

Owners Meeting

February 24th, 2025



South Seas

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Introduction

Greg Spencer

Introduction

- Maintaining ongoing transparent, fact-based communication initiatives with owners
- Pursuing improvements and resort enhancements consistent with our ownership rights and law
- Building resilient and sustainable buildings and storm barriers that meet or exceed modern standards
- Returning to our status as one of the most engaged employers and economic drivers in Lee County.
- Working together with supportive owners to elevate South Seas to the #1 family resort

Key Progress for South Seas Owners & Guests

- ❖ The Clutch clubhouse and golf open
- ❖ Redfish Grill (Southwest Florida coastal menu) soft opening through end of month
- ❖ Scoops & Slices open ("The Exhausted Parent" flavor is a favorite)
- ❖ South Seas Spirits opening this week; other new shops coming soon
- ❖ Harborside (Italian steakhouse and bar) opening this summer
- ❖ Sitework well underway at Captiva Landing; anticipate opening this year
- ❖ Launching new SouthSeas.com, including construction camera views, renderings and new photography



Resort Operations Update

Shawn Farrell

Resort Operations – Projects



- Revetment project started and is taking place around the North end of the Island
- Landscape team is leveling sand and planting grass along Bayview Fishing Pier

Resort Operations – Projects



- Paver Projects Continue along Redfish and the Marina
- Beach Renourishment – Captiva Erosion Prevention District plan is to have this completed by May 1st
- Guest Check is expected to move to the Conference center soon

Resort Operations Update – Dining



Shell City Burgers | Located at Sunset Beach

Hours: 10:00 AM – 5:00 PM

The Clutch Clubhouse

Hours: 8:00 AM – Sunset

Tarpon Bar | Bayview Pools

Hours: 11:00 AM – 9:00 PM

Scoops and Slices | Bayview Pools

Hours: 10:00 AM – 9:00 PM



Starbucks | The Shops at South Seas

Hours: 6:30 AM – 1:30 PM

Redfish | Bayview Pools

8:00 AM – 10:30AM Breakfast, 11:00AM – 4:00PM Lunch, 4:30PM- 9:00PM Dinner

Provisions | The Shops at South Seas

Hours: 8:00 AM – 4:00 PM

Resort Operations Update – Coming Soon



- Non-Motorized Water Sports located at Sunset Beach coming in March 2025
- Harborside
- Beach House

Resort Operations Update – New Experiences



The Clutch

- The Clutch Clubhouse is open and operating 8:00AM to Sunset. We offer light breakfast, lunch, and both non-alcoholic as well as alcoholic beverages. Glow Golf and other special activities will be available soon.
- Closed on Mondays

Marinas

- Yacht Harbour and Captiva Landing Marina - The Marina office is currently under renovation. The docks are being evaluated for additional resiliency enhancements before reopening. The repaving project has been completed



Bayview Fishing Pier

- The Bayview fishing pier reopening end of Q1 for safety (staging and work being done for the revetment and splash guard at the pool)

Resort Operations Update – Experiences



South Seas Spirits

- Soft opening scheduled for this week

Spirits will provide a tasting and food pairing on February 28th through March 7th from 2:00PM – 4:00PM - Please join us!

Sunset Beach

- Sunset Beach Open for chair, towel, and umbrella services

South Beach

- South Beach is now open for chair, towel, and umbrella service

Resort Carts

- 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 – Promotions

We are thrilled to announce the newest promotion at South Seas!

Marina Bloetz
Resort Manager



Sales & Marketing Update

Wendy Nicodemus
Director of Commercial Strategy



Sales & Marketing Update – Key Updates

- Paid Media
- Digital Marketing
- Organic Social Media
- Public Relations
- Initiatives
- Events

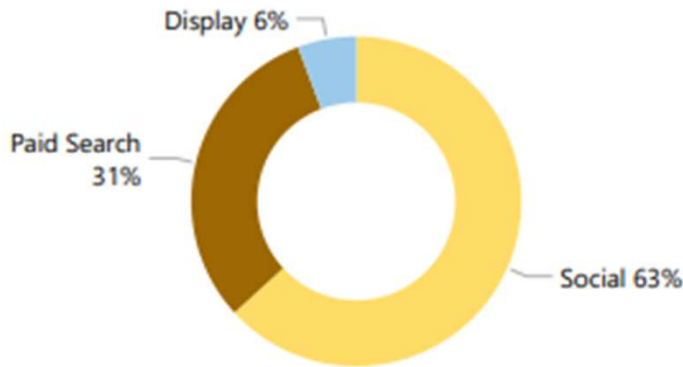


Sales & Marketing – Paid Media

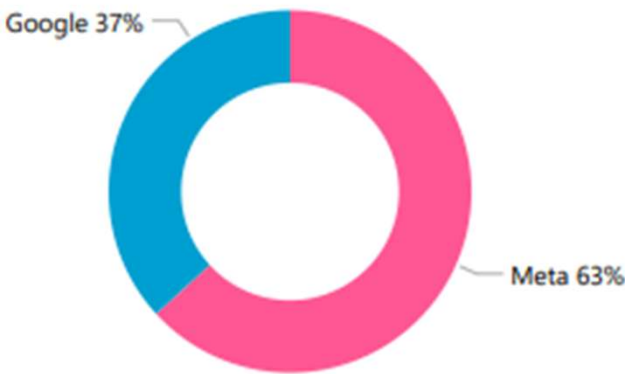
Paid Media Results for the month of January 2025 resulted in \$731,962 for future bookings and 174 Room nights. Paid Social continues to have the best results by channel and Meta was the top performing platform



Bookings by Channel



Bookings by Platform

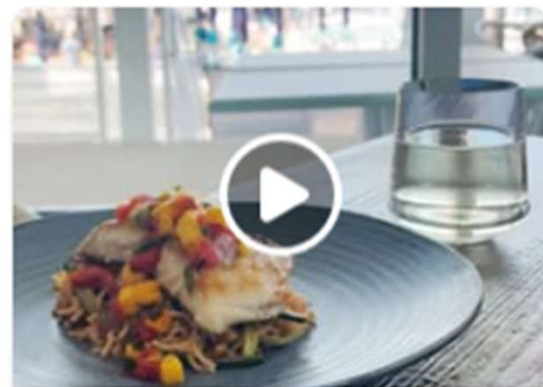


Sales & Marketing – Paid Social January Performance

5th Night Free	7 Days Play	Advance Purchase	4th Night Free	Winter Offer
 South Seas Sponsored ·  × ⋮ Extend Your Island Stay! Book 4 nights in our exclusive Homes of Distinction and enjoy the 5th night on us. Experience luxury ...see more  southseas.com Save on Your Next Stay Your Island Escape Awaits ... Book now	 South Seas Sponsored ·  × ⋮ Seven Nights of Paradise! Save up to 25% on a 7+ night stay. Relax, recharge, and savor every moment on Captiva Island.  southseas.com 7 Days to Play Need an extended visit to r... Book now	 South Seas Sponsored ·  × ⋮ Embrace Captiva's Warmth! Book early and enjoy the savings—up to 20% off your getaway with the gentle Gulf breezes as your backdrop.  southseas.com Plan Early and Save Browse our carefully curate... Book now 70 1 comment Like Comment Share	 South Seas Sponsored ·  × ⋮ Your Family Escape Awaits! Book a 3-night stay in our villas and receive a day on us. Create unforgettable memories together in ...see more  southseas.com Your Island Escape Your Island Escape Awaits ... Book now 5 1 comment Like Comment Share	 South Seas Sponsored ·  × ⋮ Escape the winter chill and unwind in paradise! Book your stay at South Seas and enjoy 20% savings + a \$150 resort credit for dining, golf, and more.  southseas.com Your Island Getaway 20% Savings & \$150 Resort... Book now 26 1 comment Like Comment Share
Reach: 23,748 Bookings: 13 Revenue: \$ 46,370	Reach: 20,754 Bookings: 17 Revenue: \$ 82,572	Reach: 68,402 Bookings: 47 Revenue: \$ 212,088	Reach: 10,669 Bookings: 8 Revenue: \$ 35,801	Reach: 16,615 Bookings: 21 Revenue: \$ 72,103

Sales & Marketing – Organic Social Media

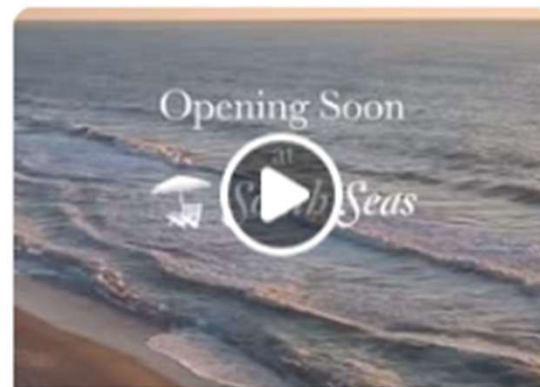
February 2025



Introducing Redfish Grill,
a fresh take on casual...
February 14 at 6:38 PM



Scoops & Slices is now
open! Conveniently...
February 13 at 2:59 PM



This month, experience
the grand openings of...
February 7 at 11:59 AM

Last 28 Days

- Views 404,047
- Reach 99,508
- Interactions 2,487
- Follow 126

January 2025



Did you know Redfish
Pass is just over a centu...
January 30 at 1:36 PM



Congratulations to Tyler
for the first hole-in-one...
January 28 at 9:25 AM



A recent South Seas job
fair welcomed over 400...
January 21

Public Relations

- La Patiala is a digital luxury encyclopedia that provides information about travel, food, wine, spirits, style, beauty, jewelry, watches, and more.
- Parade - South Seas listed number two destination out of 11 in the article, Parade reaches 33.8M unique visitors online each month.
- Additional Mentions – Recruiting event, Southern Living, AOL.com
- WINK, ABC 7, and NBC 2
- Press Release scheduled to launch this week for South Seas Spirits, highlighting tasting and food pairing February 28th thru March 6 from 2pm–4pm.





Sales & Marketing – Market Conditions

Smith Travel Research statistics for January 2025

- Our Competitive set performance shows January occupancy down -2.4%
- Over the last three months the occupancy performance has be down -10.1%
- The occupancy has been a challenge in the market, in both January and February due to cold weather conditions, red tide and the snowstorms creating flight cancellations in our main feeder cities.
- January is a normal group month for South Seas and we did not see much group business mostly due to lack of meeting space available.



Sales & Marketing – Initiatives

- Tour Operators – Attended Huddle Expo with Visit Florida and signing 8 new contracts with American Airlines, Delta, Travel Co, Hotel beds, Web beds, Abreu Travel, Pleasant Holidays, and Virgin Holidays
- We are working with the Lee County Visitors Bureau, our PR Firm, and past clients on scheduling Familiarization visits with tour operators, group meeting planners, and Influencers
- Text promotion to all in house guests with offers to return if they book for a future stay.
- Launch of the new website – late February/early March
- Conducted photoshoot of select areas of the resort
- Our continued paid media and organic campaigns
- Offering new promotions that include discounts and credits to stay
- Promoting our newly opened Overlook meeting space by soliciting all past group clients digitally with branded promotions
- New tiered pricing for our Villas that are in program on our new website
- Promote key events such as holiday events throughout the year to create interest and excitement.



Sales & Marketing – Events

Easter

- Meet the Easter Bunny 4:00PM – 6:00PM Friday, April 18th through Sunday, April 20th
- Easter Baskets available for purchase between 4:00 - 6:00PM (\$30.00)
- April 18th build a beach buddy at 11:00AM
- April 19th Kids Fishing Event at 9:00AM
- April 19th Glow Egg Hunt followed by a Glow Party at 8:00PM
- April 20th Easter

Join us for Easter Brunch, Sunday at Redfish 8:00 - 3:00PM

8:30AM Easter Egg Hunt

11:00 AM Make your own Egg

12:00PM Chocolate Bunny Melt Begins

1:00PM Bunny Hop Sack Race



Sales & Marketing – Events

2nd Annual Tarpon Tournament

May 23, 2025
Memorial Day Weekend

Folds of Honor provide life-changing scholarships to the spouses and children of America's fallen or disabled military and first responders

Registration for this event opens this week
Sponsorship opportunities are available

If anyone is interested, please reach out to
Tarpon@southseas.com





Owner Relations Update

Marina Bloetz

Owner Relations Update



Prime location and view, plus recently updated kitchens, pristine bathrooms, and designer touches throughout. For discerning guests seeking a higher-end experience.



Elevated furnishings, fully-equipped kitchens, and upgraded bathrooms. For guests seeking higher-end comforts at an accessible price point.



Experience the comforts of home at the most affordable price. For value-seeking guests.



South Seas

Welcome to our Owner Portal

Exciting Updates to Our Room Categories – Coming Soon!

With the upcoming launch of our new website, we’re introducing a refined room category system to enhance the guest booking experience. Within each unit type, guests will now have the option to choose from **Premier, Deluxe, and Standard** categories, offering clear distinctions in quality, amenities, and pricing.

Owner Portal Booking Enhancements – What You Need to Know

To optimize booking opportunities, our reservation window remains **60 to 90 days in advance**. Moving forward, owners will have the ability to make reservations for the following year when the calendar is released. However, once this booking window closes, the portal will no longer allow direct reservations.



South Seas Build-Back & Future Amenities

Greg Spencer

Build-Back & Future Amenities Update

Completed Projects

- Redfish Pass Revetment Rebuild (Ian)
- Bayview Fishing Pier Reconstruction (Ian)
- Slide Repair & Commissioning (Ian)
- Bayview Pool Renovation
- The Clutch Golf Course
- Plantation House Cart Infrastructure
- Jogging Path around Lands End (Ian)
- Provisions
- Cart Parking Expansion @ Bayview
- Resort Landscaping
- Clutch Clubhouse
- Redfish Grill
- Scoops & Slices
- Resort Landscaping Building
- South Seas Spirits
- Shops at South Seas (Whitebox Spaces)

Under Construction

- Harborside Restaurant – *May Open*
- South Seas Real Estate – *March Open*
- South Seas Outfitters – *May Open*
- The Beach House – *July Open*
- Captiva Landing – *Late 2025 Open*
- Conference Center Activation
- Post 2024 Hurricanes Landscaping
- Revetment Enhancement + Reconstruction

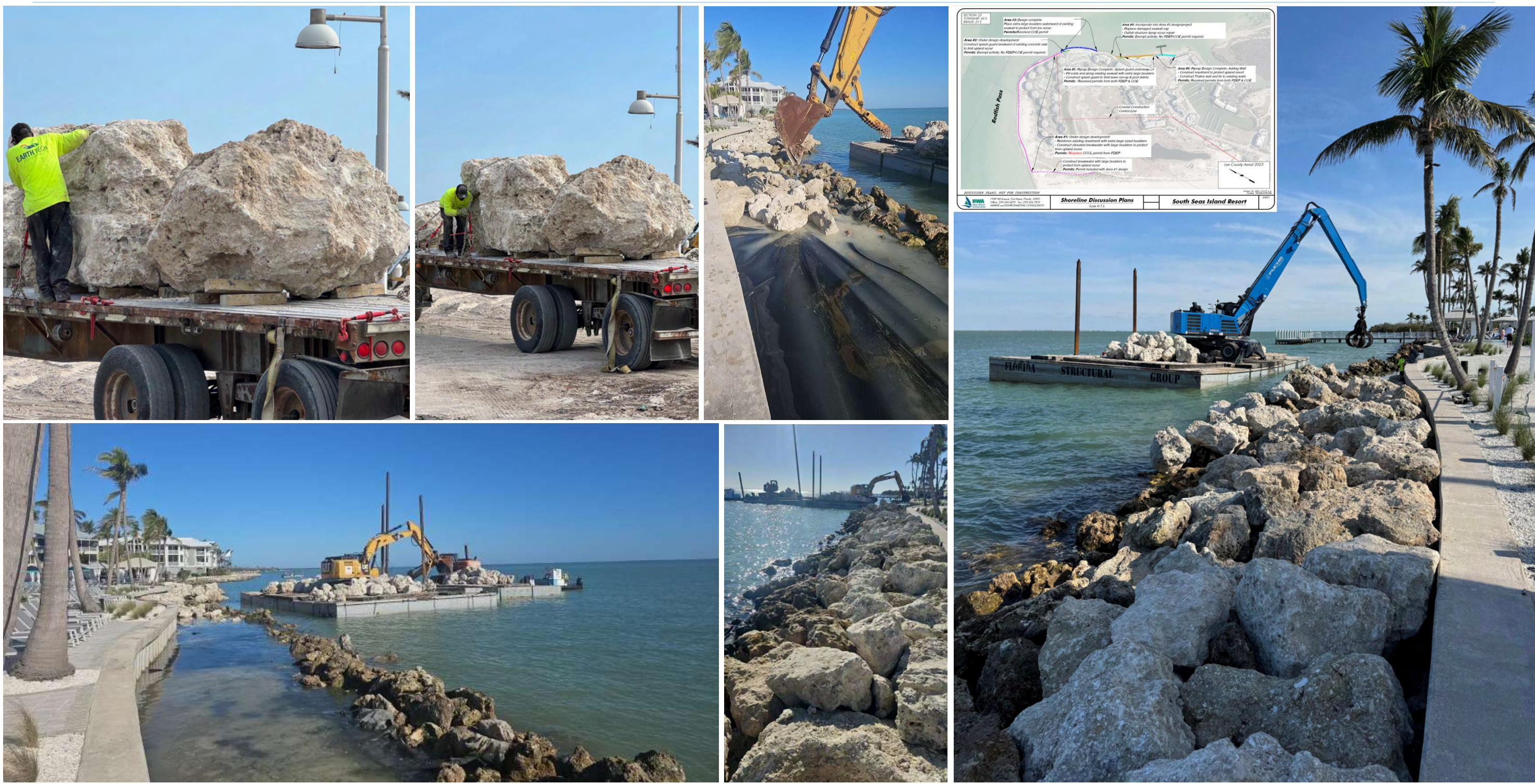
Planned Projects

- South Seas Spa & Fitness
✓ (*Development Order Approved*)
- Owner Relations Building
✓ (*All Permits Approved*)
- Resort Services Building
✓ (*All Permits Approved*)
- Central Facilities Reconstruction
- Marina Resiliency & Enhancements
- Cone Rooms/Doc Fords Demolition

Resort Amenities Reference Map



Hurricane Milton – Revetment Enhancements



Clutch Golf Course Pond Rebuilding



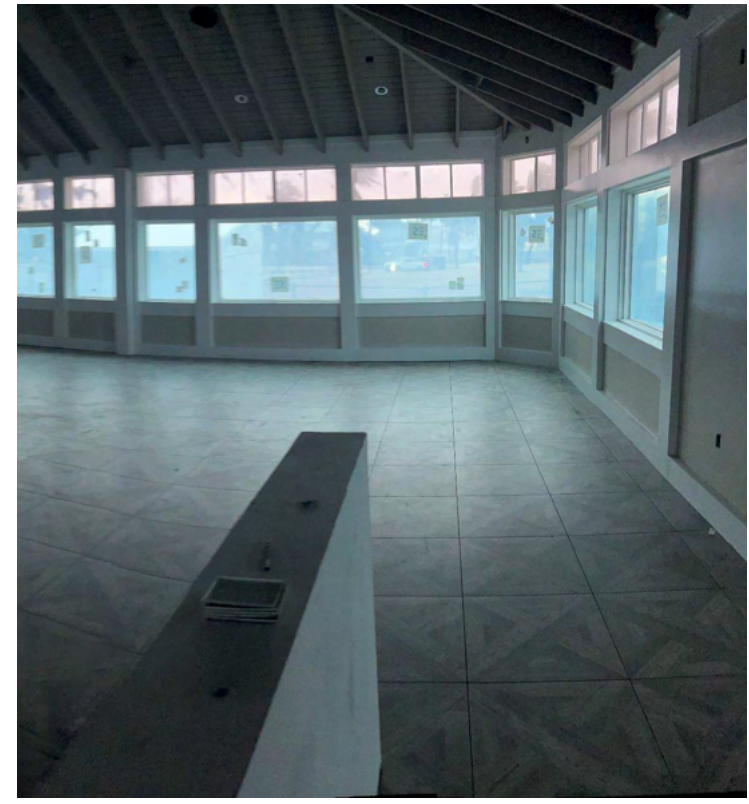
Temporary Fitness (Auger Room at Conference Center)



Marina Harbormaster Building Renovation



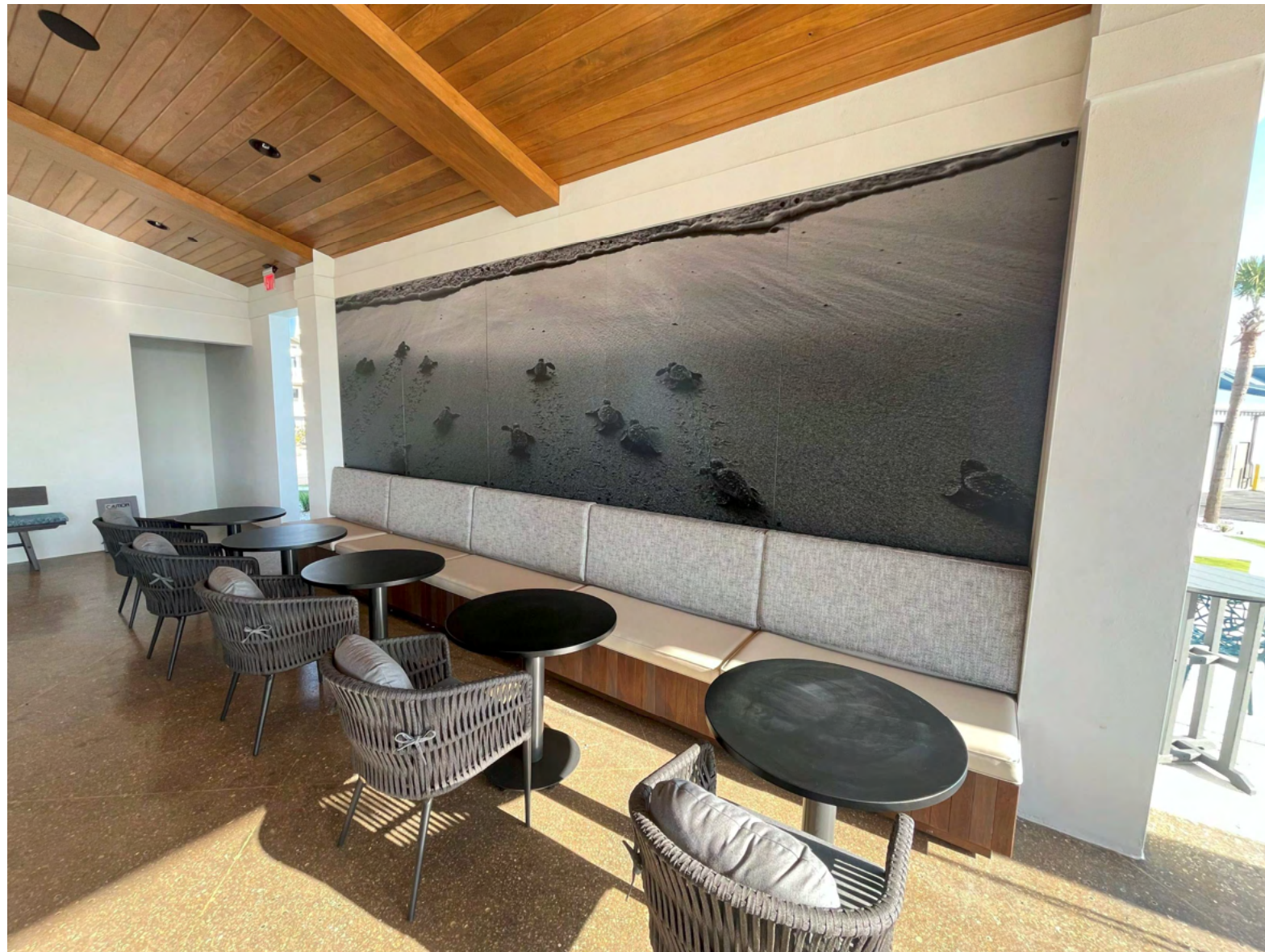
Harborside Restaurant



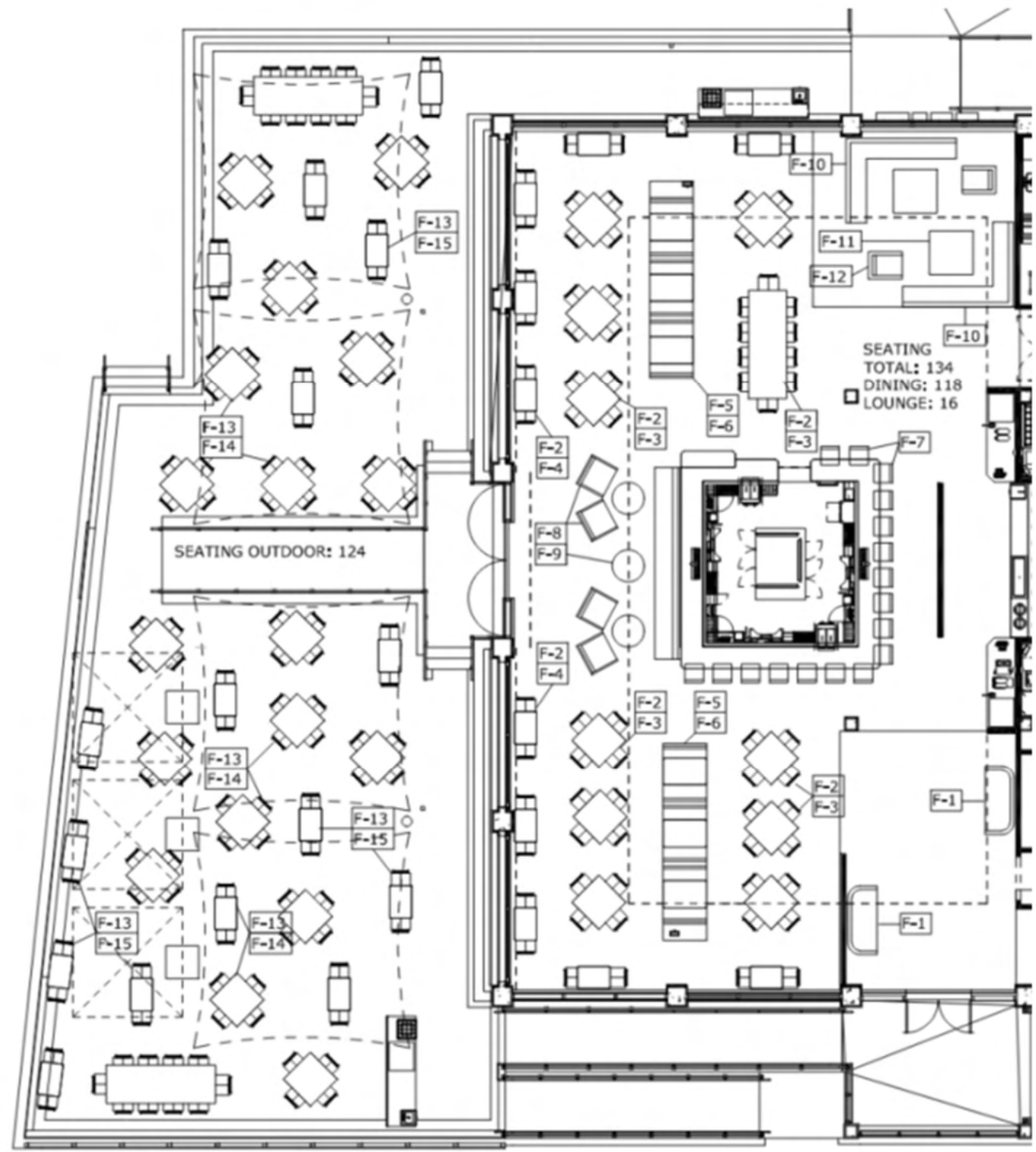
The Clutch Clubhouse



The Clutch Clubhouse



Beach House



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Beach House Renderings



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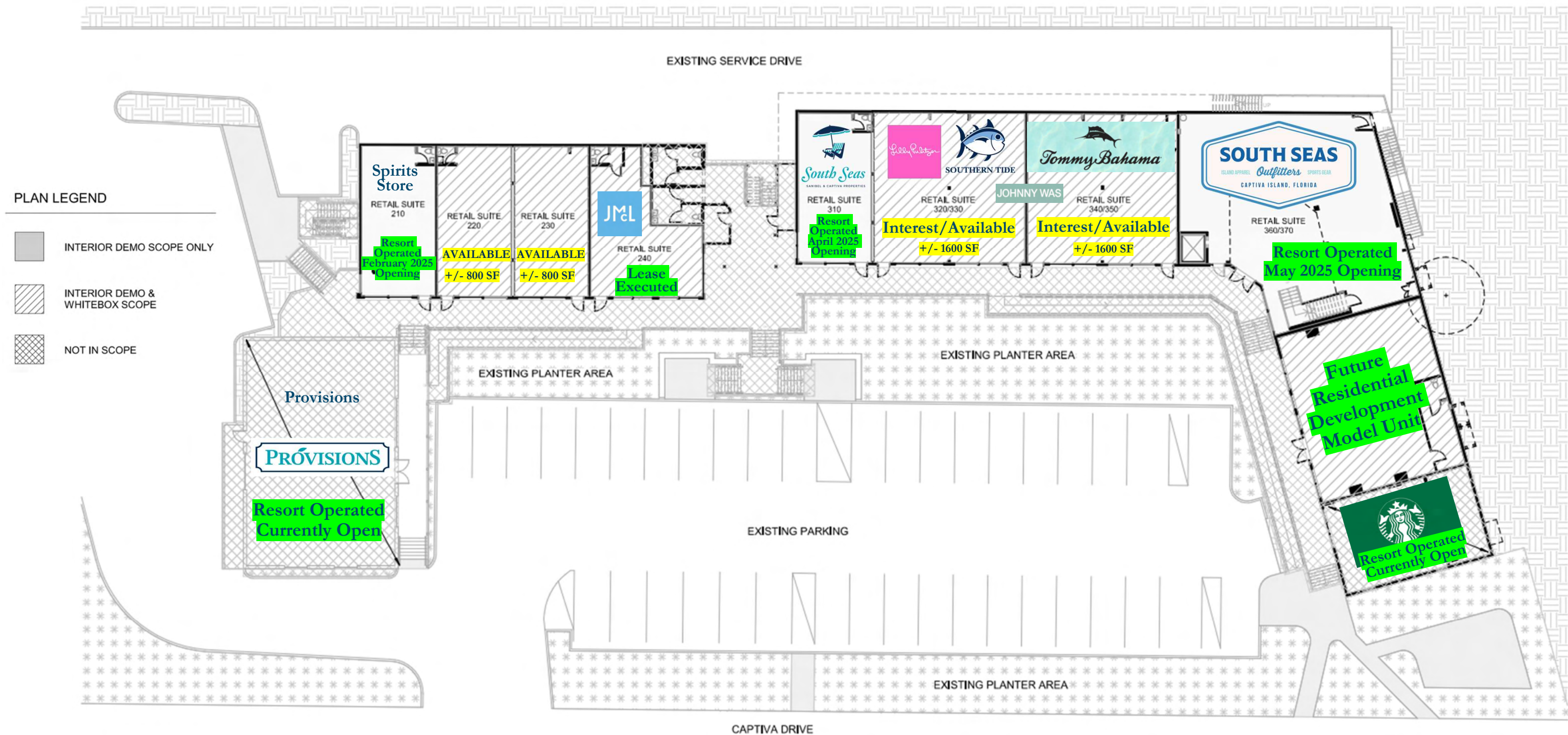
Beach House



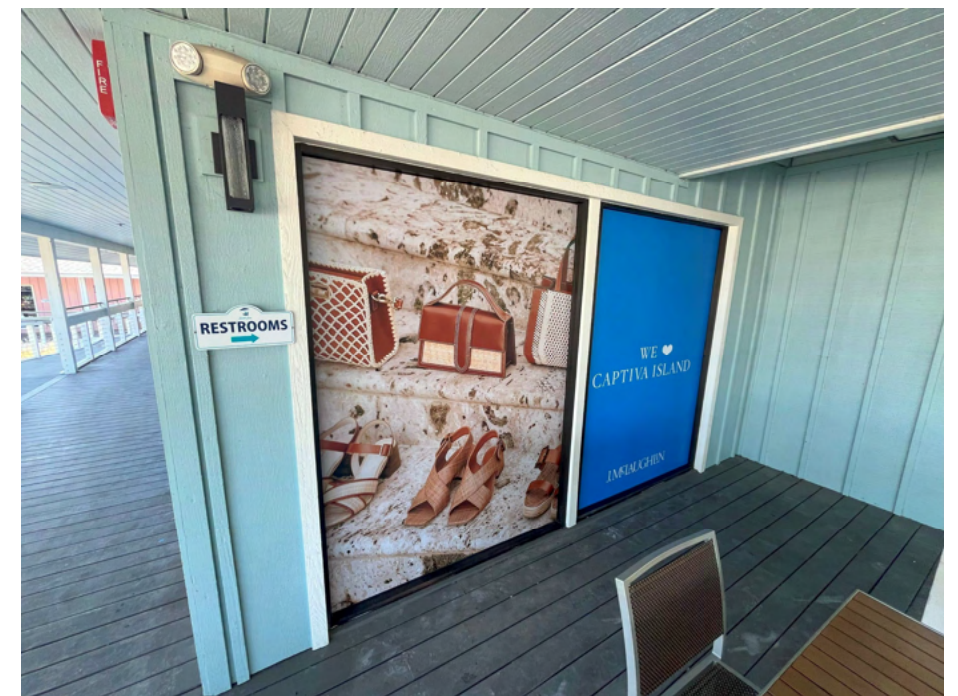
Beach House



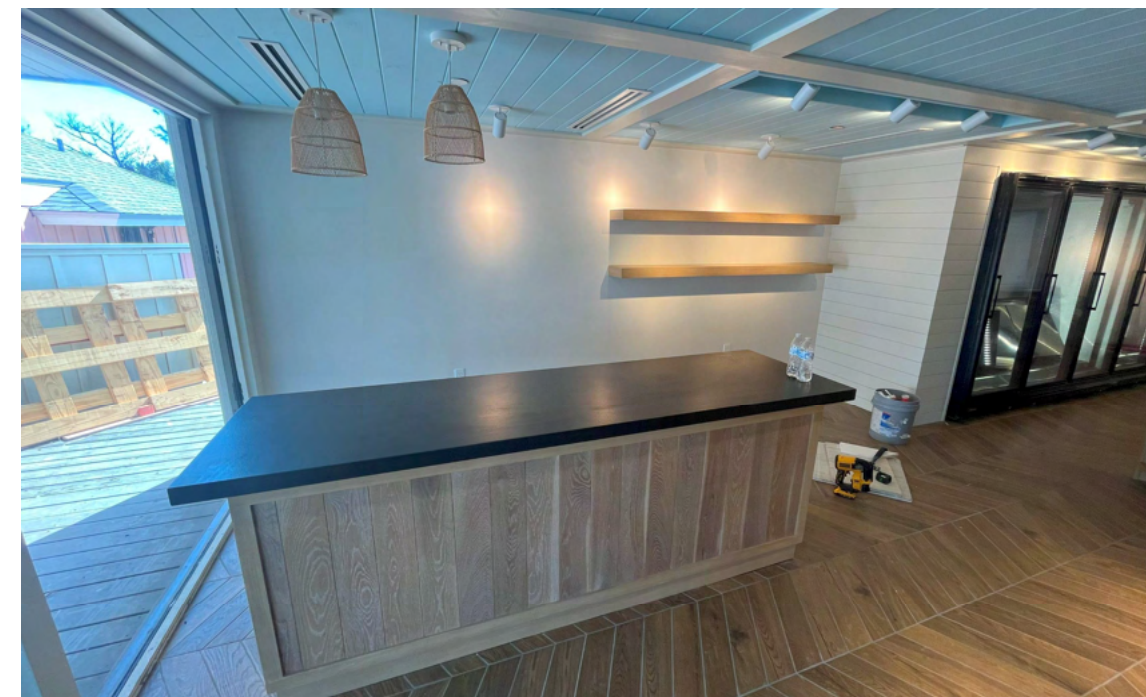
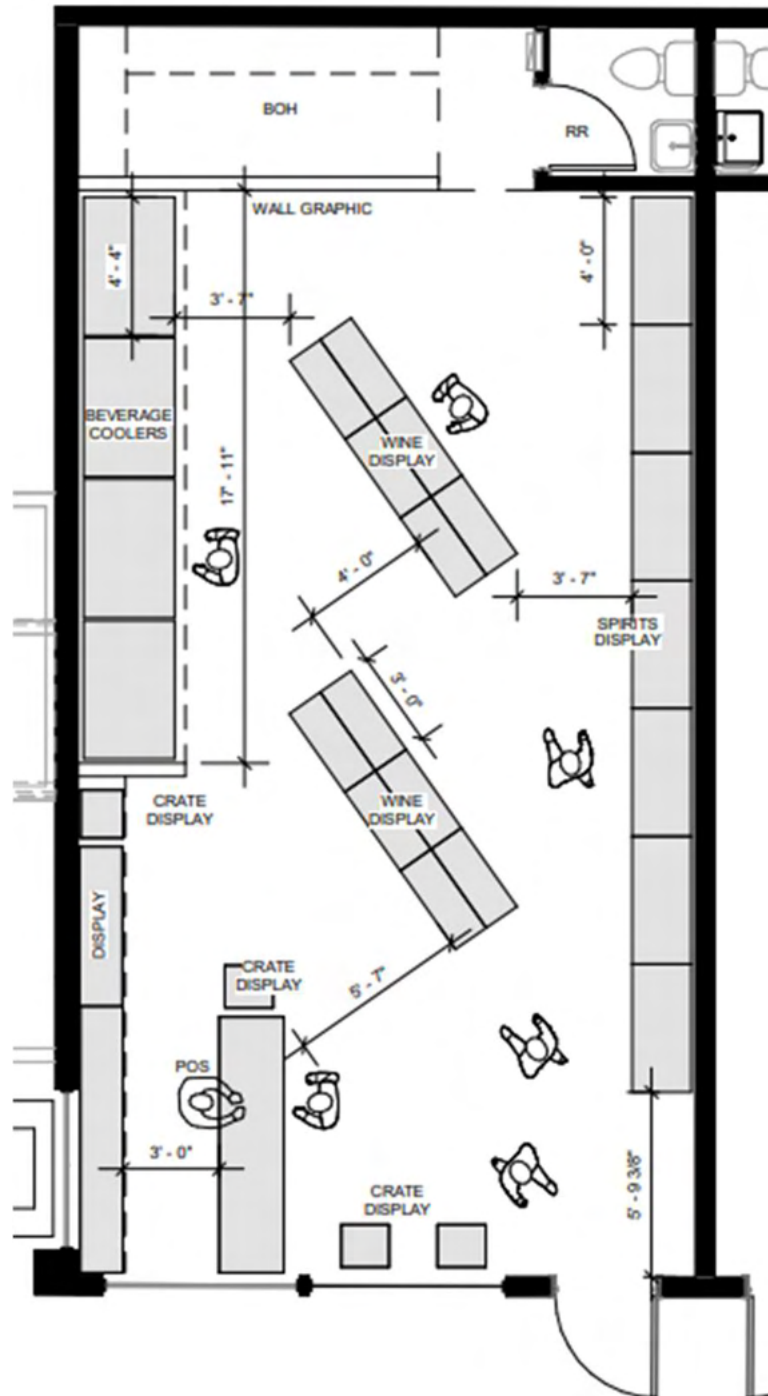
The Shops at South Seas



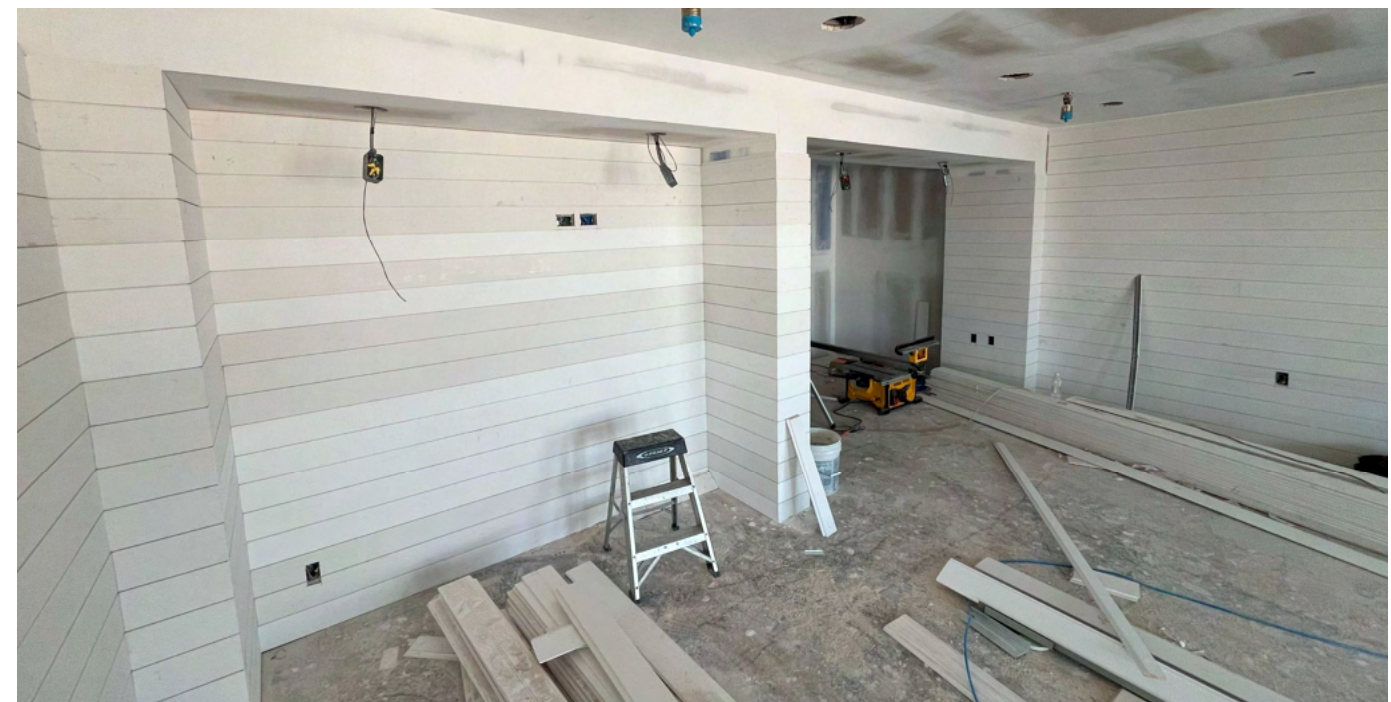
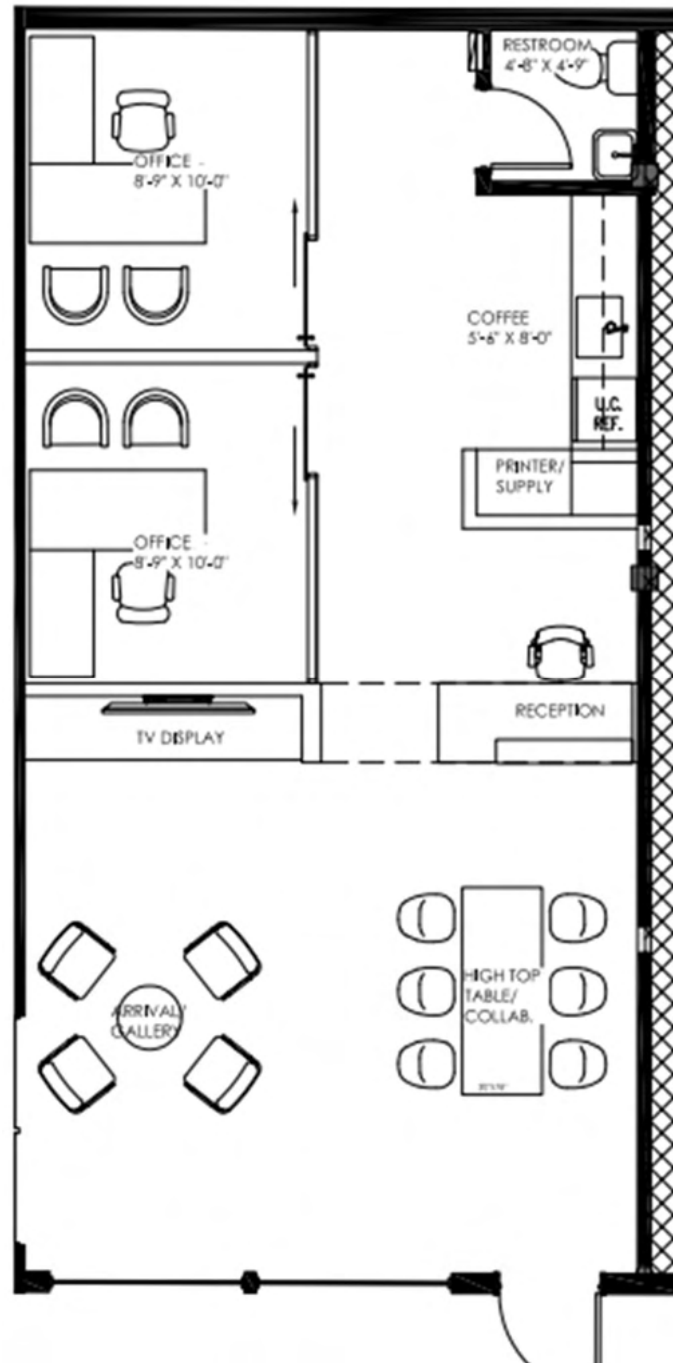
The Shops at South Seas (White Box)



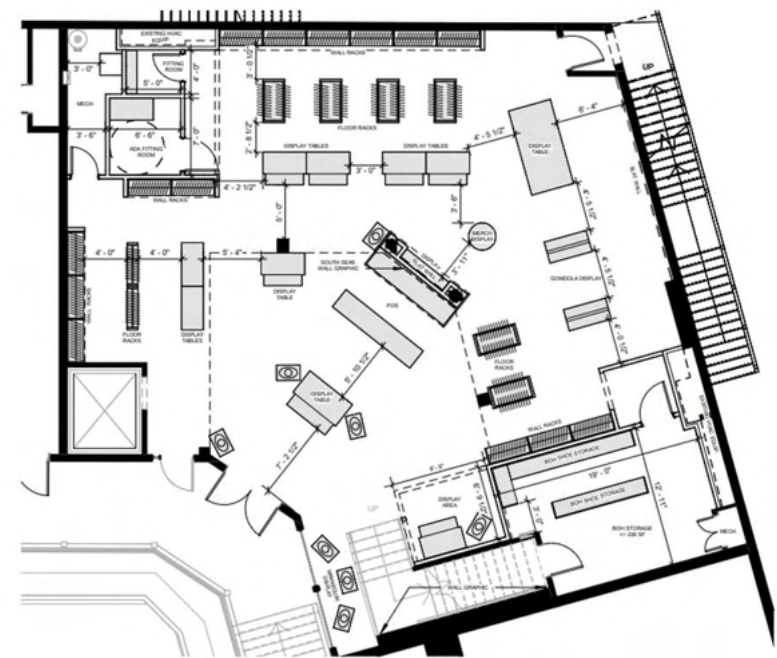
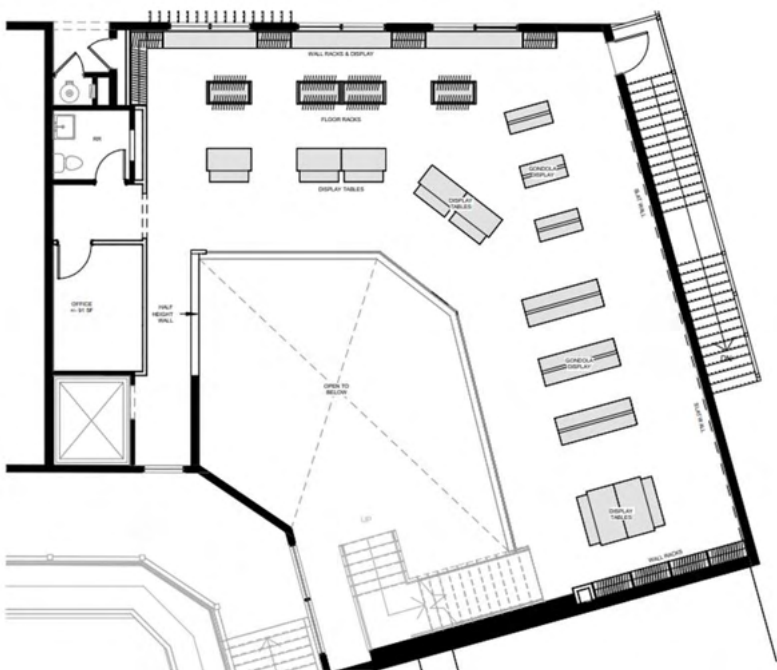
The Shops at South Seas (Spirits Store)



The Shops at South Seas (RE Sales Office)



The Shops at South Seas (South Seas Outfitters)



Captiva Landing Site Plan



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Captiva Landing Building Renderings



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Captiva Landing Amenity Renderings



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Captiva Landing Progress Renderings



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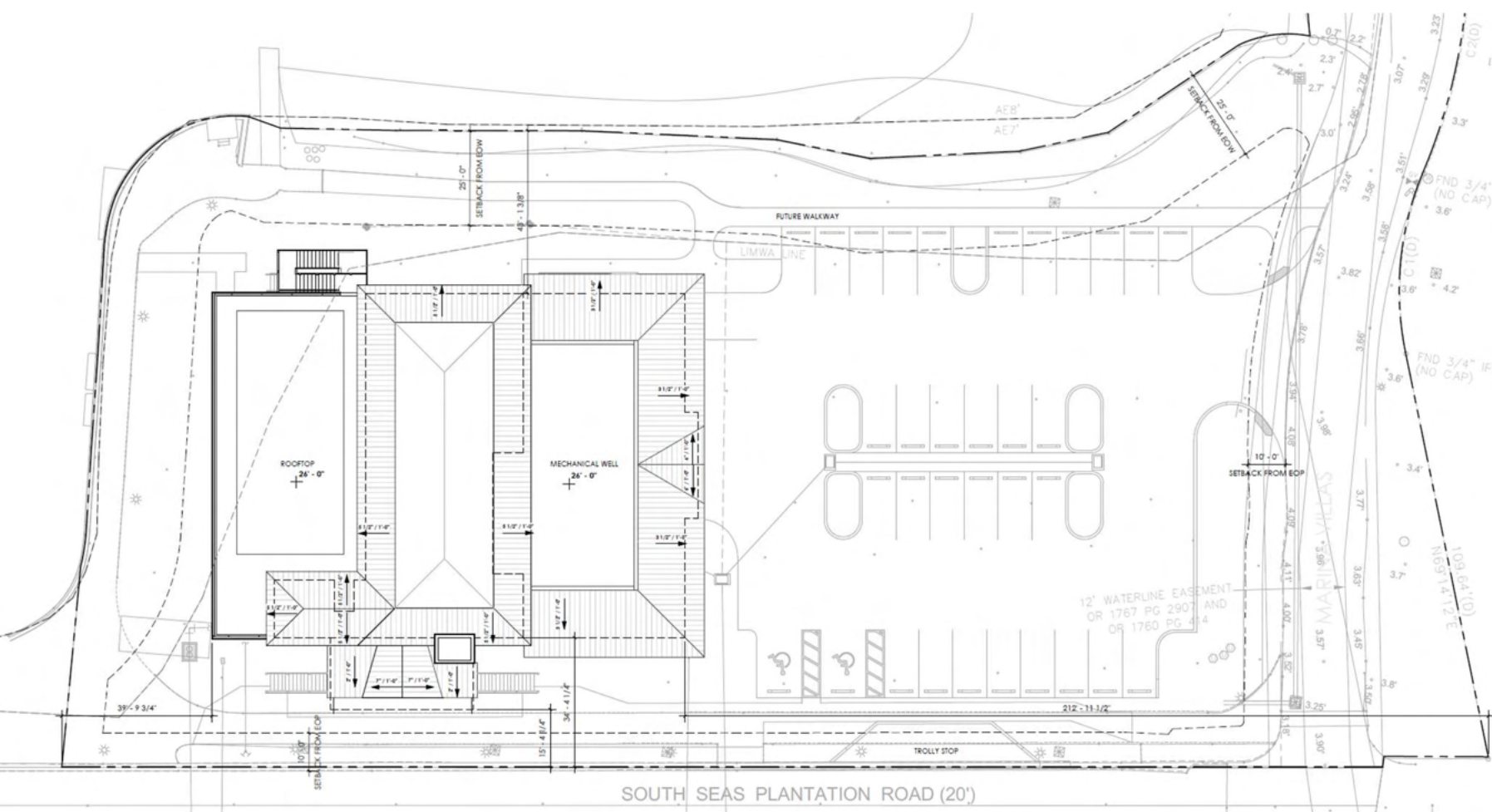
Captiva Landing



Captiva Landing



South Seas Spa & Fitness



SITE PLAN
SCALE: 1/16" = 1'-0" 1



SOUTH FACE
SCALE: 1



NORTH FACE
SCALE: 2

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South Seas Spa & Fitness Renderings



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South Seas Spa & Fitness Renderings



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Before & After Photos



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