

for the exploitation of audio recordings, video recordings, audiovisual recordings and books that may be made in connection with the branded hotels. Additionally, the Trust is an owner of Margaritaville Holdings LLC, the parent company of Margaritaville Enterprises. As such, the Trust may receive an indirect financial benefit from fees paid by franchisees to us. Neither Jimmy Buffett nor the Trust has made any direct investment in us.

ITEM 19.
FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Table 1 below provides information for select hotel industry metrics for existing franchised Margaritaville Hotels & Resorts as reported by Smith Travel Research (“STR”). As of December 31, 2024, there were 18 total franchised Margaritaville Hotels & Resorts open and operating in the United States. Table 1 reports Revenue per Available Room (commonly known in the hotel industry as “RevPAR”) for the 10 franchised hotels that (i) provided their financial information to STR and (ii) were fully operational (i.e. full room capacity available) for at least 12 full months as of December 31, 2024. RevPAR does not include revenue attributable to FBR Units, Branded Merchandise sales, or Amenities.

Table 1
January 2024-December 2024

	Occupancy	Index	Average Daily Rate	Index	Revenue per Available Room	Index
Average	72.6%	103.6 %	\$287.05	109.1%	\$208.43	113.0%
Median	74.7%	103.2%	\$280.34	106.4%	\$227.37	112.1%
Highest in Range	90.3%	132.2%	\$393.83	152.2%	\$324.08	169.9%
Lowest in Range	51.9%	82.3%	\$171.82	90.6%	\$89.17	85.5%
No. that Attained or Surpassed Stated Result in Category	6	4	5	4	6	4
Percent that Attained or Surpassed Stated Result in Category	60.0%	40.0%	50.0%	40.0%	60.0%	40.0%

Notes:

1. We did not include any outlets from Table 1 that closed during 2024 after being open for less than 18 months or an outlet that closed in September 2024.

2. In Table 1, the term “Index” measures the subject hotel’s performance relative to an aggregated grouping of hotels (in this instance, its Smith Travel Accommodations Report (“STAR Report”) competitive set as reported by STR). If all things are equal, the property’s Index is 100, compared to the aggregated group of hotels. Historically, this also is described as “fair share.” An index greater than 100 represents more than the expected share of the aggregated group’s performance. Conversely, an index below 100 reflects less than the expected share of the aggregated group’s performance.

Tables 2 and 3 include the channel distribution for all existing franchised Margaritaville Hotels & Resorts, except the one hotel operating a casino. Table 2 below describes the distribution of reservations from direct channels, including the margaritaville.com website, our reservations call center, guests checking in with no prior reservation, and reservations booked by the property team at each location. Table 3 describes the distribution of reservations from indirect channels, such as those reservations booked by any online travel agency with authorized inventory, global distribution systems, and wholesale room sales.

Table 2
Direct Channel Distribution
January 2024 – December 2024

	MV.com	Phone	Walk In	PMS	Direct Channels Total
Average	31%	10%	1%	16%	57%
Median	33%	5%	0%	11%	55%
Highest in Range	54%	57%	11%	48%	93%
Lowest in Range	9%	0%	0%	0%	18%
No. that Attained or Surpassed Stated Result in Category	15	6	7	8	12
Percent that Attained or Surpassed Stated Result in Category	60%	24%	28%	32%	48%

Table 3
Indirect Channel Distribution
January 2024 – December 2024

	Online Travel Agencies	Global Distribution Systems	Wholesale	Indirect Channels Total
Average	37%	4%	1%	43%
Median	36%	1%	0%	45%
Highest in Range	72%	37%	11%	82%
Lowest in Range	7%	0%	0%	7%
No. that Attained or Surpassed Stated Result in Category	11	5	5	13
Percent that Attained or Surpassed Stated Result in Category	44%	20%	20%	52%

Note:

1. In Table 3, the term “Wholesale” identifies third-party entities that buy rooms “in bulk” and usually at a net rate to package with airfare or other items. Written substantiation of the data used in preparing the figures in tables 1-3 will be made available to you upon request.

Some outlets have earned this amount. Your individual results may differ. There is no assurance that you will earn as much.

The financial performance representation does not reflect the costs of sales, operating expenses, or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Franchise. Franchisees or former franchisees listed in this Franchise Disclosure Document may be one source of information.

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations, either orally or in writing. If you are purchasing an existing hotel, however, we may provide you with the actual records of that hotel. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting Kristen Fancher, Chief Legal Officer and General Counsel at 3715 Northside Parkway, Suite 4-475, Atlanta, Georgia 30327, (470) 698-2246, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20. OUTLETS AND FRANCHISEE INFORMATION

All numbers appearing in the tables below are as of December 31 in each year. We include both Margaritaville Hotels & Resorts that our affiliates own and operate, and Margaritaville Hotels & Resorts