

Owners Meeting

March 26th, 2026



South Seas

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Introduction

Shawn Farrell

Key Updates for South Seas Owners & Guests

- ❖ We are experiencing full spring break vibes and lots of familiar and new families around the resort!
- ❖ Operations are not only bringing back those experiences that our families enjoyed so much but enhancing and adding to the list of things that families can do on their vacation. (Nick and Santiago)
- ❖ The Club Captiva amenities are built to accommodate plenty of families and we are excited to bring on new owners into the program that want to partner with us to care for and rent their units. We continue to add space and target not just transient business but social catering and group business that support off season periods.
- ❖ Annual Tarpon tournament is just around the corner! We caught 41 tarpon last year and raised \$250k with Folds of Honor.
- ❖ Time Share & Club Captiva applications are available with Andrea 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.



Resort Operations Update

Marina Bloetz

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 coming soon, final stages before opening!

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

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 – New Activities

- ❖ Tuesdays @ 8:30am – Not-so-lazy Riverwalk
- ❖ Saturdays @ 10am – Aqua Yoga at the Cove Pool
- ❖ Kids Camps – Tues, Fri and Saturdays
 - Full and Half Day
 - Kids Night Out



Resort Operations Update – Experiences

New signs at Captiva Landing



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

Ready for Easter Weekend Thursday, April 2 to Sunday, April 5

Thursday, April 2

11:00 – 1:00 Facepainting | Captiva Landing

11:00 Windchimes | Captiva Landing

3:00 Daily Poolside Bingo | Bayview Pool

Saturday, April 4

11:00 Tie Dye T shirt (\$20) | Sunset Beach

12:00 – 3:00 Live Music | Bayview Pool

1:00 Giant Egg Race | Bayview Slide Pool

3:00 Daily Poolside Bingo | Bayview Pool

4:00-6:00 Easter Bunny Meet and Greet | Redfish Grill \$30

8:00 Glow Night with Glow Easter Egg Hunt and Silent Disco Glow Party | The Clutch

Friday, April 3

11:00 Build a Beach Buddy (\$15)| Sunset Beach

12:00 – 3:00 Live Music | Bayview Pool

3:00 Daily Poolside Bingo | Bayview Pool

4:00-6:00 Easter Bunny Meet and Greet (\$30) | Redfish

7:00 Magic Show | Royal Palm Conference Center

Sunday, April 5

8:30 Mega Easter Egg Hunt | The Clutch

10:00 – 3:00 Brunch at Beach House (\$80 per guest ages 13 and over, \$35 per guest ages 4-12)

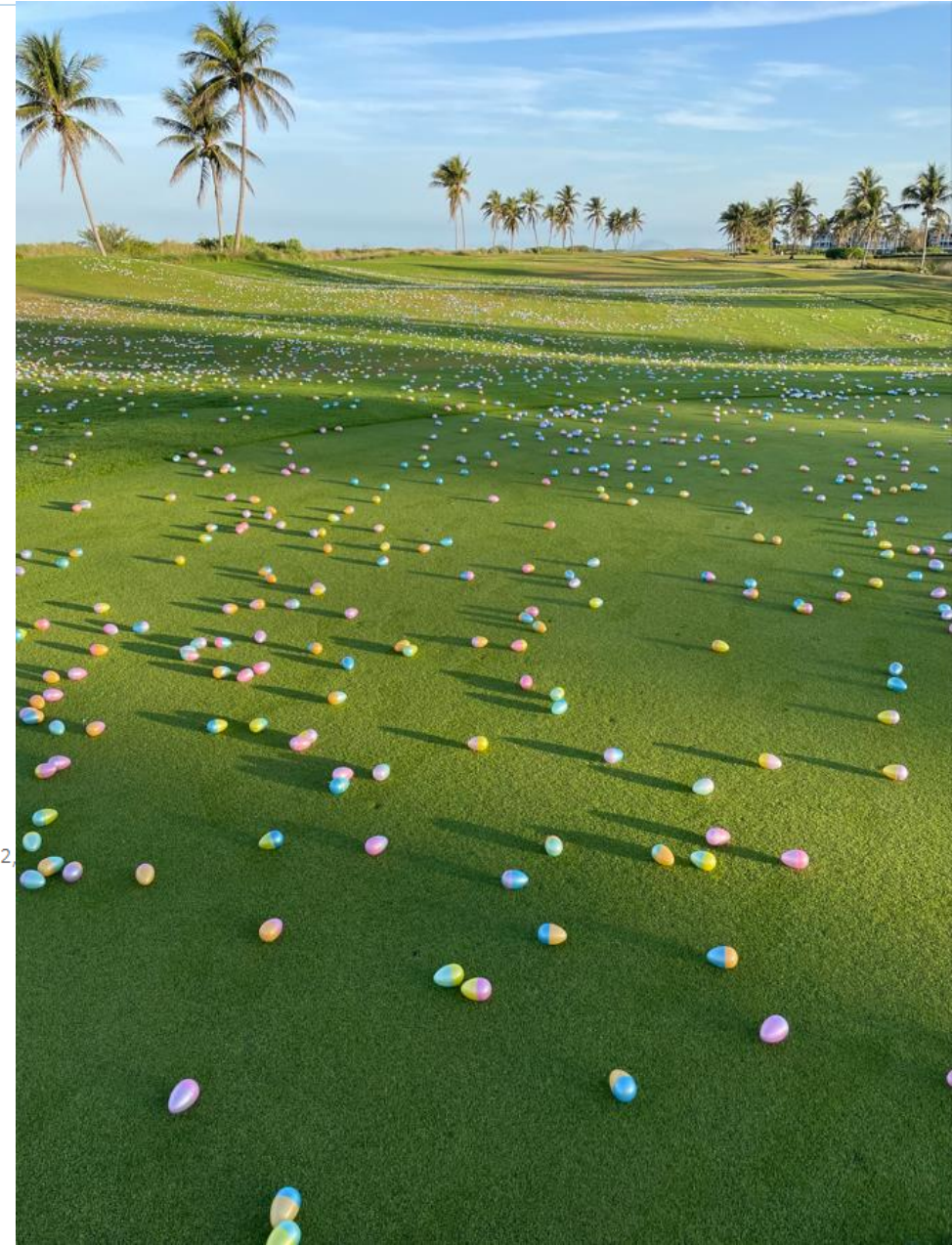
11:00 – 1:00 Hydro Battle | Bayview Lawn

1:00 Bouncing Bunny Hop Sack race and Egg and Spoon Race | Bayview Lawn

3:00 Daily Poolside Bingo at Bayview Pool

4:00-6:00 Easter Bunny Meet and Greet (\$30) | Redfish Grill

8:00 Movie Night with Popcorn | Bayview Lawn



Resort Operations Update – Signature Events



APRIL
3-5

HOLIDAY

Easter Weekend

Celebrate Easter at South Seas



APRIL
5

HOLIDAY

Easter Brunch

Celebrate Easter with us at Beach House.

10AM - 3PM



MAY
22

CHARITY

Tarpon Tournament 2026



MAY
23-25

HOLIDAY

Memorial Day Weekend



MAY
23

CHARITY

South Seas Golf Scramble



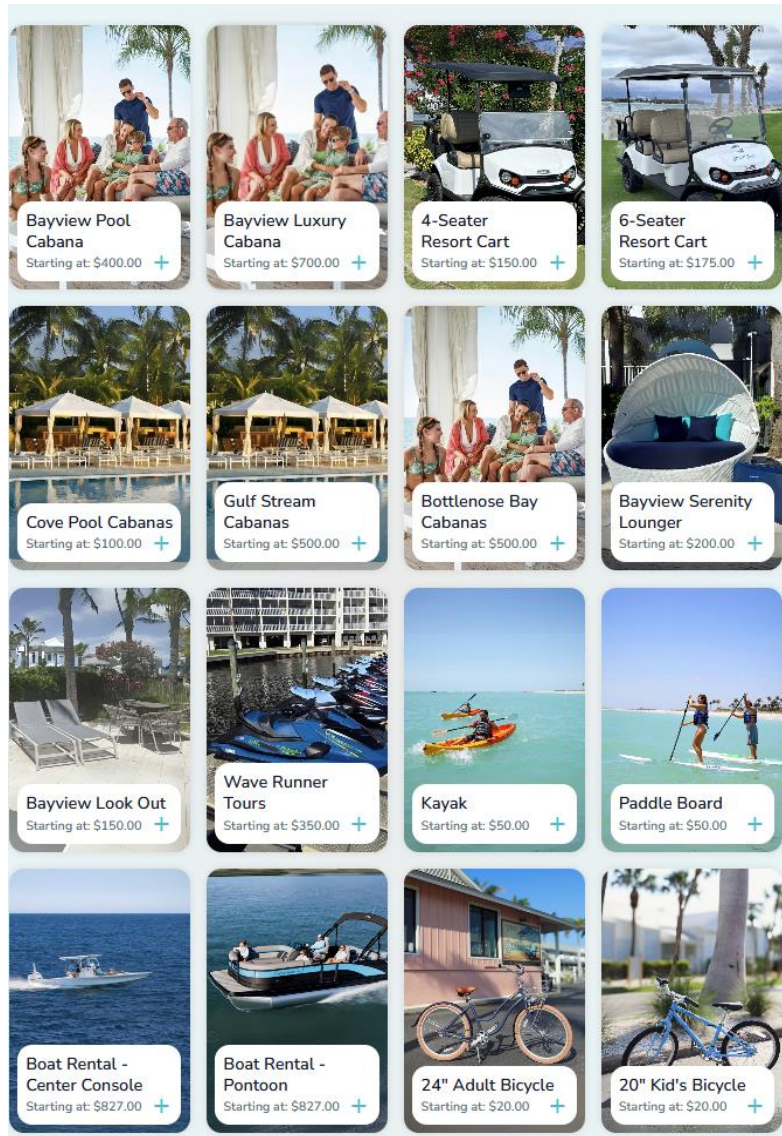
JULY
2-5

HOLIDAY

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 – Team Celebration

Associate of the Month – Lysan Hall



February Olympics Luncheon



Resort Operations Update – Hiring Event

South Seas · March 26, 2026 at 5:07 AM

10 “The entire staff is very friendly.”

South Seas · March 17, 2026 at 11:36 AM

10 “We were delighted with everything about our stay at SouthSeas and were especially pleased with the assistance by Michael, a Resort Safety Officer. We had a flat tire and Micheal appeared almost immediately and changed the tire for us. His gracious and friendly assistance was most appreciated by these seniors. He is a special person and truly represents the quality of people we met at the resort. He made a great trip even better.”

South Seas · March 16, 2026 at 3:58 AM

10 “We loved this place. Great staff everywhere very supportive. The beach villas are so nice amazing view and access to beach. The whole place is beautiful.”

South Seas · March 20, 2026 at 12:15 AM

10 “This was our 5th recent trip to Captiva and South Seas, and the redevelopment is really impressing us in the best way! The whole island is just easy but still beautiful and charming and you don't even feel like you're in Florida, more like you're on a true island getaway. It's still the same beautiful Captiva South Seas grounds and beach, just being enhanced for the better! The new Beach House restaurant is so well done—white coastal vibe, open-air, lawn games for the kids, and being able to grab s'mores kits and sit by the fire pits at sunset was a highlight. The new captiva landing water park was a brilliant add as well. The golf course redesign is such a fun addition - perfect for a 1–2 hour activity with kids, and the games and free putting were a huge hit. We also saw a luxurious spa is coming soon, which will be amazing. The beach is still the star, and you can tell the resort is only going to keep getting better. We'll definitely be back for more sunshine, relaxation and family memories.”

South Seas · March 22, 2026 at 11:51 AM

10 “Absolute best service across the board! Everyone was incredible friendly and accommodating. Food was outstanding every meal we had was incredible. Facilities all super clean and so well done. We cannot wait to go back!!!!”

Hiring Event
Come Work in Paradise!
April 1
9AM - 11AM
1PM-3PM
Housekeeping
Maintenance
Front Office
Recreation
\$500 sign on bonus!
South Seas
5400 Plantation Rd
Captiva, FL 33924
The hiring event will be held at South Seas. Please park in Guest Registration parking lot and enter Guest Registration. Follow signs to Royal Palm Conference room. Email resume to: HR@southseas.com

South Seas Team is growing

248 – Team members
We are increasing many staffing levels with a focus on Housekeeping, Maintenance, Front Office, Recreation and Food & Beverage.



Food & Beverage Update

Scott McGregor
Director of Food & Beverage

Food & Beverage Update – Dining

Beach House Easter Brunch 2026

Please join us for our inaugural Easter Brunch at the Beach House Restaurant on April 5th.

Our Brunch will be served Family Style and run from 10am-3pm

Brunch Favorites Included:

Grilled Lamb Chops

Monte Cristo with Strawberry preserves

Beach House Eggs Benedict

Sweet Cheese Blintz

Hashbrown Casserole

Seasonal Vegetables

& More

Following Brunch, the Beach House will reopen for Dinner Service at 4pm



Food & Beverage Update – Dining

Tarpon Bar | Bayview Pools

Hours: 10AM – Sunset



Scoops & Slices | Bayview Pools

NEW HOURS: 1PM – 9PM

Check out our new Animals!



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

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
GROUPEUR 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 broche 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

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.



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 aioli	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
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MAINS

SWFL STEAK BENTO Marinated flank steak, cilantro lime rice, sautéed peppers, caramelized onions, roasted corn, guacamole, cilantro lime aioli served with flour tortillas	30	CAPTIVA GRILLED CHICKEN SANDWICH Seasoned chicken breast, avocado, bacon, white sprouts, beef peas, Swiss cheese, sourdough bread & sweet & smoky chips	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 chips	25	GROUPEUR SANDWICH Choice of blackened, grilled or fried, served with lettuce, tomato, onion, pickle, Cajun remoulade on a toasted ciabatta bun & sweet and smoky chips	26
SOUTHERN REDFISH SANDWICH Served in a hoagie roll, smothered in Cajun remoulade, lettuce, tomatoes and sweet & smoky chips	27	BAYVIEW QUESADILLA Mortuary 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 broche bun.	20		

DESSERTS

SALTED CARAMEL MOLTEN CHOCOLATE SUNDAE Dark chocolate lava cake, salted caramel gelato, chantilly cream, and warm ganache	12
KEY LIME PIE Chantilly 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

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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 Monday 4pm -7pm



Food & Beverage Update – Dining

Flippers

Open Daily from 10am-6pm

Favorites

Vegetable Spring Rolls Shredded cabbage, carrots, bell peppers, garlic, ginger, served with Thai dipping sauce	\$13
Chicken Tenders Tenders Served with 1 dipping sauce (ranch, buffalo, honey mustard or BBQ)	\$15
Crispy Grouper Fingers Served with a creamy remoulade sauce	\$16
Beachside Nachos Queso fresco, Pico de Gallo, black olives, sour cream & guacamole Add seasoned ground beef, chicken or shrimp +\$5	\$14
Cheese or Pepperoni Pizza Logs Thin rolled crust served with marinara sauce	\$14

Greens & Veggies

Caribbean Spiced Chicken Jerk roasted chicken, chopped mix greens, mandarin orange, pineapple, cucumber, tomato & served with a tropical vinaigrette dressing	\$21
Grilled Shrimp Greek Tomatoes, onion, cucumber, kalamata olives & feta cheese with red wine vinaigrette	\$22
Roasted Pepper Hummus & Veggie Platter Served with an array of fresh veggies & toasted pita chips	\$21

Handhelds

Captiva Club Wrap Sliced smoked turkey breast, mesquite smoked bacon, Swiss cheese, lettuce, tomato, red onion, avocado aioli	\$17	Fresh Florida Grouper Sandwich Pan seared or fried grouper, American cheese, lettuce, tomato, chipotle tartar sauce on an onion roll	\$19
Island Spiced Chicken Sandwich Southern fried chicken breast tossed in our own island spice sauce, lettuce, tomato, pickle coins, served on a brioche bun	\$18	Portobello Mushroom Sandwich Balsamic roasted mushroom, roasted peppers, garlic-herb cheese, arugula served on a ciabatta bun	\$16
Hot Diggity Dog Foot long all beef hot dog served on brioche bun Add chili or cheese +\$2	\$14	Bayside Cheesesteak Shaved prime rib, grilled onions & cheese whiz	\$18
Shell City Smash Burger Two smashed beef patties, smothered in sautéed onions, topped with cheddar cheese, lettuce & tomato, island sauce & brioche bun Sub Impossible Burger Patty +\$2	\$17		

Desserts

Funnel Cake Fries With warm chocolate dipping sauce	\$13
Apple Pie Egg Rolls With caramel sauce	\$13
Mango-Lime Frozen Cheesecake Bites	\$13
Warm Chocolate Chip Cookies	\$13

Soft Serve & Floats

Cake Cone Waffle Cone Cup Chocolate Vanilla Dale Whip Pineapple	\$13
Ice Cream Floats Orange Creamsicle Root Beer Float	\$10
Warm Chocolate Chip Cookie Ice Cream Sandwich	\$13

Kids' Meals

Served with Danimal Milk, Cutie orange & chips	\$14
Cheeseburger Sliders [2]	\$14
Grilled Cheese Sandwich	\$14
Mini Corn Dogs	\$14

Beverages

SOFT DRINKS	\$5	ALCOHOL-FREE DRINKS	\$8
Coke, Diet Coke, Coke Zero, Sprite, Lemonade, Root Beer, Powerade, Fanta Orange		Captiva Cooler Pina Colada Bottlenose Punch Strawberry Daiquiri Captiva Vice Half Pina Colada & Half Strawberry Daiquiri	
BOTTLED BEVERAGES	\$5		
Aluminum Captiva Water Bottle, Dunkin' Iced Coffee, Tropicana Sparkling, Mineral Water, Vitamin Water			
ADULT BEVERAGES	\$14	CANNED COCKTAILS	\$9
Captiva Collada Captain Morgan White Rum, Tropicana Landing Daiquiri Captain Morgan White Rum, Tropicana Bottlenose Flow Captain Morgan White Rum, 1/2 Tropicana Pina, Daiquiri Mix		Ketel One Botanical Cocktails Peach, Orange Blossom, Cucumber, Mint Deep Eddy Grapefruit, Lemon Honk Water Coral, Cranberry, Lime Susan, Strawberry, Kiwi Casamigos Margaritas Strawberry, Lime Passion Fruit, Prickly Pear Classic Marg	
CANNED WINE	\$12		
Altitude Project - California Chardonnay, Rose, Mimosas, Pinot Noir			
BEER		CANNED BEER	
DRAFT BEER		Domestic Beer	\$8
Domestic Beer	\$8	Michelob Ultra, Pabst Blue Ribbon 16oz	
Local Craft Beers	\$9	Imported Beer	\$9
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 8%		Corona Extra, Heineken, Heineken NA, Stella Artois	
		Craft Can Beer	\$9
		Sand Bar Sunday, Islamorada Brewing, Ft. Keys Big Wave, Kane Brewing, Hawaii You're my boy Blue, Florida Ave Brewing, Tampa, FL Tropically Impaired Hazy IPA, Islamorada Brewing, Ft. Keys	

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 peitas, 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 ●

1/1LB. – 18 / 1-POUND – 35

Peel & 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 DEP – 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

I like 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 panini

BEACH

● denotes Gluten Free Item

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

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Sales & Marketing

Wendy Nicodemus

Sales & Marketing Update – Key Updates

- ❖ Paid Media
- ❖ Organic Social Media
- ❖ Key Initiatives
- ❖ Performance



Sales & Marketing – Paid Media

- ❖ Current ROAS continues to return at 34.6
Length of stay increased – good sign
- ❖ Month to date - Paid Media performance has produced \$1,071,973 with a Return on Ad spend of 34.6 Most of this coming from Google search and Social Media



- ❖ March MTD website performance \$2,820,610
+182% over last year and 901 Bookings
+559% over last year
- ❖ Florida bookings are starting to pick up for the summer. Tampa, Orlando, and Ft Myers/Lee County make up 60% of the bookings



Sales & Marketing – 28 Day Organic Social Media Performance

The ultimate kid-friendly escape, island-style! 🌴 ... See more



10,918 Views
670 Engaged

This is Spring on Captiva Island 🌴🌊 ... See more



102 1 10

10,005 Views
238 Engaged

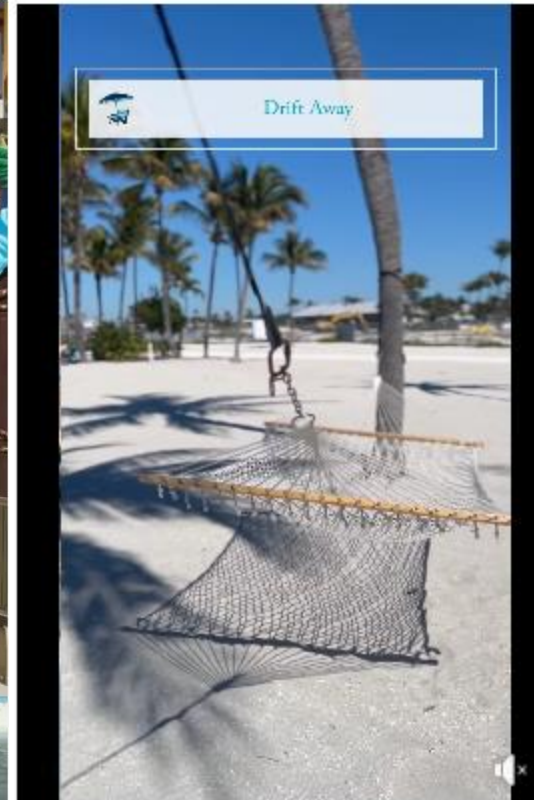
Sunlight, H2O, and everything in between — Captiva Landing has it all! 🌴🌊 — at South Seas... See more



Sunlight, H2O, and everything in between — Captiva Landing has it all! 🌴🌊 — at South Seas... See more
#SouthSeas #CaptivaLanding #Captiva
HUSBAND! RAYE - WHERE IS MY HU!

8,112 Views

Your South Seas Spring Break Bucket List 🌴🌊 ... See more



5,049 Views
277 Engaged

Reserve a poolside cabana for the day and enjoy shade, comfort, and the ultimate way to relax at The Cove at Captiva Landing — all for \$100 per day.... See more



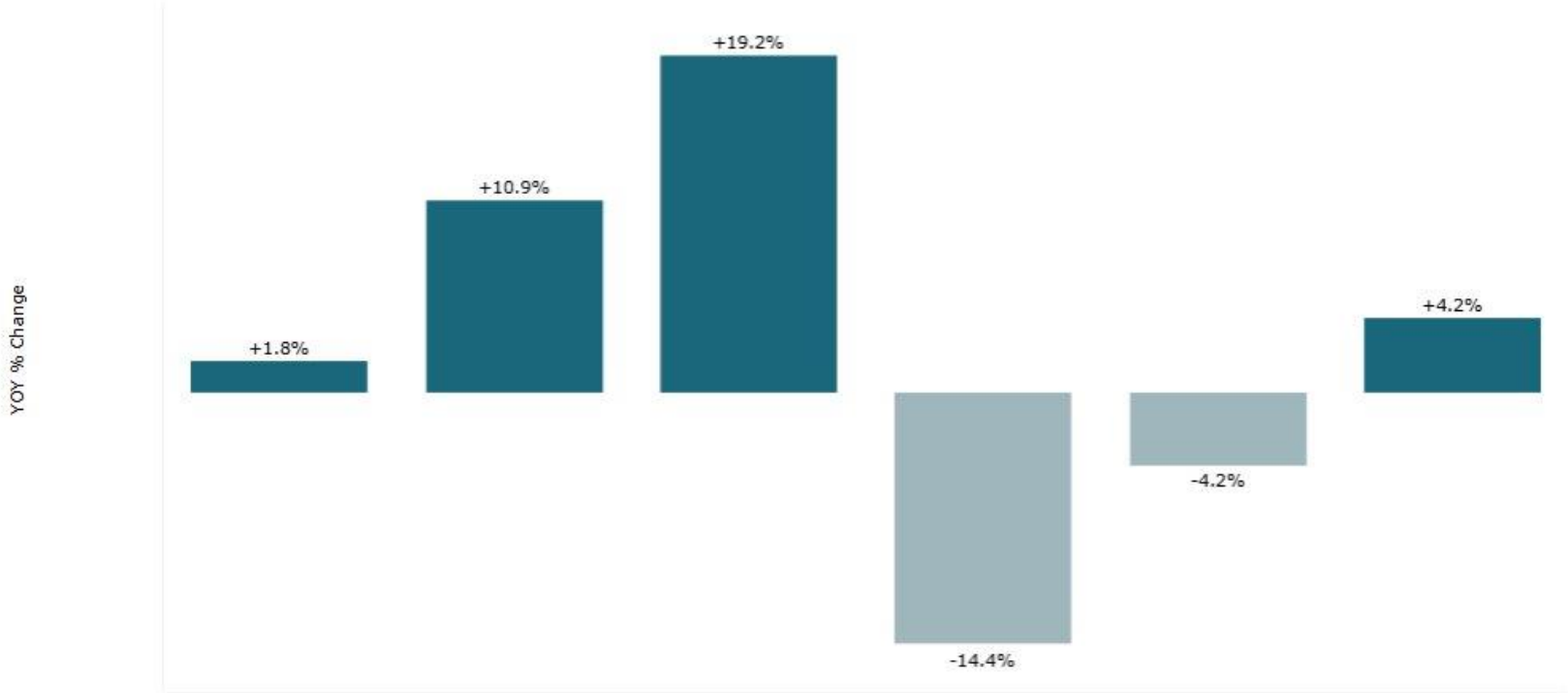
4,942 Views
259 Engaged

Sales & Marketing – Market Conditions

Hotel Outlook
As of 3/18/2026



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



Segment	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026
Total	+1.8%	+10.9%	+19.2%	-14.4%	-4.2%	+4.2%
Transient	+6.1%	+6.6%	+10.8%	+7.0%	+0.2%	+0.7%
Group	-8.1%	+25.7%	+32.1%	-35.3%	-9.2%	+9.1%
Other	+3.0%	+6.9%	+30.1%	+60.6%	+25.7%	-0.9%

Sales & Marketing – Key Initiatives

Group updates- 2 Site visits with Window depot and Applied innovation conducted. Pick your perks initiative launched on Cvent. Up-mail with offers to those visited with at key tradeshow, 5 proposals sent this past week, and IPW tradeshow coming up on May 17-22 for the Leisure market and VCB as partner for the show.

Fox National Weather – reached 58.61M+ viewers with value of \$904K (we only paid \$25K plus rooms and F&B), Bonus content reached 10.52M viewers, and we made it on Fox and Friends which reached over 48M views, Fox also loaded 5 segments on YouTube reaching an additional 1.01M views valued at \$1.13M

Sport Illustrated – SI has started to leak teasers ramping up to the roll out of the magazine in May. They traveled to many place and just started to post teaser videos.

Zimmerman – Working on a press release for Tarpon Tournament and asked them to be a sponsor. We will also be working with them on launching the offers we have coming up to promote summer bookings

Tarpon Tournament – \$125K in Sponsorship, 15 Angler teams, \$7500 in donations from Anglers, and two golf sponsors \$3500 **Please be sure to sign up and sponsor!**

Sales & Marketing – 2026 Performance

Offers – Looking into launching another offer just for FL/GA residents that is special to them and will send over when ready

Mother's day, Father's day, Together in Paradise with Cabana and F&B credit of \$100

Website – Created a new Camp-tiva page geared toward kids

Featured Article Res Gestae - The Dish dining feature for Res Gestae, Lauren Baugh, executive director of the Lee County Bar Association, will visit Harborside at South Seas and write a 500–800-word article highlighting the restaurant's atmosphere, details about her meal, and her overall experience. The article will include food photos, location photos, and a logo.

Reel Animals – Working with a TV show that reaches 3.4M followers to cross promote Mike with Reel Animals and our resort. Providing a 4-night stay to the winner and a day fishing with Mike. This is likely to take place the beginning of May and will be promoted over a 3-week period in May

Men's Health – Editor for Men's Health will be staying on property late April

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

Sales & Marketing – 2026 Performance

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.

Stroll – Advertising in both Gulf Harbor in Ft Myers and the Moorings in Naples. This goes to over 700 affluent homes in each community. Both communities have marinas.

Visit Florida – Kizzy Sanchez will be on property touring and discussing possible collaborations the end of April

Influencers – We are back to having weekly influencers starting in late April through June and beyond. We currently have 4- April, 4 – May, 5- June

Publications – Working on campaigns for target markets such as Tampa, Orlando, Miami, Palm Beach and our own backyard for the summer promotions



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

Andrea Dinkle – Owner Relations Coordinator

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

Anthony Bernabei – Owner Relations Property Manager

- Bayside Villas & Captiva Resort Villas

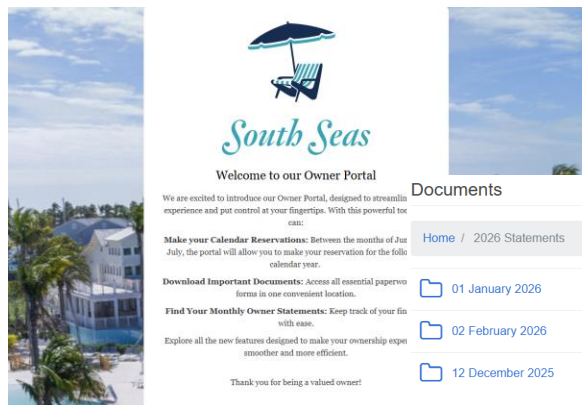
Amy Marto – Owner Relations Property Manager

- Beach Villas, Beach Cottages

Jules Menzies – Owner Accounting

- Owner Accounting, Membership Billing

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.

❖ Rental Program & Club Captiva

- 15 new Owners in program, welcome to the South Seas Resort Family
- 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](#)



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