

Owners Meeting

April 23rd, 2026



South Seas

TABLE OF CONTENTS

1. Introduction
2. Resort Operations Update
3. Food & Beverage Update
4. Sales & Marketing Update
5. Owner Relations Update



Introduction

Shawn Farrell

Key Updates for South Seas Owners & Guests

- ❖ Shopping is even better with the new addition of Everything But Water at the Shops at South Seas.
- ❖ We are back in action hosting some fantastic social catering events.
- ❖ Annual Tarpon tournament is just around the corner! We caught 41 tarpon last year and raised \$250k with Folds of Honor. Do not wait until last minute to book a spot or support this great cause.
- ❖ Time Share & Club Captiva applications are available with Anita and the Owner Relations team for 2026. We have also added clings with QR codes at the restaurants to make it convenient to get the information and fill out the application.
- ❖ Limited parking on North end of the resort while we start work on the new hotel and Timbers project.



Resort Operations Update

Shawn Farrell

Now open Everything But Water at the Shops at South Seas!





Wedding Ceremony on the Vow

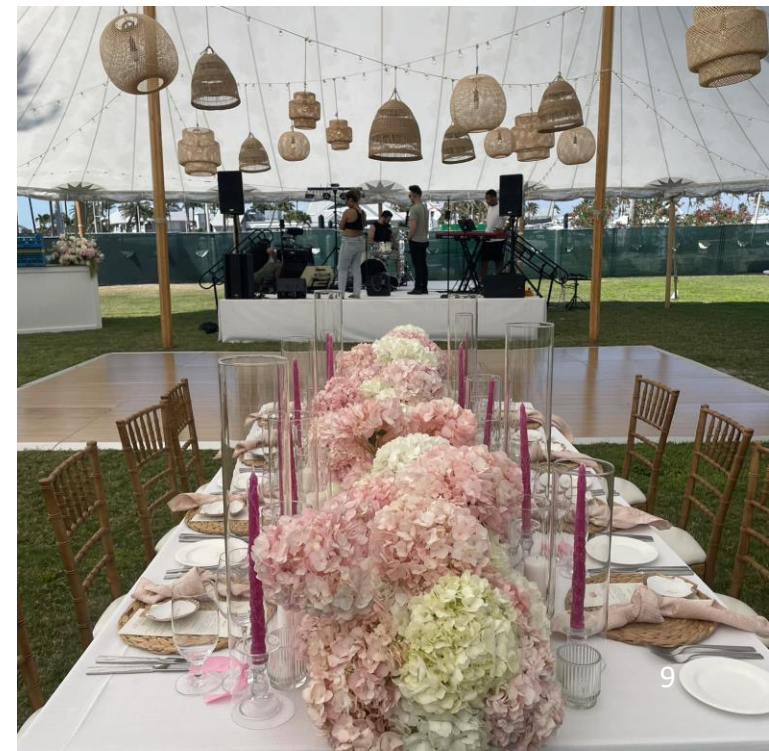


Rehearsal Dinner at the Clutch



Wedding Dinner at Red Fish Grill

Wedding Reception on the East Lawn



Resort Operations Update – Experiences

The Shops at South Seas

- ❖ OPEN daily for your shopping pleasure!
- ❖ Starbucks 6:30am-6pm
- ❖ Provisions 8am-6pm
- ❖ Spirits 10am-6pm
- ❖ Outfitters 10am – 6pm
- ❖ South Seas Real Estate office Mon- Fri 10am–5pm Sat 10am-4pm

And our partners at The Shops of South Seas

- ❖ J McLaughlin 9:30am-5:30pm
- ❖ Lilly Pulitzer is open, daily 10am-5pm.
- ❖ Everything But Water is open, daily 10am-5pm

Resort Carts & Bike Rental

- ❖ 4-seater and 6-seater golf carts available to rent.
- ❖ Kids and Adult Bike rentals are available at the Resort Cart Rental location.
- ❖ Charging stations are available at the south and north end of the property. Please use these dedicated areas to park resort carts.



Resort Operations Update – Experiences



Yacht Harbor

- ❖ Yacht Harbor open daily 8am-4pm
- ❖ Full services Marina including dockage, fuel, retail and fishing guides available for charters.
- ❖ Overnight dockage available.
- ❖ Please contact our Marina Team at 855-777-3625 for slip reservations, trailer storage recommendation or private charter bookings.

Captiva Landing Marina

- ❖ Captiva Landing Marina open for dockage and boat launching.
- ❖ Guided Kayak tour on Pine Island Sound.
- ❖ Guided JetSki tours, choose 3-hour or 4-hour option with Cabbage Key stop.
- ❖ Boat Rental available, Center console and Pontoon Boat.

Resort Operations Update – Experiences



Bayview Fishing Pier

- ❖ Visit Nick at the Fishing Pier
 - Fishing experience
 - Learn the how To's
 - Fun for everyone
- ❖ Equipment Rental available
- ❖ Bait available

Resort Operations Update – Experiences

The Clutch Golf Course & Club House

- ❖ Open Tuesday through Sundays from 8am to 6pm, closed Mondays.
- ❖ Family-friendly walking course designed for all ages, enjoyable for advanced golfers and beginners.
- ❖ Club Rentals with pushcarts available.
- ❖ Club House with Food & Beverage options.
- ❖ Twilight Rates available, after 2:30pm.
- ❖ Join us for stunning Sunsets.
- ❖ Great selection on golf attire and accessories.
- ❖ Beautiful Wedding and Group Venue.
- ❖ Saturday is GLOW Night!



Resort Operations Update – Experiences

Fitness Center

- ❖ Fitness center open 5am-8pm next to the Registration Building.

Trolley Operations

- ❖ Trolley operating daily from 8am-10pm, departs every 15 min. Follow us on the Trolley Tracker. All owners and guests on property are welcome to use the Trolley.

Bayview Pool, South & Sunset Beach operations

- ❖ Pool operations 9am–6pm daily.
- ❖ Rentals for Cabana, Bayview Lookout and Bayview Serentiy Loungers available.
- ❖ South and Sunset Beach operations 10am-Sunset.
- ❖ Family Games at Bayview Lawn and Sunset Beach.
- ❖ Paddle Boards, Tandem Kayaks, and Single Kayaks are available at Sunset Beach available 9am-4pm daily.
- ❖ Beach Yoga on Saturdays



Resort Operations Update – Experiences

Captiva Landing

- ❖ Water Park: Open Daily 9am – 5pm
 - ❖ Cabana Rentals Available
- ❖ Bottlenose Bay: Open Daily 9am – 5 pm with a 45min closure daily from 1pm – 1:45pm for safety checks.
- ❖ Flippers: Open Daily 9am – 6pm
- ❖ The Arcade: Open Daily 9am – 8:30pm



Captiva Landing –Activities

- ❖ Tuesdays @ 8:30am – Not-so-lazy Riverwalk
- ❖ Saturdays @ 10am – Aqua Yoga at the Cove Pool
- ❖ Kids Camps – Tues, Fri and Saturdays
 - Full Day - \$ 75.00
 - Half Day - \$45.00
 - Kids Night Out - \$65.00
 - All camps include 30 minutes of timed play in our arcade.



Resort Operations Update – Signature Events



Tarpon Tournament 2026



Memorial Day Weekend



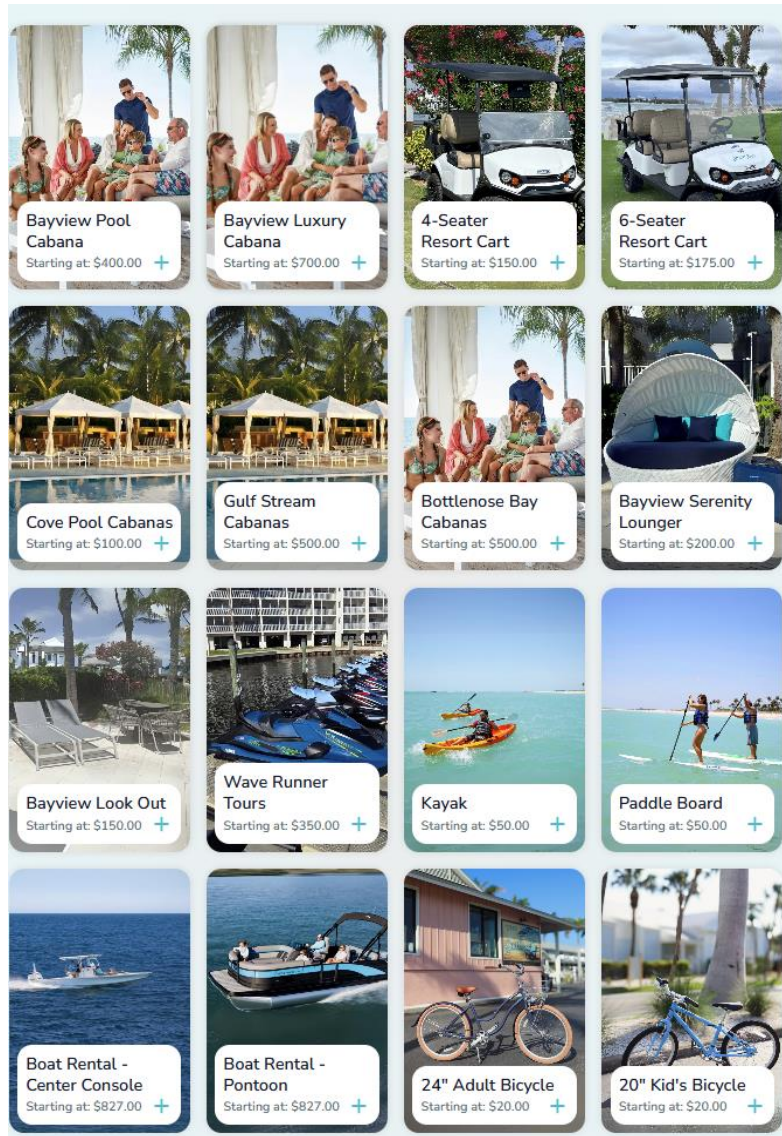
South Seas Golf Scramble



Star Spangled Celebration

Celebrate America's 250th Birthday at South Seas.

Resort Operations Update – South Seas App



Download our South Seas App

- ❖ Enhance your stay with our South Seas App.
 - ❖ Restaurant Reservations
 - ❖ Book a Tee Time
 - ❖ Book Activities
 - ❖ Book Watersports tours and rentals
 - ❖ Book Cabanas at Bayview Pool or Captiva Landing
 - ❖ Rent Golf Carts or Bikes
 - ❖ Message us directly
 - ❖ See the Event Calendar
 - ❖ Get Resort Updates
 - ❖ Check out the Trolley Tracker
 - ❖ Book a future stay....

Just scan the QR Code



Resort Operations Update – Captiva Landing Marina



- ❖ The old HGVC building has been moved to Captiva Landing Marina
- ❖ Targeting completion of project and Water Sports operations to move in within the next 60days

Resort Operations Update – North End Road Closure



- ❖ Temporary Road between Beach House and Harborside
- ❖ Main Road will be closed starting Wednesday, April 22nd
- ❖ Estimated 2 weeks process
- ❖ Fencing will be placed for the new Hotel, which will limit parking options at the North End.



Food & Beverage Update

Food & Beverage Update – Dining

Starbucks | The Shops at South Seas
Hours: 6:30AM – 6:00PM



Provisions | The Shops at South Seas
Hours: 8AM – 6PM



Food & Beverage Update – Dining

Tarpon Bar | Bayview Pools
Hours: 10AM – Sunset



Scoops & Slices | Bayview Pools
NEW HOURS: 1PM – 9PM



Food & Beverage Update – Dining

Redfish Grill Hours: 11:00AM – 7:00PM

Reservations are available via the South Seas App – Dining Reservations



SHAREABLES

FRIED FLORIDA ROCK POPCORN SHRIMP Lightly battered and served with Thai sweet chili and dynamite sauce	25	FRIED CHICKEN WINGS Tossed in choice of sauce, ranch or bleu cheese, celery carrots	18
CRAB CAKES Served in a bed of greens, topped with a spiced tomato jam and a tropical salsa	18		

SALADS

Add: Grilled Chicken 8, Steak 10, Grilled Shrimp Skewer 12, Calamari 12			
WEDGE GF Baby iceberg, pepitas, gorgonzola, tomato, bacon, blue cheese dressing	18	CAESAR Romaine lettuce, croutons, sundried tomatoes, crispy capers, parmesan crisps	15
GARDEN GF Baby greens, red onions, cucumber, cherry tomato, hearts of palm, citrus ginger dressing	12	ROASTED BEET GF Honey whipped goat cheese, roasted beets, toasted pistachio, orange zest, local honey	15

FAVORITES

BLACKENED RED FISH Topped with a creamy crab sauce, served over coconut rice, and fresh veggies	42	MARINERS CIOPPINO GF Clams, shrimp, scallops, squid, mussels, and fish, all sourced from the Gulf, combined with fresh tomatoes, garlic, shallots in a wine sauce, served with crostini's	45
GRILLED GULF SHRIMP SKEWERS Fresh vegetables, French fries and Remoulade sauce	30	FISH TACOS Fresh Gulf Mahi Mahi served grilled or fried and tossed in our house made spicy sauce cilantro lime slaw, topped with queso fresco, Pico de Gallo.	25
GROUPER REUBEN Blackened grouper, toasted marble rye, Swiss, thousand island, Cole slaw & French Fries	27	REDFISH BURGER Angus beef blend, guacamole, bacon, red onion, cheese, bacon jam, on a brioche roll with French Fries	21
SOUTHERN CHICKEN ROULADE Stuffed chicken breast, Boursin cheese, spinach, sundried tomatoes, shallots, wrapped in bacon served over coconut rice and vegetables	26	DAILY FRESH CATCH Local fish served over a rosemary- parmesan roasted fingerling potato, tropical passion fruit slaw.	MP



SHAREABLES

FRIED CHICKEN WINGS Tossed in choice of sauce, ranch or bleu cheese, celery carrots	18	GULF COAST CEVICHE Shrimp & local fish, cucumber, avocado, tomato, cilantro, red onion, fresh juice, blue corn tortilla chips	18
FLORIDA ROCK POPCORN SHRIMP Served over a bed of mixed greens, lemon wedges, parsley, spiced key lime acid	25	FRESH FRUIT SKEWERS Fresh cut fruit with berries and yogurt dip	15
SMOTHERED NACHOS Choice of Beef or Chicken, Pico de Gallo, sour cream, guacamole, fresh jalapenos, served with queso fresco	20		

GREENS

Make it a wrap 2 Add: Grilled Chicken 8, Steak 10, Grilled Shrimp Skewer 12, Calamari 12			
CAESAR Croutons, sundried tomatoes, crispy capers, parmesan cheese	15	SOUTHWESTERN CHOPPED Chopped romaine, avocado, roasted corn, queso fresco, seasoned black beans, tortilla strips, avocado poblano ranch.	15

MAINS

SWFL STEAK BENTO Marinated flank steak, cilantro lime rice, seared peppers, caramelized onions, roasted corn, guacamole, cilantro lime acid served with flour tortillas	30	CAPTIVA GRILLED CHICKEN SANDWICH Seasoned chicken breast, avocado, bacon, whole grain rolls, fresh fruit, sweet & smoky chip	19
SPICY SHRIMP TACOS Served grilled or fried and tossed in our house made spicy sauce, cilantro lime slaw, topped with queso fresco, Pico de Gallo, sweet and smoky chip	25	GROUPER SANDWICH Choice of blackened, grilled or fried, served with lettuce, tomato, onion, pickle, Cajun remoulade on a toasted ciabatta bun & sweet and smoky chip	26
SOUTHERN REDFISH SANDWICH Served in a hodge pod, smothered in Cajun remoulade, lettuce, tomatoes and sweet & smoky chip	27	BAYVIEW QUESADILLA Monterey jack cheese, Pico de Gallo, sour cream and guacamole Add Chicken, Steak or Shrimp 4	16
ISLAND BURGER Angus beef patty, lettuce, tomato, onion, choice of cheese, island sauce, pickle served in a brioche bun.	20		

DESSERTS

SALTED CARAMEL MOLTEN CHOCOLATE SUNDAE Dark chocolate lava cake, salted caramel gelato, cherry cream, and warm ganache	12
KEY LIME PIE Cherry cream	12
COCONUT RUM CAKE Rum glaze, citrus mango curd, fresh mint	12

KIDS MENU- \$14

Served with choice of french fries or fresh fruit	
Chicken Tenders	
Hot Dog	
Grilled Cheese	
Fish Sticks	
3x Cheeseburger	

V = Vegetarian | GF = Gluten Free
*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

Food & Beverage Update – Dining

Harborside Grill

Open 4pm to 10pm Wednesday thru Sunday

Reservations are available thru the South Seas App – Dining Reservations

Live Music every Sunday and Wednesday 4pm -7pm



Food & Beverage Update – Beach House

Open Daily 11:00am to 9:00pm

Live Music on the patio every Monday, Tuesday and Thursday from 12pm-2pm

Patio weather is here! Reservations available via the South Seas App Dining.



HOUSE

SEASONAL MENU

GREENS

Add Protein: Grilled Chicken – \$8; Steak – \$12; Grilled Shrimp – \$12; Grilled or Blackened Mahi Mahi – \$14

BEACH HOUSE SALAD – 12 •

Mixed lettuce, cucumber, red onion, jewel box tomato, hearts of palm, citrus vinaigrette

CAPTIVA CRUNCH SALAD – 18

Romaine, radicchio, candied pecans, feta cheese, crabs, spiced pepitas, Pear & raspberry vinaigrette

GRILLED SHRIMP LOUISE SALAD – 36 •

Citrus marinated shrimp, vine-ripe tomatoes, egg, avocado, capers & crisp bacon with Louise dressing

SHAREABLES

STEAMED ROYAL RED SHRIMP BUCKET •

1/2 LB. – 18 / 1-POUND – 35

Peeled & tossed in butter, seasonings & key lime juice

CONCH REPUBLIC FRITTERS – 22

Beer-battered conch, island dipping sauce

TUNA CRUDO – 22 •

Jicama, poblano, cilantro, pepita, citrus emulsion

BUBBLING BLUE CRAB, SPINACH, & ARTICHOKE DIP – 22

Blue corn tortillas

HOT TIN CAN NACHOS – 24

Shredded mojo marinated chicken, Oaxaca cheese, queso fundido, pico de gallo, Mexican black beans, jalapeños

BEACH

HOUSE

MAINLAND FAVORITES

HANGER STEAK – 42

French fries, pickled onion, chimichurri

CREAMY CREOLE CHICKEN PENNE – 36

Seasoned chicken breast, tasso ham, peppadew peppers, scallions & asiago crème

DUVAL STREET CHEESEBURGER – 22

1 lb. mine with lettuce, tomato, Heinz 57 and you know the rest!

GULF-INSPIRED

CRAB CRUSTED MAHI MAHI – 43 •

Lump crab meat, corn maque choux, roasted pepper beurre blanc

RED SNAPPER VERACRUZ – 44 •

Tomato, olives, capers, garlic, jalapeños and served with saffron rice

FLORIDA BLACK GROUPER – 39 •

Blackened or grilled, tropical fruit salad, long life pitaf & Meyer lemon emulsion

GULF COCONUT SHRIMP PLATTER – 41

Pineapple sweet chili sauce, cinnamon sweet waffle fries & cole slaw

SEARED DIVER SCALLOPS – 46 •

Corn succotash, bacon jam, roasted heirloom tomato

LOBSTER MAC & CHEESE – 41

Boursin, asiago, parmesan blend, cavatappi, garlic-herb panko

BEACH

© 2024 Ocean House

Consumption of alcoholic beverages, smoking, and/or use of any other prohibited substances is strictly prohibited. All rights reserved. Please enjoy responsibly.

© 2024 Ocean House

Consumption of alcoholic beverages, smoking, and/or use of any other prohibited substances is strictly prohibited. All rights reserved. Please enjoy responsibly.

Food & Beverage Update – Dining

Flippers

Open Daily from 10am-6pm

Favorites

Vegetable Spring Rolls \$13
Shredded cabbage, carrots, bell peppers, garlic, ginger, served with Thai dipping sauce

Chicken Tenders \$15
Tenders Served with 1 dipping sauce (ranch, buffalo, honey mustard or BBQ)

Crispy Grouper Fingers \$16
Served with a creamy remoulade sauce

Beachside Nachos \$14
Queso fresco, Pico de Gallo, black olives, sour cream & guacamole
Add seasoned ground beef, chicken or shrimp +\$5

Cheese or Pepperoni Pizza Logs \$14
Thin rolled crust served with marinara sauce

Greens & Veggies

Caribbean Spiced Chicken \$21
Jerk roasted chicken, chopped mix greens, mandarin orange, pineapple, cucumber, tomato & served with a tropical vinaigrette dressing

Grilled Shrimp Greek \$22
Tomatoes, onion, cucumber, kalamata olives & feta cheese with red wine vinaigrette

Roasted Pepper Hummus & Veggie Platter \$21
Served with an array of fresh veggies & toasted pita chips

Handhelds

Captiva Club Wrap \$17
Sliced smoked turkey breast, mesquite smoked bacon, Swiss cheese, lettuce, tomato, red onion, avocado aioli

Island Spiced Chicken Sandwich \$18
Southern fried chicken breast tossed in our own island spice sauce, lettuce, tomato, pickle coins, served on a brioche bun

Hot Diggity Dog \$14
Foot long all beef hot dog served on brioche bun
Add chili or cheese +\$2

Shell City Smash Burger \$17
Two smashed beef patties, smothered in sautéed onions, topped with cheddar cheese, lettuce & tomato, island sauce & brioche bun
Sub Impossible Burger Patty +\$2

Shareable Sides

Curly French Fries \$5
Add chili or cheese +\$2

Cinnamon Sweet Waffle Fries \$5

Zucchini Fries \$6

Tropical Fruit Cup \$7
Served with yogurt dipping sauce

Kids' Meals

Served with Danimal Milk, Cutie orange & chips \$14

Cheeseburger Sliders [2] \$14

Grilled Cheese Sandwich \$14

Mini Corn Dogs \$14

Fresh Florida Grouper Sandwich \$19
Pan seared or fried grouper, American cheese, lettuce, tomato, chipotle tartar sauce on an onion roll

Portobello Mushroom Sandwich \$16
Balsamic roasted mushroom, roasted peppers, garlic-herb cheese, arugula served on a ciabatta bun

Bayside Cheesesteak \$18
Shaved prime rib, grilled onions & cheese whiz

Desserts

Funnel Cake Fries \$13
With warm chocolate dipping sauce

Apple Pie Egg Rolls \$13
With caramel sauce

Mango-Lime Frozen Cheesecake Bites \$13

Warm Chocolate Chip Cookies \$13

Soft Serve & Floats

Cake Cone | Waffle Cone | Cup \$13
Chocolate | Vanilla | Dole Whip | Pineapple

Ice Cream Floats \$10
Orange Creamsicle | Root Beer Float

Warm Chocolate Chip Cookie Ice Cream Sandwich \$13

Beverages

SOFT DRINKS \$5
Coke, Diet Coke, Coke Zero, Sprite, Lemonade, Root Beer, Powerade, Fanta Orange

BOTTLED BEVERAGES \$5
Aluminum Captiva Water Bottle, Dunkin' Iced Coffee, Togo Chico Sparkling Mineral Water, Vitamin Water

ADULT BEVERAGES \$14

Captiva Collada
Captain Morgan White Rum, Tropicana Flanilla Pina Mix

Landing Daiquiri
Captain Morgan White Rum, Tropicana Flanilla Strawberry Daiquiri Mix

Bottlenose Flow
Captain Morgan White Rum, 1/2 Tropicana Pina, Daiquiri Mix

CANNED WINE \$12
Altitude Project - California Chardonnay, Rose, Mimosa, Pinot Noir

BEER

DRAFT BEER
Domestic Beer \$8

Landshark Lager \$9

Local Craft Brews
Gateway Blonde, Fort Myers Brewing Co. Fort Myers, FL ABV 4.2%
Orange Blossom Pilsner, OB Brewing, Orlando, FL ABV 5.5%
Florida Man Double IPA, Cigar City Brewing, Tampa FL ABV 9%

ALCOHOL-FREE DRINKS \$8

Captiva Cooler
Pina Colada

Bottlenose Punch
Strawberry Daiquiri

Captiva Vice
Half Pina Colada & Half Strawberry Daiquiri

CANNED COCKTAILS \$9

Ketel One Botanical Cocktails
Peach, Orange Blossom, Cucumber, Mint

Deep Eddy
Grapefruit, Lemon

Hom Water
Carol, Cranberry, Lime, Susan, Strawberry, Kiwi

Casamigos Margaritas
Strawberry, Lime, Passion Fruit, Prickly Pear, Classic Marg

CANNED BEER

Domestic Beer \$8
Highcheb Ultra, Pabst Blue Ribbon 16oz

Imported Beer \$9
Corona Extra, Heineken, Heinekken NA, Stella Artois

Craft Can Beer \$9
Sand Bar Sunday, Islamorada Brewing, Ft. Keys
Big Wave, Kona Brewing, Hawaii
You're my boy Blue, Florida Ave Brewing, Tampa, FL
Tropically Impaired Hazy IPA, Islamorada Brewing, Ft. Keys





Sales & Marketing

Wendy Nicodemus

Sales & Marketing Update – Key Updates

- ❖ Paid Media
- ❖ Organic Social Media
- ❖ Market Conditions
- ❖ Key Initiatives
- ❖ Tarpon Tournament



Sales & Marketing – Paid Media

- ❖ Length of stay is still around 4 nights and average lead time for reservations is 102.2 days
- ❖ Month to date - Paid Media performance has produced \$1,019,087 and 393 bookings with a Return on Ad spend of 32.1 Most of this coming from Google paid search and Social Media
- ❖ April MTD website performance \$3,025,116 +221% over last year and 4061 Room Nights +234% over last year
- ❖ Florida bookings are starting to pick up for the summer. Tampa, Orlando, and Ft Myers/Lee County make up 65% of the bookings. This is why we are creating a Palm and Peach offer to Florida and Georgia residence

Net Media Revenue

\$1,019,087

MoM ▲ 2%

QoQ ▼ -47%

YoY ▲ 294%

Bookings

393

MoM ▲ 15%

QoQ ▼ -32%

YoY ▲ 368%

ROAS

32.1

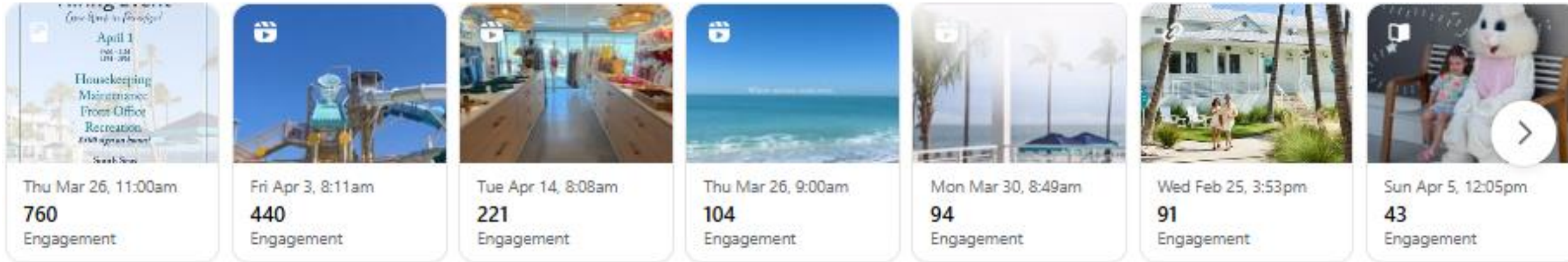
MoM ▼ -7%

QoQ ▼ -56%

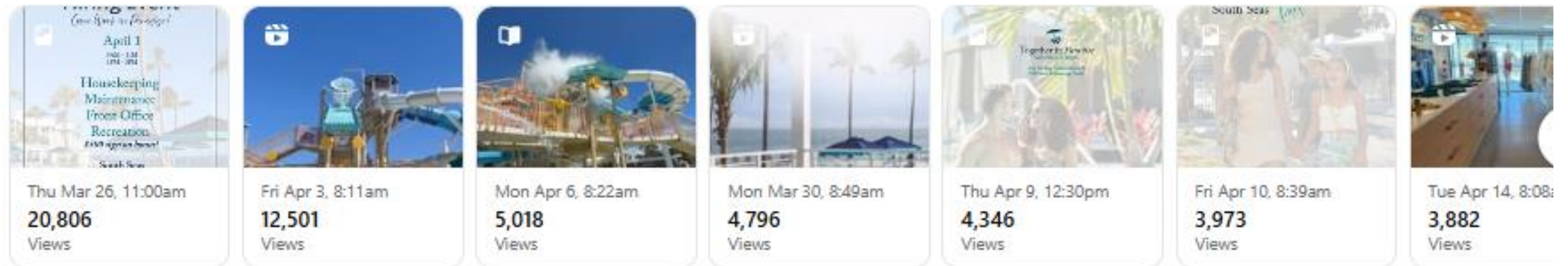
YoY ▲ 120%

Sales & Marketing – 28 Day Organic Social Media Performance

Top content

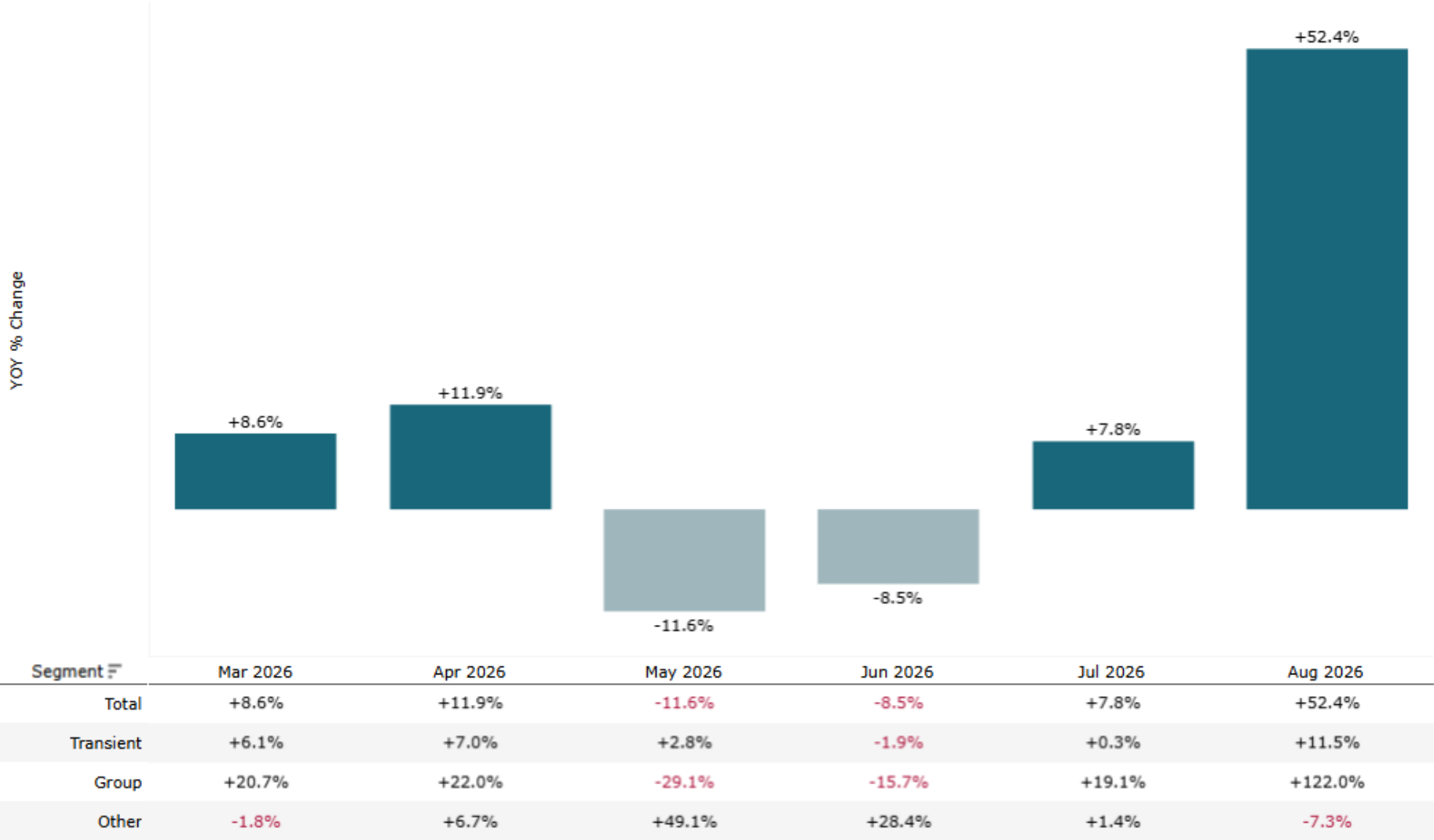


Top content



Sales & Marketing – Market Conditions

Booking Pace
Total Rooms Sold vs. Same-Time-Last-Year



Sales & Marketing – Key Initiatives

Group updates- 852 planners reached with new "Pick your Perks" promotion. 2 site tours scheduled for next week. VCB teamed up to host a Travel FAM and 5 new proposals sent to groups for this year.

Leisure Sales – 4 Luxury travel agent tours are scheduled. Client outreach through email reaching previous clients, Frosch advisors, virtuoso advisors, and huddle tradeshow buyers. Attending Rotary, VCB, and Chamber events. Outreach National Travel and Tourism week, Boat show, Hole sponsorship at Babcock National and Webbs Reserve. Attending IPW – Premier National trade show driving international travel to the US.

Tarpon Tournament & Golf Scramble - Please be sure to sign up and sponsor! Gulf coasting and Wink – live interviews. Sponsorship roll out on social media and around the property starts May 1st. Features in Coastal Angler featured along with Reel Animals TV show to 3.4M viewers. Emails will be going out to owners next week about Tarpon, The Golf Scramble and added events taking place that weekend.

Meeting Space – We are currently in the planning stages of building out meeting space. We should have new meeting space open and completed by Q1 2027. Space should accommodate up to 500 people. If you know anyone who books meetings and events, please share this information.

Awareness Campaign – Working on campaign to include branded articles, Facebook posts, email to subscribers in that area, email display, remarketing emails, Digital TV ads streaming, Studio featured stories for Palm and Peach in our target drive markets such as Tampa, Orlando, Miami, Palm Beach and our own backyard for the summer promotions

Sales & Marketing – Key Initiatives

Local and National PR – National coverage reached new heights in April – Coverage included Tarpon Tournament reaching over 200K in World News and the Sanibel Captiva Islander with 5K reach. Gulf Shore Business article covering Alejandra Bustamante murals at South Seas 88K. Rauschenberg purchase had widespread media coverage to over 15.6M.

Sport Illustrated – Sports Illustrated sweepstakes is being launched on April 27, 2026. Coverage will be over 4/27 through 5/31/2026 (5 weeks of coverage) As of today with all three SI PR launches, we have 268 pieces of coverage and over 8,882,636,708 in impressions.

Men's Health – Mike Richards of Men's Health Magazine will be on property April 27-29, 2026. He is a VIP media stay and will experience the resort for the Men's Health Travel Awards

LifeStyle Magazine - Jessica Graves, Editor and Family will be staying on property in April or May

Visitors Bureau partnership – Jetsetchristina influencer will be on property April 29 - May 2 we are working in conjunction with the VCB

Attending the Q2 Sales and Marketing meeting with the VCB to learn more about the market and what is happening in Lee County.

Gulf Shore Life – Completed a photo shoot and we will be on the cover in June 2026!

World's Best Golf Destinations – Writer, Diana Arellano will be staying on property May 7-10

Sales & Marketing – Key Initiatives

Group updates- 852 planners reached with new "Pick your Perks" promotion. 2 site tours scheduled for next week. VCB teamed up to host a Travel FAM and 5 new proposals sent to groups for this year.

Leisure Sales – 4 Luxury travel agent tours are scheduled. Client outreach through email reaching previous clients, Frosch advisors, virtuoso advisors, and huddle tradeshow buyers. Attending Rotary, VCB, and Chamber events. Outreach National Travel and Tourism week, Boat show, Hole sponsorship at Babcock National and Webbs Reserve. Attending IPW – Premier National trade show driving international travel to the US.

Tarpon Tournament & Golf Scramble - Please be sure to sign up and sponsor! Gulf coasting and Wink – live interviews. Sponsorship roll out on social media and around the property starts May 1st. Features in Coastal Angler featured along with Reel Animals TV show to 3.4M viewers. Emails will be going out to owners next week about Tarpon, The Golf Scramble and added events taking place that weekend.

Meeting Space – We are currently in the planning stages of building out meeting space. We should have new meeting space open and completed by Q1 2027. Space should accommodate up to 500 people. If you know anyone who books meetings and events, please share this information.

Awareness Campaign – Working on campaign to include branded articles, Facebook posts, email to subscribers in that area, email display, remarketing emails, Digital TV ads streaming, Studio featured stories for Palm and Peach in our target drive markets such as Tampa, Orlando, Miami, Palm Beach and our own backyard for the summer promotions

THE DISH | By Lauren Baugh




Lauren Baugh is the Executive Director at Lee County Bar Association and can be reached at LBaugh@leebar.org.



Discover Paradise At South Seas



Gulfshore Business News | US | Apr 1, 12:23 AM

Muralist finds success painting SWFL's coastal scenes

Alejandra Bustamante creates retro postcard-style murals at **South Seas** resort on **Captiva** Island, where connection fuels her growing success.

88.2k Reach 0 Social Echo



ANSA.it • Alessandra Baldini
News | IT | Apr 8, 8:52 AM

Un resort compra la tenuta di Rauschenberg a Captiva in Florida

Captiva Island, Florida foto iStock - RIPRODUZIONE RISERVATA Per gli abitanti di **Captiva** che per 30 anni hanno vissuto fianco a fianco con

14.56M Reach 1 Social Echo



7 Days to Play

How do you make a good thing even better? By putting a cherry on top of your ice cream sundae, tying a beautiful bow around a gift, and saving big on your next stay of a week or more at South Seas Resort.

When you book your next visit of seven days or more, you'll get up to 35% off. That means more relaxing on white-sand beaches, playing another round at our seaside golf course, and enjoying more mouthwatering cuisine. It also means resting easier because you got a great deal.

Save Up to 35% on Your Stay
Book your stay of seven or more nights and get 35% off. Do more while spending less.

Make a Splash at Captiva Landing
Your South Seas stay isn't complete without a visit to Captiva Landing. Enjoy a water play area with thrilling slides, a relaxing lazy river, and a refreshing pool.

Join the Fun



EntertainmentNow • Desirée Ossandon
News | US | Apr 8, 2:44 PM

WNBA Star Sophie Cunningham Sizzles in 2026 Sports Illustrated Swimsuit Issue

The 29-year-old free agent was photographed by Katherine Goguen at **South Seas** Resort on **Captiva** Island, Fla., and will appear in this year's

995.71k Reach 3 Social Echo



Sports Illustrated • Cara O'Brien
News | US | Apr 3, 10:10 AM

SI Swimsuit Models Reflect on Fulfilled Dreams While on Set in Fort Myers, Fla.

for yourself." Ellie Thumann was photographed by Katherine Goguen at **South Seas** Resort on **Captiva** Island, Fla. Swimsuit by Chloé Rose. | 35

17.65M Reach 32 Social Echo



MSN.com • Cara O'Brien
News | US | Apr 8, 12:57 PM

Sophie Cunningham makes her SI swimsuit debut on the same day she...

The 29-year-old free agent was photographed by Katherine Goguen at **South Seas** Resort on **Captiva** Island, Fla., and will appear in this year's

84.15M Reach 0 Social Echo



Seaside Golfing at The Clutch

If you're craving a little family-friendly competition, head to our stunning oceanside golf course. This short-yet-challenging Bosu Weir designed course is perfect for all ages and skill levels. Each hole represents a part of our history, landscape, or wildlife. Enjoy an unforgettable day on this exclusive course, reserved only for South Seas guests and owners with Club Captiva access.

The Off

South Seas
5400 Plantation Road, Captiva Island, Florida 33924

Sales & Marketing – Key Initiatives

Expedia – South Seas seasonal campaign will start April 1 through August on the Expedia channel. There is a second campaign that is also in conjunction with VCB that will roll out over the summer as well.

Anglers and Boaters – We will entertain 11 Anglers who have high influencer presence in this market. Hosting the first week of June.

Stroll – Advertising in both Gulf Harbor in Ft Myers and the Moorings in Naples. This goes to over 700 homes in each community. Both communities have marinas and we have a heavy focus on booking the Yacht Harbor Marina dockage with overnight stays in our villas and homes.

Visit Florida – Photo shoot will take place next week and used in Florida media coverage

Influencers – The following dates we will have influencers on property – April 23-27, April 24-26, May 1-3, May 8-10, May 15-17, May 28-June 2, June 12-14, June 19-21, June 26-28, July 10-12, July 24-26, August 5-9 All influencers are in our drive markets and bring in 65% of our business over the summer and non-peak months.

Signs and App - We are rolling out a new app that will be user friendly and much easier to book the experiences around the resort. New digital boards will also be installed throughout the resort, and they will provide upcoming events and information.

SPONSOR – PARTICIPATE – FISH – GOLF!!!

Take to the skies for a great cause! Join us on May 23, 2026, for the thrilling Helicopter Golf Ball Drop following the South Seas Golf Scramble. We are dropping hundreds of balls from a Lee County Sheriff's Office helicopter—if yours is a hole-in-one or closest to the pin, you win a cash prize!

1 Ball: \$25

5 Balls: \$100

Every entry supports Folds of Honor and their mission to provide scholarships to the families of our fallen and disabled heroes.

- ❖ Little Anglers
- ❖ Sunset Salute Beverage
- ❖ Feed the Fish - \$10 Golf Ball
- ❖ Tarpon Fish
- ❖ Golf Scramble
- ❖ Silent Auction

Sign up on our website!





Owner Relations Update

Marina Bloetz

Owner Relations Update



Office Hours:
Mondays thru Saturdays
8:30am to 5:00pm

Office Phone: 239-472-7554
Office Email: ownerrelations@southseas.com

Anita Cortes– Owner Relations Coordinator

- Club Captiva Members, Owner Reservations, Owner Cards & Wristbands, Timeshare Club Captiva; General Questions

Anthony Bernabei – Owner Relations Property Manager

- Bayside Villas

Erin Killela – Owner Relations Property Manager

- Sunset Beach Villas & Beach Villas III

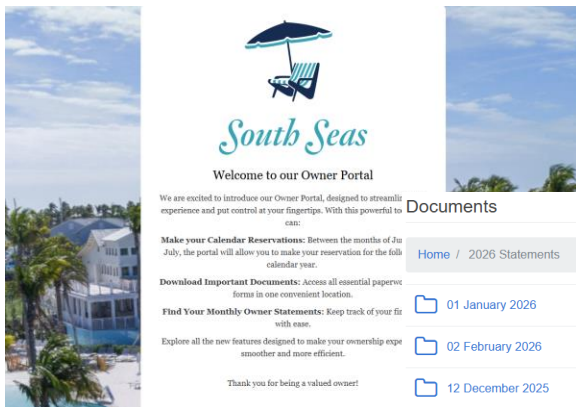
Laura Potter – Owner Relations Property Manager

- Gulf Beach Villas, Beach Cottages & Captiva Resort Villas

Amy Marto – Owner Relations Property Manager

- LandsEnd, Marina Villas, Home of Distinctions

Owner Relations Update



❖ Owner Portal Updates

- Updated folders for Monthly Statements
- Important documents
- Reservation assignment is fluent and may change up until a guest is checked –in due to specific requests or needs of the guests.
- Great tool to verify passed reservations.
- Owner Portal will open to make your annual reservation June 1st, 2026

❖ Rental Program & Club Captiva

- Why rent with us:
 - Club Captiva Access
 - Revenue & Reservations
 - Digital Marketing
 - Email Marketing / CRM
 - Public Relations & Social Media
 - Leisure Sales
- Please click on the links below for further details:

[Exclusive Rental Agreement Club Captiva](#)

❖ Club Captiva Applications – Timeshare Owners

- Timeshare owners interested in joining Club Captiva may apply by scanning the QR code or contacting Owner Relations for assistance.
- Visit our website for more details at:
[South Seas Timeshare Access](#)



❖ North End Limited Parking

- With the new construction of the Hotel, parking at the North End will be limited. Owners in Program and Club Captiva Members with personal Gulf Carts, will receive a bar code sticker early May to enter resort cart parking lots.
- Please stop by the office starting 2nd week of May.

We Want to Hear From You

Collaboration and communication are key to making South Seas the best it can be.
We want to connect with you - your questions and feedback are always welcome.

Bob Walter

Owners Representative

727.460.2984

Bwalter@southseas.com