be chosen immediately.

Alcohol Service Training: All food & beverage team members and Managers, as well as the General Manager, must undergo training focused on responsible alcohol service and guest relations. The training must be conducted by a qualified, nationally recognized company with experience training hotel employees on this topic.

Housekeeping Training: All housekeeping team members and Managers, as well as the General Manager, must undergo housekeeping standards training. Refresher training must be completed yearly. See *Housekeeping Standards Training* for more details. Additionally, until further notice, all housekeeping team members and Managers, as well as the General Manager, must undergo housekeeping standards training pursuant to the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation.

Payment Card Industry Data Security Standards (PCI DSS) Training: Front Desk team members and Managers, bar/restaurant team members and Managers, as well as the General Manager and all other team members and Managers who may have access to guest payment cards must undergo PCI DSS training at the beginning of employment. Refresher training must be completed yearly. The training must be conducted by a qualified, nationally recognized third-party company with experience training hotel employees on this topic.

Privacy/Data Security Training: Front Desk team members and Managers, as well as the General Manager and all other team members and Managers who may have access to guest personal and financial information must undergo privacy and data security training at the beginning of employment. Refresher training must be

completed yearly. The training must be conducted by a qualified, nationally recognized third-party company with experience training hotel employees on this topic.

Loyalty Program Training: All Front Desk team members and Managers, front of house food & beverage team members and Managers, housekeeping team members and Managers, as well as the General Manager, must undergo training regarding the Margaritaville Loyalty Program. Refresher training must be completed yearly. The curriculum must comply with all the training requirements of the applicable vendor. See the *Loyalty Training Program* for more details.

Systems Training: All Front Desk team members and Managers, as well as the General Manager, must undergo training on all applicable systems, including the Property Management System (PMS), Central Reservations System (CRS), and Customer Relationship Management System (CRM), the gift card system, and all relevant F&B systems. All F&B team members and managers must be trained on all relevant F&B systems. See the *PMS Training Program*, the *CRS Training Program*, and the *CRM Training Program* for further details. The curricula must comply with all the training requirements of the applicable vendor. Team members on the Front Desk staff should be identified as CRM and CRS training leaders to ensure that all changes and updates are adequately communicated.

Reputation Management System Training: All department heads, the General Manager, and salaried Managers must be trained on the reputation management system and the Margaritaville Team Member Engagement App upon opening or upon hire. Training must be conducted by Margaritaville or the system/app vendor. See the *Reputation Management Training Program* for more details.

Audiovisual and Lighting Training: The General Manager, Director of Entertainment, property engineer, and maintenance staff must undergo training on all applicable audiovisual and lighting systems. The curriculum must comply with all the training requirements of the applicable vendor.

Americans with Disabilities Act (ADA) Training: Managers and guest-facing team members must undergo training regarding compliance with the ADA and interactions with guests with disabilities. See Section 902 for further details. The training must be conducted by a qualified, nationally recognized company with experience training hotel employees on this topic.

602.C. Timeline for Completing Training Requirements

Health, Safety, and Security Training: New team members and Managers are required to complete health, safety, and security training on the first day of employment or before.

Initial Training: New team members and Managers are required to complete all other assigned training modules within 30 calendar days of commencing employment.

Refresher Training: The "Delivering Paradise" refresher training module must be completed by new team members between 90 and 120 days after they commence employment.

Breaks in Service: Team members and Managers resuming employment following a break of greater than six months must retake all applicable training modules.

Updates to Training Modules: Unless otherwise specified at the time of release, team members and Managers are required to complete updated training modules within the first 60 days of it being made available. This includes all updated F&B training modules.

602.D. Recordkeeping

Properties must keep accurate records of all training activities for review by the Margaritaville Quality Assurance team. Margaritaville may request updates on the status of training and may require the completion of a training log.

Role-based certifications as required by local jurisdictions (e.g., health tests, liquor service credentials, etc.) must be kept on file for review by the Margaritaville Quality Assurance team at the property as requested.

603. TEAM MEMBER ENGAGEMENT

Survey Participation: Operators are required to participate in the annual Margaritaville Satisfaction Survey by distributing the link to the survey to all team members and Managers of the property. Team members and Managers should be reminded and encouraged to complete the survey through the online portal via flyers, handouts, and personal reminders. Properties are responsible for the costs associated with administration of the survey to include survey completion pins, solicitation materials, and labor costs. Properties are required to administer the survey on the timeline prescribed by Margaritaville.

Survey Results: After receiving the results of the survey, the General Manager is expected to implement an action plan to address any issues discovered.

Other Surveys: Properties are permitted to conduct other additional team member engagement surveys, but they may not replace the Margaritaville Satisfaction Survey.

Pin Program: Each property is required to operate a Pin Program under which team members are recognized for exemplary service. The property must designate a Pin Program Leader who is responsible for ordering pins from the Margaritaville-approved vendor and maintaining a process to gather information from Managers and team members to coordinate the award and distribution of pins. Locally created pins are acceptable, but at minimum the property must distribute the officially recognized Margaritaville pins. In addition to pins awarded in the Pin Program, team members are permitted to wear one non-Margaritaville pin that is no larger than a quarter and that contains no offensive material.

Day-to-Day Engagement Programs and App: Operators are required to activate and promote online service and brand training programs, delivered through digital content and/or applications. It is required that Operators distribute and promote the app details to team members regularly. A Human Resources team member shall be tasked with monitoring the app and updating rosters and user lists for the app at least weekly. See *Margaritaville Team Member and Manager Training Program* for more details.

604. GUEST SERVICE EXPECTATIONS

604.A. General Rules

Required Languages: At least one team member must be available 24 hours per day who can communicate with guests in English as well as the official language of the country in which the property operates.

Solicitation of Tips: The solicitation of tips by a team member is prohibited. Examples include tip jars in grab & go outlets, in-room housekeeping envelopes, etc.

Collection of Guest Information: All guest information collected during guest interactions (including identification information, preferences, etc.) should be recorded in the PMS system in the format and method described in the *Guest Data Entry Guidelines* to ensure future utility of such information.

Professional Conduct and Smoking Policy: At all times team members and Managers must conduct themselves in a professional manner including, but not limited to, not smoking in the presence of guests. Team members and Managers must not smoke at the front entrance of the property. Properties must designate an appropriate smoking area for team members and Managers. Team members must be in full uniform while in areas that are visible to guests. Team members may not wear partial uniforms front of house.

Residency: No team member or Manager (including General Managers or Operators) is allowed to reside at the property.

604.B. Margaritaville Service Culture

Margaritaville culture guides us. It revolves around the concept of treating guests like family, as if they are in your own home. We strive to always have casual and authentic interactions and make sure our guests don't feel unwelcome at any time. More details on expectations for delivering on our service culture can be found in the *Margaritaville Service Culture Summary.*

The following four core principles of the Margaritaville Service Culture shall be regularly communicated to team members, through face-to-face reinforcement by management, a separate 16"x20" color poster for each principle in the main team member break area, and 8.5"x11" reminder posters in back-of-house areas throughout the property:

1. Margaritaville Core Purpose and Values
2. FINS Philosophy
3. LIME Guest Recovery Model
4. Margaritaville Steps of Service

In addition to our service culture, Margaritaville Hotels and Resorts team members are expected to follow three guest interaction guidelines:

Margaritaville Authentic Greeting: At a minimum, team members and Managers must acknowledge guests with a smile and eye contact and a casual and respectful greeting such as "Hello," "Hi," "Good afternoon," or "Good evening." When a guest's first or given name is known it should always be used, such as saying "Hello John." Guests should always be recognized with a verbal greeting when within five feet of a team member, and with eye contact and a smile when within ten feet of a team member.

Anticipate Needs and Exceed Expectations: Going above and beyond for the guest means we must consider what they need at any given time, and offer services and support that are timely and relevant to them. Our approach is to always address issues so that the answer to the guest's request is "yes" and to be solution-oriented where we offer up a solution before the guest asks for it. Phrases such as "our process is" or "this is how we do it" should be avoided so that service feels helpful and genuine. It is expected and permissible for team members to offer solutions using partners or programs that may have a cost to a guest. Any guest preferences identified should be added into the CRM.

Sincere Farewell and Invitation to Engage & Return: When guests leave the property, or following a lengthy interaction with a team member, an invitation to visit this property or outlet again, or to try another Margaritaville property (or part of the property they're currently staying at), should always be made. Team members should regularly talk about different services available at Margaritaville Hotels and Resorts and inquire with guests about whether have tried them or encourage them to try them.

605. GUEST SATISFACTION AND QUALITY ASSURANCE

605.A. General

A complaint and problem resolution procedure must be in place. Team members must act personably and professionally when handling all guest inquiries and complaints. Team members must ensure that any property or service problems have been resolved to the guest's satisfaction before their departure. Guest complaints received after the guest has checked out must be responded to in a timely manner, at the latest within 72 hours.

605.B. Responses to Reviews

Best Practices: Best practices for responding to online reviews are found in the *Online Review Best Practice Guideline*, which provides recommendations on responses, timelines, and channels to monitor. The property must have a champion in place seven days per week responsible for monitoring major review channels.

Negative Reviews: 100% of negative guest reviews (one and two stars) posted on the Margaritaville website or TripAdvisor should be responded to within 24 hours. An effort should be made to monitor other prominent social review platforms as well.

Positive Reviews: At least 50% of neutral and positive guest reviews (three to five stars) posted on the Margaritaville website or TripAdvisor should be responded to within 72 hours. An effort should be made to monitor other prominent social review platforms as well.

605.C. Margaritaville Quality Assurance Process

Periodic Evaluations: All properties must comply with all brand standards and are subject to periodic quality assurance evaluations performed by the Margaritaville Quality Assurance department at its discretion. Generally, inspections will occur twice a year. The *Satisfaction Quality Review Audit and Checklist* is an example of the auditing form used to review Margaritaville Hotels and Resorts. The property must provide a complimentary room for the quality assurance auditor for the stay relating to the evaluation. The purpose of these evaluations is to verify that all properties are in substantial compliance with brand operating standards relating to the cleanliness of the property, the condition of the property, adherence to brand standards, and service delivery and training documentation.

Rating System: Evaluations are scored on a four-tiered grading system. The Margaritaville Quality Assurance department evaluates compliance with all brand standards. However, without limiting Margaritaville's rights or the property's obligations under the license agreement, egregious noncompliance with any key brand standards, as determined in Margaritaville's sole discretion, will result in an overall "Zone D" rating for brand standards compliance and may result in potential termination of the license agreement.

- Zone A (Outstanding): 90-100%
- Zone B (Acceptable): 80-89.99%
- Zone C (Borderline): 75-79.99%
- Zone D (Unacceptable): 74.99% and below

Inspection Process and Improvement Planning for Poor Ratings: All evaluations will include a detailed report outlining all items found to be deficient. Upon completion of the Initial Inspection, the quality assurance auditor will review and answer any questions the General Manager has regarding the noted deficiencies. If the overall evaluation grade is "Zone C (Borderline)" or "Zone D (Unacceptable)," the General



Manager must submit a Self-Cure Improvement Plan with intended corrective actions, the person(s) responsible for corrective actions, and the targeted completion date to the Margaritaville Quality Assurance Department within 14 days of receiving the results of the Initial Inspection if the score is in "Zone C (Borderline)" or within 7 days if the score is in "Zone D (Unacceptable)." Within 60 days of the Initial Inspection, the Margaritaville Quality Assurance department will conduct a Second Inspection. A fee of $5,000, or equivalent in the local currency, will be charged to the property for this follow up audit. If the property receives an overall evaluation grade of "Zone C (Borderline)" or "Zone D (Unacceptable)" on the Second Inspection, the property must allow Margaritaville to bring in trainers and operations support teams at the expense of the Operator to address the deficiencies. Within 30 days of the completion of such training, a Third Inspection will occur. Properties scoring in "Zone D (Unacceptable)" on the Third Inspection following onsite training are deemed to be substantially noncompliant with brand standards, and the property may be issued a Notice of Default and Termination. If a property is issued a Notice of Default and Termination, a Special Final Evaluation is conducted. The date of the Special Final Evaluation is announced and communicated via certified mail to the principal correspondent of the property. The purpose of the Special Final Evaluation is to verify correction of all previous deficiencies and ensure that no new substantial issues are present. A fee of $5,000, or equivalent in the local currency, will be charged to the property for this Special Final Evaluation visit. Should a property score in "Zone D (Unacceptable)" on the Special Final Evaluation, termination of the license agreement may result.

Should a property score in "Zone C (Borderline)" on the final evaluation, it is required to fund quarterly evaluations and visits from Margaritaville. This must continue until the property scores two consecutive quarters in a row with a score in "Zone B (Acceptable)" or better. A fee of $5,000 will be charged for each consecutive evaluation.

Secret Shopper Process: Twice a year, Margaritaville will send a secret shopper to the property to gather information regarding guest experience and service standards. Information gathered during the secret shopper process will be shared with the General Manager with the goal of recognizing successes, noting areas for improvement, and guaranteeing adherence to brand standards and hallmarks. Properties are required to develop and execute internal plans to address issues uncovered in the secret shopper process and submit them to Margaritaville as requested within 14 days of the delivery of the secret shopper results.

Expense Reimbursement: Operators are responsible for the costs of all lodging, food & beverage, and other related per diem expenses for personnel completing quality assurance evaluations. This includes, but is not limited to, complimentary hotel rooms and waived food & beverage costs for quality assurance auditors and Margaritaville employees conducting any required follow-up training.

Section 7
UPKEEP & MAINTENANCE

700. INTRODUCTION

The purpose of this section is to outline the property's requirements for housekeeping, upkeep, and maintenance, along with associated service and guest interaction expectations.

701. GENERAL HOUSEKEEPING/MAINTENANCE REQUIREMENTS

All areas must be clean and well maintained at all times. This includes keeping

- All fixtures and fittings spotlessly clean;
- All furniture and furnishings spotlessly clean;
- All supplies pristine and neatly presented;
- All surfaces (including walls, windows, and floor coverings) clean and maintained according to manufacturer's instructions;
- All appliances, electronics, and mechanical elements clean and in working order; and
- All collateral, brochures, stationery, and guest information fully stocked and in good condition.
- Dumpster and delivery areas should be kept spotless and free of debris on the ground, with the entire area cleaned and scrubbed daily

Until further notice, these standards are explicitly supplemented by the heightened standards reflected in the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation.

702. HOUSEKEEPING/MAINTENANCE GUEST ENGAGEMENT

702.A. Housekeeping Guest Requests and Interactions

Entering and Servicing Guest Rooms: When entering a guest room, housekeeping team members must knock on the door, announce their department, and wait at least 10 seconds before entering the room. When servicing a guest room, the door should be propped open with a doorstop (not by throwing the deadbolt) and the housekeeping cart left across the door.

Do Not Disturb Signs: Team members must respect do not disturb signs until the check-out time, except in an event requiring life safety measures.

Towel/Pillow Amenity Requests: Towel, pillow, and amenity requests must be honored within 15 minutes of being received, 24 hours a day.

Room Cleaning Requests: Full room cleaning must begin within 30 minutes of the guest's request during normal working hours.

Turndown Service for Margaritaville Perks Guests: Guests who are members of the Margaritaville Perks shall receive a turndown service each night of their stay. This includes preparation of the bed for sleeping, removal of dirty towels and replacement with new, adjustment of lighting, closure of window treatments, light cleaning, and removal of trash.

Housekeeper Name Card: Housekeepers are required to write their names on a Margaritaville-approved greeting card to be placed in each guest room.

Housekeeping Waiver Prohibited: Properties may not implement a system under which guests are rewarded with loyalty points, discounts, or other credits for choosing to waive daily housekeeping service.

702.B. Maintenance

Entering Guest Rooms: When entering a guest room, maintenance team members must knock on the door, announce their department, and wait at least 10 seconds before entering the room.

Maintenance Requests: Room maintenance requests must be honored within 15 minutes of being received, 24 hours a day.

Required Maintenance: Every attempt should be made to avoid maintenance on rooms occupied by guests. In cases when maintenance must enter an occupied guest room when the guest is not present, the guest should be notified either personally or by phone message, and a door hanger should be placed on the outside of the door indicating the presence of the maintenance staff.

703. PUBLIC INDOOR AREAS

General: All public indoor areas (lobby areas, corridors, food & beverage outlets, etc.) must be kept clean and well maintained at all times.

Housekeeping Carts Housekeepers' carts and cleaning equipment must not interfere with guests using the corridors.

704. PUBLIC OUTDOOR AREAS

The pool area, outdoor/activity deck, porte cochère, and parking areas must be kept clean and well maintained at all times. See Section 111 for specific pool requirements.

705. ROOM CLEANING REQUIREMENTS

Daily Schedule: A daily cleaning schedule must be implemented for the guest rooms. Each occupied or checking out guest room must be serviced daily, unless requested otherwise by the guest. Guests whose rooms are not serviced due to a "Do Not Disturb" sign shall be notified of such by a phone message or note card slipped under the door, offering to return later the same day.

Cleanliness Requirements: Guest room and bathroom facilities must be maintained in excellent condition and working order. Additional guidelines for cleanliness and replacement of various room furnishings and amenities are prescribed in Section 105.

706. SMOKING REMEDIATION

Where smoking has occurred, affected materials must be cleaned or replaced as necessary, including, but not limited to, draperies, bedding, wall treatments, carpets/rugs, and upholstery. There must be no smell of smoke or evidence of damage resulting from smoking.

707. STOCKING/REPLACEMENT/UPKEEP SCHEDULES

In general, items that are visibly worn, damaged, or stained or are emitting odors must be repaired/rehabilitated to new condition or replaced.

Pillow replacement: Pillows must be replaced if they are losing shape (e.g., hard, flat, sagging, lumpy), lacking spring-back when depressed, exuding non-neutral odors, or exhibiting incurable holes, wear, or stains.

Linen replacement: Linens must be replaced if any signs of permanent staining appear, sections begin to wear, or frayed edges appear.

Towel replacement: Towels must be replaced if 20% or more of their original weight has washed out, if any signs of permanent staining appear, or frayed edges appear.

Mattress maintenance replacement: Mattresses should be turned and replaced in accordance with the manufacturer's instructions. In addition, a mattress must be replaced if there is sag/depression of more than one inch in any section, if it squeaks, creaks, or makes noise, if it becomes "crimped" or worn because of loss of height, if there are holes, wear, smells, or stains, if its sides remain folded when pressure is removed, or if its age exceeds the warranty by two years.

Box spring replacement: A box spring must be replaced if it squeaks, creaks, or makes noise, if it becomes "crimped" or worn because of loss of height, if there are holes, wear, smells, or

stains, if its sides remain folded when pressure is removed, or if its age exceeds the warranty by two years.

HVAC system replacement: An in-room HVAC system must be repaired or replaced if it is emitting noise levels higher than 55 decibels as measured from the pillows on the bed closest to the unit or if it has a cracked or damaged cover, heavy rattling, heavy corrosion, damaged coils, broken or missing air filters, broken or missing control knobs, broken or missing louvers or faceplates, is leaking, or is responsible for mildew in the room.

Section 8
KITCHEN REQUIREMENTS

800. INTRODUCTION

This section is intended to outline the general requirements for the operation of kitchens and food and beverage outlets at Margaritaville Hotels and Resorts. The summary information found here is supplemented by the *F&B Operations Guide*, which includes detail on Food Safety Standard Operating Procedures (SOPs), Sanitation Standard Operating Procedures (SSOPs), and Hazard Analysis Critical Control Point (HACCP) Standards. In addition, more specific information regarding kitchen requirements for each food & beverage outlet are found in the *Margaritaville F&B Outlet Specifications Guide*.

801. TRAINING

All food & beverage team members must undergo food safety and handling training at the start of their employment, as well as yearly refresher training. The training must be conducted by a qualified, nationally recognized third-party company with experience training hotel employees on this topic. Training must be conducted by a regionally or nationally recognized vendor with experience delivering such training for restaurants and hotels. Any additional training mandated by local laws, which varies either as to schedule or subject matter from the brand-approved training modules, is also required.

802. PROCEDURES (QUALITY ASSURANCE/INVENTORY/ORDERING)

Documentation: The property is required to print current versions of the *F&B Operations Guide, Recipe Guides, F&B Vendors and Products List Guide*, for each outlet as part of the property, and other operational aids as specified in the F&B Operations Guide for each outlet. These documents are to be easily accessible to all food and beverage team members in each food & beverage outlet's kitchen. They must not be put in a back office or remote location.

Quality Assurance: Food and beverage areas will be evaluated regularly during quality assurance visits. The quality assurance auditor will rate the preparation and service of food and beverage items against the *Satisfaction Quality Review Audit and Checklist*.

Recordkeeping: Food and beverage invoices must be kept on file for at least 60 days to demonstrate that approved products are ordered. Invoices will be requested during quality assurance evaluations.

Documented Line Checks: Line checks must be conducted a minimum of twice daily (once at breakfast, and once during the evening shift) to confirm proper food temperatures and avoid potentially hazardous conditions. The results of the checks must be kept on file for at least 60 days.

803. FOOD SAFETY

803.A. Food Handling and Sanitation Requirements

All food handling and storage techniques must meet local health department requirements. Margaritaville standards may be more stringent than local codes, or local codes may be more stringent than Margaritaville standards. In every case, meet whichever standard is higher. See the Food Safety Standard Operating Procedures (SOPs) in the *F&B Operations Guide*.

There are three critical steps that contribute to food safety:

- Purchase wholesome, contamination-free foods from sources that comply with local laws.
- Store and serve food at the right temperature.
- Use clean handling techniques.

803.B. Hygiene

Team members who handle food must do so in ways that prevent germs, foreign materials, and chemicals from entering the food. The following steps must be taken to ensure food safety, noting that until further notice, some of these standards are supplemented by the heightened standards reflected in the *Margaritaville Hospitality Brand Reopening Guide* as it relates to COVID-19 prevention and mitigation:

- A hand sink must be provided in kitchen areas. A paper towel dispenser and liquid antibacterial soap must be located at the sink. If a hand sink is not provided in the kitchen area, a liquid waterless antibacterial soap and paper towels must be provided. Sink areas must be checked daily for restocking of soap and towels.
- Team members must wash their hands before work, after using the restroom, when returning from breaks, and whenever something is touched that could cause cross-contamination.
- Team members may not smoke, eat, or drink near food production and storage areas, or anywhere in kitchens or front of house guest areas. Team members must wash their hands after any of these activities.
- Team members must wash their hands if they cough, sneeze, or handle garbage.
- Proper handwashing technique is as follows:
    - 1. Always wash at a hand washing station, not a food preparation sink.
    - 2. Wet hands with warm water.

    - 3. Apply soap and wash hands for at least 20 seconds.
    - 4. Scrub nails with a nailbrush.
    - 5. Rinse with hot water for a least 20 seconds.
    - 6. Repeat steps two through five.
    - 7. Dry with a single-use paper towel.
- Team members must stay away from the food preparation or service areas when sick.
- Team members must cover infected cuts, burns, or sores with a dry, durable, tight-fitting bandage.
- Team members must shower or bathe regularly.
- Team members must wear a neat, clean uniform from the *Team Member Uniform Program*.
- Team members must keep fingernails clean and well-trimmed.
- Team members must avoid wearing jewelry.
- Team members working in food preparation must wear hair and beard nets.

803.C. Time and Temperature

All food and display units must maintain proper temperatures to avoid contamination. Appropriate time/temperature practices include:

- All foods must be reheated to above 165°F/74°C for a minimum of 15 seconds.
- Hot food display units must maintain food above 150°F/66°C. (If applicable law imposes stricter requirements, the property must comply with those requirements.)
- Refrigerated display units must maintain foods below 38°F/3°C. (If applicable law imposes stricter requirements, the property must comply with those requirements.)
- Where applicable, dishwashers must have an operable thermometer. Temperatures must be a minimum of 140°F/60°C for the wash cycle and 180°F/82°C for the final rinse cycle.
- Food that has been on display or held for a total of four hours or more must be considered unsafe and be discarded.
- Hot food items on any buffet lines must be timed to be served for a maximum of one hour before being discarded and replaced.
- Harmful microbes grow best in the Temperature Danger Zone, 41-145° F/5-63°C. To avoid the Temperature Danger Zone:
    - Check temperatures a minimum of twice per day.
    - Move food through the danger zone as quickly as possible.
    - Clean and sanitize every thermometer after each use
    - Calibrate thermometers weekly

803.D. Sanitation

All food handling areas must remain clean and follow *food safety guidelines*. Food contact surfaces must be cleaned and sanitized before and after each use or at least once every four hours. Food contact surfaces must be sanitized when switching from

one food item to another. Appropriate sanitation procedures must be utilized for all cutting surfaces according to local health and safety codes.

Sanitizer buckets and spray bottles must be present and used. These items should be used to sanitize throughout the kitchen. Litmus paper tests must be conducted hourly, with sanitation solution having a maximum shelf life of four before it needs it to be replaced.

803.E. Storage

Safely store food, equipment, and supplies before, during, and after preparation. Proper rotation of food inventory must be followed at all times. Label and date all food and food products. Follow FIFO ("First In, First Out") — using the products that came in first before using new products to ensure that products that are too old are never used. All products removed from original packaging must be stored in approved food-grade containers and identified with a proper food safety label. All chemicals and cleaning agents must be clearly labeled and stored away from food-related products.

803.F. Periodic Maintenance

The following periodic maintenance must be performed, and documentation maintained for 18 months:

- Quarterly hood cleaning
- Monthly pest control treatment
- Biannual fire suppression system testing

Properties must establish a maintenance program to ensure working order of equipment, which includes, but is not limited to, the following:

- No visible dust or debris is allowed on the ceiling or ventilation units/air vents.
- Doors to food storage and preparation areas must have no visible gaps and the doors must fit the frames correctly. Doors must remain closed.
- Dumpster and recycling areas must be free of loose trash and garbage. Lids must remain closed.

803.G. Risk Management

The following risk control equipment must be provided:

- A fully stocked first-aid kit must be available in the kitchen.
- Multi-purpose ten-pound fire extinguishers must be available in the kitchen and public areas of each food & beverage outlet or as required by local ordinance.

803.H. Food Safety Audits

Operators must conduct biannual or more frequent food safety audits through the brand-approved qualified third-party vendor, Ecosure. The food safety audit should identify whether or not the property is meeting compliance with all local food safety regulations, codes, and best practices based on the principles of the Hazard Analysis and Critical Control Point System (HACCP). See the *Ecosure Food Safety Audit Specification* for more detail.

Quarterly food safety audits are required during a property's first year in operation. Upon receiving four consecutive scores of 90% or above, Operators may transition to a biannual reviews. If a property scores below 90% on any audit, quarterly reviews will be required until four consecutive 90% scores are recorded. If a property receives a score below 80%, Margaritaville will require the Operator to go through a remediation process and subsequent audits at the Operator's expense.

Section 9
SAFETY, SECURITY, & LEGAL

900. INTRODUCTION

The purpose of this section is to outline the safety, security, legal, and other compliance requirements for Margaritaville Hotels and Resorts.

901. INFORMATION SECURITY

901.A. Policy Requirements

Policy and Implementation: The risk to the confidentiality, integrity, and availability of guest Personal Information (as defined in the *Data Governance Policy and Information Security Standards*) and proprietary hotel/resort data must be mitigated through the adoption of an information security program. The *Data Governance Policy and Information Security Standards* must be communicated to all team members, and the procedures therein must be implemented. By way of illustration only, the *Data Governance Policy and Information Security Standards* cover topics including data classification; data collection, retention, and storage; data disposal and destruction; acceptable use; human resources security; incident response and corrective actions; physical and environmental security; business continuity and disaster recovery; prohibitions on unauthorized third-party access; and information systems security. Reference to the *Data Governance Policy and Information Security Standards* is necessary to understand the full details and requirements thereof.

Training: A review of the *Data Governance Policy and Information Security Standards* and supporting procedures must be carried out at least annually, or each time a system breach or unauthorized access occurs at a property.

Breach Reporting: System breaches and unauthorized access to, or removal of, guest and visitor Personal Information must be reported to Margaritaville without delay.

901.B. Data Privacy Statement

Contents: The property must make available to guests and visitors an external Data Privacy Statement that prescribes how their Personal Information is managed by the property. The external Data Privacy Statement used should be materially identical to

the version contained in the *Data Governance Policy and Information Security Standards*. Copies of the Data Privacy Statement in English and local languages must be available at the Front Desk and provided upon request to guests and visitors. By way of illustration only, the Data Privacy Statement covers topics including the formal name of the property and the Operator; what Personal Information is collected; where and how their Personal Information is collected; what purposes their Personal Information is used for; when consent will be obtained from guests or visitors to collect or use their Personal Information; when and with whom their Personal Information may be shared; how their Personal Information is kept secure; how a guest or visitor can contact the property to correct, update, or enquire about their Personal Information; and that reservation and stay information collected by the property may be shared with Margaritaville. Reference to the form Data Privacy Statement contained in the *Data Governance Policy and Information Security Standards* is necessary to understand the full details and requirements thereof.

Annual Review: The property should review its external Data Privacy Statement annually to continued compliance with Margaritaville and legal requirements.

901.C. Payment Terminals

Technical Requirements: Properties must use brand-approved secure payment terminals that are intended to be interfaced with the required Property Management System (PMS). See Sections 301 and 305 for more details.

Storage: Payment terminals not in use must be stored in a secure area with door locks. Access must be restricted to authorized team members. Written records of authorized team members should be kept and maintained.

Inventory: An inventory of payment terminals must be maintained either on paper or digitally, including the total number of devices and their serial numbers. Missing units or deviations in serial numbers should be reported to Margaritaville immediately.

Inspection: Payment terminals must be physically inspected at least twice annually. This inspection must include a visual check for signs of breach, alteration, or holes; confirmation of the integrity of all seals; confirmation that no new wiring, external antennas, or extraneous modules have been added to the device; and confirmation that no unusual labels or stickers have been added that could mask breaches in the casing.

902. ACCESSIBILITY/ADA COMPLIANCE

902.A. Non-Discrimination Requirements

All properties must comply with Title III of the Americans with Disabilities Act ("ADA"). Properties shall not engage in any practice that discriminates against any individual on the basis of disability in violation of the ADA. The items set forth below cover some aspects of ADA compliance but are not intended to cover all applicable ADA requirements. Properties are responsible for familiarizing themselves with all

ADA requirements and complying with them. Information concerning the ADA can be found at www.ada.gov.

902.B. Construction and Renovation Per ADA Standards

All properties must be designed, built, renovated, and maintained in accordance with the ADA. Different standards apply based the date of construction, as well as the original date of construction for renovation projects. Requirements include, but are not limited to, numbers and types of accessible rooms, presence of roll-in showers and removable tub seats, presence of visual and audible alarms and notification devices, accessibility of indoor and outdoor features, removal of architectural barriers, transportation accessibility, etc. See the *Design & Construction Standards* for further information.

902.C. Additional ADA Compliance Requirements

Contact Person: Each property must designate its General Manager as the onsite ADA Contact Person. The ADA Contact Person shall have authority to resolve complaints at the local level.

Complaint Filing Notice: Each property must place a notice in its in-room directory of services that states "For any questions or complaints regarding the services, amenities, accommodations, or facilities provided to persons with disabilities, please contact the property's General Manager (our ADA Contact Person) at [phone number]. Complaints of disability discrimination may also be filed with the U.S. Department of Justice at www.ada.gov or by calling 800.514.0301 (voice) or 800.514.0383 (TTY)." The Front Desk team member checking a guest into an accessible room should also provide a printed notice containing this information.

Handling of Complaints: The ADA Contact Person at each property is responsible for documenting the nature and outcome of all ADA-related complaints. The documentation must specify the nature and outcome of the complaint, the name(s) of the complainant(s), the name and location of the property, the date of the complaint, and the subject of the complaint. A summary of ADA complaints received, and the outcome of each complaint must be maintained at each property for one year from the date of the complaint. Any team member receiving a disability-related complaint must refer the complaint to the property's ADA Contact Person or the Manager on Duty if the ADA Contact Person is not available. If the complaint involves an alleged denial of services or accommodations to a person with disabilities, the property must ensure that any services or accommodations required by the ADA are provided within 24 hours of receiving the complaint. If the complaint involves an alleged noncompliance aspect of the design or construction of the property, it must be forwarded to Margaritaville within ten business days of receiving the complaint.

Service Animals: Service animals that provide assistance to individuals with disabilities are welcome at all properties. Service animals are not pets, and no policies or requirements that apply to pets should be applied to service animals.



Use of Mobility Devices: Properties must allow individuals with disabilities to use manual and powered devices for mobility at the property.

Communication with Individuals with Disabilities: Consistent with Title III of the ADA, all properties must ensure effective communication between their team members and guests or potential guests with disabilities.

Reservation and Assignment of Accessible Guest Rooms: Properties have an ongoing obligation to ensure that their accessible room inventory available at the Front Desk (and on the property's website and all booking platforms) accurately reflects the following information, and that Front Desk staff and the ADA Contact Person are familiar with the specific features, dimensions, and clearances of each:

- Number of beds
- Size of beds
- Roll-in shower, accessible tub, or 3x3 transfer shower
- Visual fire alarm
- Visual notification device for incoming phone calls
- Visual notification device for door knock or doorbell
- Suite accessibility

Information Regarding Accessibility of Property Features: The property's website and all booking platforms must indicate the accessibility (or non-accessibility) of each of the following:

- Entrance
- Check-in area
- Parking
- Path of travel to essential services
- All other public areas (Pool, Outdoor/Activity Deck, Business Center, Meeting Rooms, Fitness Center, etc.)

Accessible Room Upgrades: If an accessible room that has been reserved by a guest with a disability is not available upon check-in and there is a more expensive class of accessible room that is available, the property must upgrade the guest to the more expensive accessible room at no additional charge. Where or when a more expensive class of accessible room is not available, the property must accommodate the guest in another accessible room that will meet the guest's needs. If the guest's needs cannot be met with any of the property's rooms, alternate accommodations must be made for the guest elsewhere, following the relocation standards in Section 103.B. Guests with disabilities can always upgrade to another available room at their own expense on the same basis as other guests.

Website Accessibility: Properties are required to meet the website accessibility requirements of the ADA. Usage of the margaritavilleresorts.com website meets these requirements.

902.D. ADA Training Program

Each property is required to implement an ADA training program for its team members as follows:

- All team members must complete a program to educate them on the use of service animals and effective communication with individuals with disabilities (Finance, Purchasing, Kitchen, Stewarding, and Laundry department team members are exempt).
- Front Desk team members, General Managers, and Chief Building Engineers/Directors of Engineering: these team members must complete the program described above, and must complete an additional program that includes the following topics: (i) proper assignment of accessible rooms, (ii) emergency procedures for guests with disabilities, (iii) reasonable modifications of policies, practices, and procedures for guests with disabilities, (iv) maintenance of accessible features, (v) the provision and use of roll-in showers with fold-down seats, (vi) the provision and use of removable tub seats, and (vii) the operation of communications equipment for individuals with hearing impairments.
- Newly hired team members falling into the categories set forth above shall complete their training within 14 days of hire.
- All team members required to have ADA training shall undergo refresher training every two years. The property's ADA Contact Person must undergo refresher training every year.

903. BUILDING SECURITY

903.A. Guest Room Information

Safety and security information appropriate to the property must be made available in all guest rooms. This includes, but is not limited to, personal security advice, protection of personal property, room security notices, in-room safe advisory notices, car park security notices, CCTV warning notices, and guest safety tips.

903.B. Doors and Signage

All entrance/exit doors normally locked during specific times, as required by code, or in the evening must have signs, both inside and outside the doors that indicate the times they are locked and include directions to the appropriate alternate entrance/exit doors. All exterior doors of hotel buildings must provide registered guest access with the use of their key cards. All secondary doors of hotel buildings must remain locked from the exterior side at all times.

903.C. Building Keys

A system of key control must be in place for the safekeeping of grand master keys, master keys, and sub-master keys. The elevator emergency key must be kept onsite at all times.

903.D. Door Locks

All guest room entrance doors must be fitted with electronic door locks. A secondary, non-keyed locking device must be provided on all guest room entrance doors (e.g., safety/night latch or safety chain).

All properties must utilize the brand-approved electronic key cards on guest room doors. Room numbers must never be announced. If a guest requests a replacement room key, guest identification must be verified prior to issuance. Replacement keys must only be issued to guests registered to that room.

See Section 307 for technical/system requirements for electronic door locks.

903.E. House Phones

Public area house phones, including phones at the elevators, guest laundry room (if present), etc., must automatically dial the hotel operator when the receiver is lifted off the handle. Phones at the pool and at the Fitness Center must be accessible to an outside line to permit guests to directly dial 911 as necessary.

903.F. Security Guards

Security guards, whether on staff or contracted, must not be armed while on property unless approved in advance by Margaritaville.

904. LIFE SAFETY AND CRISIS MANAGEMENT

904.A. Reporting Requirements

In the event of any accident, fire, criminal activity, or other significant incident occurring at a property, Margaritaville must be notified immediately by emailing legal@margaritaville.com and brandmarketing@margaritaville.com, as well as directly calling a member of the Margaritaville senior leadership team. This includes, but is not limited to, all occasions on which law enforcement or emergency services are dispatched to the property (police, fire, paramedics, etc.).

904.B. Life Safety Program

The Operator must treat the safety and security of customers and guests at the property with the highest regard. As a reminder, the brand standards in this section, as well as any other brand standards in this manual related to the safety and security,

health, or wellness of guests or other visitors to the property, are only minimum standards. Operators must carefully examine these brand standards and take such additional precautions and implement such additional procedures as the Operator deems necessary to protect the safety, health, and wellness of the guests and other visitors to the property.

- The property must conduct a self-audit on safety and security issues biannually. Records of this audit must be kept on file for review by Margaritaville Quality Assurance auditors for a period of no less than three years.
- Portable fire extinguishing equipment must be located throughout the property as specified in the *Design & Construction Standards* and/or in accordance with all local laws, whichever are more stringent.
- All portable fire extinguishing equipment must be tested and checked according to a scheduled plan and applicable law and documented accordingly.
- Fire prevention and fire alarm procedures must be kept by the property in written form and must be communicated to all team members as designated in the Fire Safety Systems section below (Section 904.G).
- The property must comply with all applicable laws concerning life safety issues.

904.C. CPR Certification

CPR certification is required for at least one team member per shift on duty at all times.

904.D. Emergency Plan

Requirements: Each property must have an emergency plan that meets or exceeds the requirements of local codes and is designed to fit the individual needs of the property. When more than one plan is present at the property, each plan must consistent and updated at the same time. It must include, at a minimum: the handling of hazardous waste and chemical spills, fire, evacuation procedures, power failure, medical assistance, armed robbery, bomb threat, civil unrest, elevator malfunction, weather and all other perils pertinent to the property's geographic location, serious illness, choking, death, and drowning.

Emergency Shut-off Plan: The property must maintain an emergency shut-off plan as follows:

- The property must post a detailed plan displaying the property layout and location of all working components of the property's fire safety system and utility shutoffs (fire pumps, sprinkler system, pull stations, alarm, electrical and gas).
- The property layout with emergency procedures must be posted in the work area behind the Front Desk, and in the maintenance and housekeeping areas, easily accessible to all team members.

- Photographs must be taken of the fire system and utility shutoff components and posted with the property layout denoting the location of that piece of equipment to allow familiarization of the fire safety components by team members.

904.E. Emergency Lighting

The property must maintain emergency lighting in accordance with *Design & Construction Standards* and test it every three months.

904.F. Fire and Emergency Exits

The property must maintain fire and emergency exits in accordance with *Design & Construction Standards*. They should be inspected daily to ensure they are free from any obstructions or impediments.

904.G. Fire Safety Systems

Minimum Standards and Requirements: Refer to the *Design & Construction Standards* for baseline fire safety system requirements. These are minimum standards and do not supersede more stringent applicable laws.

Testing and Maintenance: All fire safety systems installed (including any systems installed above and beyond the requirements of this standard) must be tested and maintained either through a maintenance contract with an organization licensed to install and maintain such equipment or by individuals trained to perform such maintenance and testing. This includes testing and maintenance of sprinkler systems in accordance with the stricter of the manufacturer's instructions, NFPA 25, or as otherwise specified by the governmental authority having jurisdiction over the property, and testing and maintenance of smoke detection systems (or heat detection devices where appropriate) in accordance with the manufacturer's instructions, NFPA 72, or as otherwise specified by the governmental authority having jurisdiction over the property.

Certification of Testing/Maintenance: A statement certifying that required testing and maintenance have been performed must be signed by either the maintenance company representative and by the General Manager of the property or by the individual trained to perform such maintenance and testing and by the General Manager of the property. All statements certifying such testing must be kept on file at the property and be made available to the Margaritaville Quality Assurance auditor upon request. Such testing and maintenance must be performed at least once every six months. A minimum of one test per year must be conducted by an outside third party licensed to test fire safety equipment. Guest room smoke detectors must be included as part of this testing and documentation.

904.H. Hurricane Safety Plan

Where geographically appropriate, a hurricane emergency evacuation and safety plan must be in place and documented for Margaritaville Quality Assurance to review.

904.I. Training and Fire Drills

All team members must comply with emergency training as specified in brand training checklists. Fire drills must be conducted twice a year to maintain the readiness of all team members. Documentation of each fire drill must be maintained for 12 months for Margaritaville Quality Assurance to review.

904.J. First Aid Kits and AED Machines

Fully stocked first aid kits must be available at the Front Desk area, housekeeping areas, maintenance areas, and all kitchens. First aid kits are also required in any other area mandated by local code. All AED units in place must be maintained and certified annually.

904.K. Maintenance of Key Building Systems

Routine testing and maintenance of all key building systems must be done in accordance with manufacturer's instructions and applicable laws, including, but not limited to, pressure systems, elevators, electrical systems, and gas installations, including fittings, connected appliances, and gas detection equipment.

904.L. Elevators

Alternative Power Supply: Elevators must be provided with an alternative power supply which must be available immediately in the event of the normal power supply failing. In such cases, elevators must automatically go to the designated floor level, and the doors must open to allow the passengers to exit.

Fire Alarm: In the event of a fire alarm being activated, elevators must automatically go to the designated floor level. The doors must open to allow the passengers to exit.

Maintenance Contract: A contract must be in place with an elevator maintenance company to provide 24 hours a day/7 days a week service to release trapped passengers from a malfunctioning elevator.

Emergency Lighting: Emergency lighting must be provided in all elevator cars.

House Phone: Each elevator car must have a house telephone or intercom that directly connects to a permanently staffed location. Calls must not be answered by an auto attendant at any time.

Signage: Professionally designed and fabricated signs must be posted adjacent to elevator call buttons indicating that elevators are not to be used in case of fire, and that stairs must be used. Signs must be clearly readable in English and the local language or use universally understood pictograms.

Elevator Key: The elevator emergency key must remain onsite 24/7, and a specific on duty manager must be responsible for elevator emergencies at all times.

904.M. Lighting

Exterior areas must be illuminated from sunset to sunrise. These include, but are not limited to, the porte cochère, parking lots and garages, steps, courtyards, driveways, the pool area, all outdoor and activity spaces, and all F&B outlets.

904.N. Water Temperature

Hot and cold water outlets must be clearly marked. Water temperature at points of use must not exceed 125°F and should not fluctuate more than 10°F once set.

Where operations require hot water to be distributed above 125°F for control of legionella or water hygiene purposes, a risk assessment should be carried out by a qualified expert to identify the controls in place to prevent scalding.

904.O. Electrical Outlets

Ground Fault Circuit Interrupters (GFCI)/Residual Current Devices (RCD) must be used for all electrical outlets in recreational areas within 40 feet from the edge of the pool, underwater pool lighting higher than 50 volts, exterior electrical outlets exposed to the weather, and all interior areas within 3 feet of a water source.

904.P. Windows and Glass

Window Openings: Windows must have a maximum opening of 4 inches and only be operable from inside the guest room. Where window stops are prohibited, a warning sign in the local language and English must be provided indicating "Attention! The windows in this room can open fully, and guests with young children should exercise care."

Glass Visibility: Markings or features to ensure easy visibility must be included on all floor-to-ceiling windows, glass doors, and glass walls.

Safety Glass: Safety glass must be used for all new and replacement glazed elements in floor-to-ceiling windows, transparent doors, transparent gates, and transparent walls.

Balcony Doors: Doors opening onto a balcony area must have a secondary device fitted to limit the initial opening of the balcony door. Where secondary locking devices are prohibited, a warning sign in the local language and English must be provided

indicating "Attention! The balcony door in this room can open fully, and guests with young children should exercise care."

904.Q. Bathroom Safety

Slip Resistance: Bathroom floors, bathtubs, and showers must have a slip resistant finish. Operators must inspect the slip resistant finish regularly to ensure that it is not worn. If a room will be occupied during the period between when a worn condition is identified and when it is repaired, a slip resistant impervious mat must be provided.

Balance Bars: A balance bar must be securely installed to assist guests with entering and exiting the bathtub.

904.R. Heights and Barriers

In guest areas where there is a risk of falling from a height, a permanent barrier must be provided. The barrier should be stable, securely fixed, non-climbable, and at least 42 inches high without gaps exceeding 4 inches on any side.

905. HOUSEKEEPER SAFETY

Operators are encouraged (and mandated where local law requires) to equip each housekeeping and maintenance team member with an emergency response button to summon assistance with inappropriate guest behavior or other critical issues. See the *Technology Vendor Specifications* for recommended vendors.

906. LOSS PREVENTION

906.A. Digital Camera

Each property must have a digital camera accessible at all times. Management camera phones are acceptable to meet this requirement.

906.B. Closed Circuit Television

PCI Compliance Required: Properties must maintain a Closed Circuit Television (CCTV) system at the Front Desk as well as all other areas where credit cards are handled outside the view of the customer (including at all stationary credit card terminals at F&B outlets).

Optional in Other Areas: Usage of CCTV is optional. Any systems installed must be professional grade and suitable for a commercial hospitality environment. See the *Technology Vendor Specifications* for recommended vendors.

Prohibited Areas: CCTV cameras must not be placed in, or aimed at, guest rooms, locker rooms, restrooms, or other non-public areas.

Installation: CCTV monitors must be installed in back office areas outside the view of guests. CCTV camera cables must be concealed. When penetrations are made in walls or ceilings, a cover plate must be installed over the opening with the cables passing through the cover plate. All exposed multiple wires must be bound using tie wraps.

Recording and Maintenance: CCTV systems must be maintained in accordance with manufacturer's and installer's instructions. It is highly recommended that the recording device be kept in a locked cabinet/unit to prevent tampering, and that only the General Manager and key designee(s) have the passwords necessary to administer the system.

Training: The property must ensure that team members using the CCTV system are adequately trained.

Compliance: The property's use of CCTV must comply with all applicable laws governing installation and retention of footage.

906.C. Parking Lot Signage

Signs must be conspicuously posted in the parking lot indicating "Guest Parking, User Assumes All Risks."

906.D. Lost and Found Service

The property must maintain a lost and found service. Items must be kept in a secure location. A logbook, either digital or paper, must be maintained with all items listed including storage location. All lost and found articles must be logged and maintained for 90 days. Valuables should be maintained for one year in a safety deposit box or other secure area. Local codes may preempt this policy.

907. INSURANCE

907.A. Coverages Required During Construction

During construction, contractors, architects, and designers must carry the following types of insurance and meet or exceed the below coverage levels:

- Worker's Compensation Insurance required by state law
- Employer's Liability Insurance of $1,000,000
- General Liability Insurance of $15,000,000
- Automobile Liability Insurance of $2,000,000
- Builders' Risk Insurance of 100% of the completed value of the property
- Flood Insurance of 100% of the completed value of the property (where required)
- Earthquake Insurance of not less than 75% of the project's hard cost value (where required)
- Pollution Liability Insurance of $1,000,000 (if pollution exposure exists)

- Professional Errors and Omissions Insurance commensurate with the risks of the project.

907.B. Coverages Required While in Operation

During operation, Operators must carry the following types of insurance and meet or exceed the below coverage levels:

- Comprehensive General Liability Insurance written on an occurrence basis covering activities with respect to the property which includes but is not limited to coverage for contractual liability, premises operations, products liability, personal injury, advertising injury liability, and broad form property damage liability, with limits of liability of at least $5,000,000 per occurrence and $5,000,000 in the annual aggregate.
- Business Interruption Insurance covering loss of profits to Operator, royalties, system services contributions, and liquidated damages that may become payable to Margaritaville under the license agreement as a result of a casualty or condemnation, and necessary to pay continuing expenses for a minimum period of not less than the total time necessary to repair or rebuild the property and the facilities and contents thereof following loss or damage to the same condition that existed prior to such loss or damage, and for an additional extended period of indemnity equal to three (3) years thereafter, resulting from interruption of business caused by the occurrence of any of the risks covered by the Comprehensive General Liability Insurance.
- Automobile Liability Insurance of $5,000,000 (where applicable)
- Worker's Compensation Insurance required by state law
- Commercial Property Insurance covering 100% of the insurable replacement value of the building and its contents, and for full recovery of the net profits and continuing expenses of the property (including rental value) for a 12-month period
- Flood Insurance of 100% of the completed value of the property (where required)
- Earthquake Insurance of not less than 75% of the project's hard cost value (where required)
- Boiler and Machinery/Equipment Breakdown Insurance of not less than 100% of the replacement cost of those items
- Crime Insurance of $250,000 for employee dishonesty, $50,000 each for forgery and alteration, money and securities (inside), money and securities (outside), robbery and safe burglary of property (other than money and securities), computer fraud, and counterfeit paper currency
- Terrorism Insurance based on an assessment of risks for the property
- Cyber Liability Insurance of $3,500,000
- Employment Practices Liability Insurance of $1,000,000
- Other insurances may be required based on the specific property location and amenities offered
-

907.C. Rules Applicable to All Insurance Requirements

License Agreement: The requirements listed in this section are intended to summarize and highlight the requirements prescribed in the license agreement. In case of conflict between these standards and the license agreement, the license agreement controls.

Rating: Insurance carriers must have a rating of A or better according to Best's Insurance Reports.

Naming of Additional Insureds: Margaritaville Enterprises LLC, Margaritaville Holdings LLC, and Jimmy Buffett must be named as additional insureds on all policies.

Proof of Coverage: Certificates of insurance for all policies must be provided to Margaritaville setting forth the scope of coverage and limits of liability for each policy. Such certificates must indicate that the policy may not be materially changed or canceled with less than 10 days' prior notice to Margaritaville.

No Indemnification: To the extent that the injury or damage sought by a third party is covered by insurance, there shall be no indemnity obligation between the Operator and Margaritaville to the extent of the coverage provided by such insurance.

908. FOOD SAFETY

See Sections 802 and 803.

909. POOL SAFETY

See Sections 111 and 704.

910. CHILD SAFETY

Baby cots and cribs must meet the following minimum safety requirements:

- Durable
- Structurally sound
- No sharp or protruding fixings
- No removable plastic coverings
- Bars spaced no less than 1 inch apart and no greater than 2 inches apart
- Mesh weave less than ¼ inch and free of tears, holes, or loose threads
- No corner post extensions, steps, footholds, or decorative cutouts in the head or footboards
- Drop-down rail locking mechanism unreachable by child or difficult for child to release
- No rotating hinge in the center or the top rails and top rail fasteners
- Self-locking feature
- Lockable wheels
- Snug-fitting mattress
- Non-toxic surface

911. SMOKING AND VAPING POLICY

Smoking and Vaping Not Permitted: Smoking (including but not limited to cigarettes, cigars, pipes, and e-cigarettes or vaping devices of any kind) is not permitted in any indoor areas at Margaritaville Hotels and Resorts, including all back of house areas and food & beverage outlets. Smoking is also not permitted in the pool area, the activity/outdoor decks or on any the guest room patios or balconies.

Designated Smoking Areas: Designated smoking areas shall be demarcated in outdoor areas of the property in locations which minimize the impact of smoke on other guests' ingress and egress from hotel buildings and enjoyment of outdoor areas. In no circumstances should these areas be closer than 20 feet from entrances, operable windows, or ventilation systems. Such demarcated locations should be outfitted with a smoker's pole for cigarette butt disposal as prescribed in the *Margaritaville OS&E Specifications*.

Smoke-Free Statements and Signage: 100% smoke-free information must be added to all online consumer-facing materials (e.g., pre-stay emails, websites, and any confirming emails) and indicated on the registration form. 100% smoke-free signage must be posted at the main property entrance, in all food & beverage outlets, at various locations in the pool area and outdoor/activity deck, and within guest view at the Front Desk.