



PARADISE ISLAND BEACH CLUB
ANNUAL GENERAL MEETING
THURSDAY NOVEMBER 2nd, 2023

The meeting was held via zoom as well as in person in the Meeting Room. Anthony Knowles called the meeting to order at 4:00pm.

Introductions

Anthony Knowles welcomed attendees. Present Management Committee members were:

- James Martens – Chairman
- Mike Patoka – Founder Member / Appointed
- Robert Groff – Founder Member / Appointed
- Patrick Delaney – Member Representative / Elected
- Anthony Knowles – General Manager
- Monica Berckes – Member Representative - Elected / Marketing Director

The following is a list of Members present in the zoom meeting and number of weeks owned:



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| Name | Number of Weeks |
|-------------------------|------------------------|
| Freedman, Larry | 1 |
| Ledbetter, David | 6 |
| Mortimore, Edward | 2 |
| Corrado, Frank | 2 |
| Mohn, John | 4 |
| Gilgor, Vicki | 2 |
| Stirk, Linda | 4 |
| Wright, Gordon | 3 |
| Mencel, Donna | 2 |
| Mitz, Lewis | 1 |
| Hollstein, Kris | 1 |
| Marchese, Denise | 2 |
| McHugh, Donna | 3 |
| Cocks, David | 1 |
| Rivers, Jason | 2 |
| Foster, Elizabeth | 1 |
| Banger, Andrew | 3 |
| Malachowski, Diane | 2 |
| Vanlandingham, Patricia | 1 |
| Lucas, James | 2 |
| Rice, David | 14 |
| Rudolph, Phillip | 5 |
| | |

The following is a list of Members present in the meeting room and number of weeks owned:

| Name | Number of Weeks |
|----------------------------------|------------------------|
| Martens, Glenna | 2 |
| Patoka, Carol | 1 |
| Hughes, Rosemary | 1 |
| Johnsen, Julia & Martha Consalvo | 4 |
| Stein, Joan | 4 |
| Berckes, Michael | 1 |
| Gauthier, Steve | 2 |
| Bellman, Susan | 2 |
| Kenny, Patricia | 1 |
| Kenny II, Patricia | 1 |
| Queen, Rebecca | 5 |
| Komoroski, John | 1 |
| Gelzer, Heidi | 2 |

2023 AGM Agenda

- Welcome
- Acceptance of Last Meeting's Minutes
- General Manager's Report
- Financial Report
- Marketing Report
- Election Results
- Staff Awards & Recognition
- Chairman's Remarks
- Questions & Answers
- Adjournment

Mr. Knowles presented the motion to accept the 2022 AGM Minutes

- 1st - Becky Queen
- 2nd - Michael Patoka

GENERAL MANAGER'S REPORT

Presented by Anthony Knowles

This year came in with a different feeling than all the other years. It's the first time we began the year with less than a decade remaining on the trust, which we all know expires December 31st, 2032. Members sense that after your stay this year there is just nine years remaining. We all know how quickly time flies. I'm now working on being with you all for 16 years. It feels like only yesterday when I first joined you. I must say I enjoyed every minute of it despite the challenging moments. I promised you all back then that I would be with you all for five years. They are long since behind me. But you all share something in common; we all love our Beach Club. What's not to love right? During my weekly member meetings, members all express one concern primarily and that is, what will happen in the year 2032? The answer I give is that this wonderful experience will expire and it will revert back to the developer, whoever that may be at the time. Today, it's currently owned by Mr. Christopher Lightbourn. He will own it outright and they can do whatever they choose to do with it. We really don't know. We're hoping for the best

that it reverts back to a timeshare or some form thereof so we can continue to enjoy this beautiful place.

So if you own one week and you visit with us in February of 2032 that would be your last visit. This is a harsh reality for many of you. This is the only place that you have vacationed for the past almost 40 years. 2024 is 40 years for some of you. Indeed the Beach Club has been for sale for a very long time. It's certainly been before my tenure with you. Mr. Lightbourn has had many offers, all which he refused. Mr. Lightbourn, like his dad is a man of integrity. Proposed buyers go through an extensive vetting process by Mr. Lightbourn and then by me. When I informed them so that they were fully aware that the investment they were about to make will not yield any return on investment until 2032 and then it sinks in, they walk away. This is largely due to the 1995 amended constitution, which while amended in 1995 was not accepted as the governing constitution of your club until the AGM of 2012.

We realized that on accepting the default weeks, it would be placing a huge burden on our team, your Management Committee to make up the difference of the revenues we need to manage a club. All the revenue from sales, rental proceeds belongs to the club. They all go in that pool, but it was a huge challenge but one that we all gladly accepted. During a day on the water this year fishing with Mr. Lightbourn, I think it was July, he informed me that your Beach Club is no longer for sale. That's a first in over 20 years. I breathed this sigh of relief and popped us both a beer.

This was a huge change. I encourage all of you to read the 1995 Amended Constitution and the minutes of the 2012 AGM. It is also a good idea to read the Club's Rules and Regulations. Many of you really don't have a clue what those rules really are. We just come in and enjoy ourselves. It's all good, but it is great to know the Rules and Regulations. This year the club enjoyed a successful rental season. It's the first time that rentals surpassed re-sales. While rentals are ahead of budget, resales are slightly behind budget. Mike would speak on those details. We anticipated this would happen a couple of years ago. This is a positive trend and one that we will build on and need to build on.

The Bahamas overall enjoyed a high visitor rate. The cruise line saw tremendous increases. Monica would share more of this during her contribution. All hotels throughout the Commonwealth of The Bahamas saw a significant increase not only in room nights occupied but in the average daily rate, which we refer to an industry as ADR. Bahamar closed their reservations for 2023 in May of this year and Atlantis

followed suit in July, which is great. We are all projecting the same numbers for next year. We hope the trend continues, but every indicator is saying that it's pretty much going to be the same as this year or even stronger.

I'm also asked if we will make 2032. My answer is always a resounding yes. Yes we will. I don't know what the makeup of renter to owner ratio will be, but there will be a celebration every week of 2032 although they may be teary-eyed. I pray by God's grace I'm still around as your GM.

Concern is also expressed over will the club turn to a dump. What will the vacation experience be like? In a very brief conversation with Mr. Lightbourn, only last night and during one of our several meetings this week with the Management Committee, we all spoke on one accord. We will never allow this beautiful place to turn into a dump. We will make the right decisions to ensure that this will not happen. It may not be easy, but we are committed to doing whatever it takes to make sure this never happens.

Another question I get asked is, and it's an important one, will there be a staff issue during the last few years? Our key staff members are very important to continued operations of this resort. Will our key staff embrace other offers that may become available at other resorts? The Committee and I recognize this challenge and are formulating a plan to ensure that there are incentives in place to make certain that they remain with us throughout the tenure through some makeup. It's our job. We do not have the answers today, but we know that is a plan and we will make it happen.

As you can see, the challenges are many, but your team and this Management Committee are up to the challenge. We realize that change is in the wind. We will adapt to those changes. We recognize that we need to fix our beautiful resort up. Some items that we are focusing on and it's not today, but they're on our agenda are:

- Replacing the dining room sets. The tables have held up very well, but the chairs need replacing.
- Tiling the remaining villas
- New pictures in all the rooms
- The drapes are a concern to us and we are wondering if they will make 2032 and will need replacing prior to 2032.

- Some of the appliances will also need to be changed out. Each year we swap out a minimum of 10 sets and we change them as needed. If a fridge or stove goes bad, we pull them and change them.
- The sofas may not make it in short order. They require replacing or reupholstering or something to that degree.
- Upgrade our exterior furniture to compliment our beautiful resort, something that you probably have never seen.

We are preparing ourselves for entering hotel mode. We must look the part. These are just some of the items that are on our agenda.

What have we done in preparation for those final years and preparing to obtain maximum capacity and ADR? We have been preparing all along. Some of the costly and important items are:

- Improved security by:
 - Installing good perimeter walls & gates
 - Smart electronic door locks with audit trails that record the last 600 entries. This protects the club, our staff and our guests. It's the same with our safes. They have audit trails on them.
- We extended the sea wall to protect block one. This is the block in front of villas 1-6. It was a huge and extensive project. We did it in-house saving your club money and at no inconvenience to our guests. We started on time. We finished on time.
- We installed automatic standby generators for your safety and improved vacation experience.
- In 2015, we purchased a new reservation software system compatible with both timeshare and hotel resorts. It was an expensive upgrade but a very important one.
- We also installed hardwood kitchen cabinets, vanities and entertainment centers. Yes, today it appears that maybe it's time for a facelift, but with their being hard, converting them to a different color is fairly easy.
- We recently purchased new bedroom sets. We think they will last to 2032.
- The tile changed out on more than half the property.
- This year we replaced almost all the AC duct work in all of the villas. We installed them I think it was 2009, 2010. The usual duct board life is around 8 to 10 years, so we know that they'll make it all the way through 2032, minimizing mold and mildew.

- Many of the roofs have been repaired. Are we saying that we may not do any roof repairs? No, but we repair them as we go along.
- Referring to last year's AGM Meeting Minutes, your Committee committed to quality expanded Wifi. I'm happy to report that we have successfully delivered on that promise.

So as you can see, we have been planning and have been very busy all along. We have a very dedicated and hardworking team. Please give your team a round of applause.

The overall property is in good shape, we are pleased with that. Staff morale is high. Recently our head chef Sherrell Brown has resigned on short notice; this after serving us for 16 years. She simply had a better opportunity but it left us in a challenging position. We had to find a new head chef and we were successful. Support came from two places and in the interim however, our chef Trevor Daxon really stepped up to the plate. I cannot express how impressed we all are with him and his efforts. You will have the opportunity to thank him shortly when we recognize some of our hardworking employees. While we were searching for a new chef, Tommy, our Pool Bar Supervisor had the head chef from Breeze's visit us, Chef Ronald. He's a very quiet and easy going person. He offered to help us out. He paid us several visits. During an interview with a prospective new chef, I was sharing a few stories and a vision for Pool Bar. We discovered surprisingly that we knew each other. When we put it all together, we discovered that I had given him his first job over 25 years ago as a gas station pump attendant. It was a wonderful moment.

I'm happy to report that today we have a new chef, Chef Charles Eden. For those of you on property, you have the opportunity to meet him. He has a wealth of experience. He came from a few five star restaurants. I think he has 40 plus years of experience behind him and has wonderful ideas. He is seriously talented. You can expect a huge improvement not only in the quality of food but new and exciting dishes. I'm truly blessed. Chef Eden was supposed to get married this Saturday, but on discovering the position we were in, he postponed his wedding for two whole weeks. God bless his wife. This is only because of the relationship and vision that we both developed and shared.

I'm excited about the future of the club. In my meetings, I only hear our members say we will not walk away prior to our contracts expiring. Some of them will begin expiring next year. Today we are currently offering all members to extend their weeks to 2032 free of charge. We don't know how long this offer will last. I

encourage you to embrace it while the opportunity permits. Again, I'm excited to serve you all with much thanks and appreciation. It's been a wonderful, wonderful experience here. Thank you.

FINANCIAL REPORT

Presented by Michael Patoka

My official title is not treasurer. There is no title treasurer in our Constitution only Chairman, but due to Jim Martens' and Christopher's good graces, I kind of act as treasurer and the representative between the Committee and the Accounting Department at the Club. So I do all the reports that have to do with finances and all of that. So we hold him completely responsible. What I usually do is, I read what I wrote and then I ad lib a little bit, which is kind of a bit of a problem for Shenique but whatever.

During our Committee meetings the past few days, which we had here, the 2024 budget was reviewed thoroughly. We actually started working on the budget preliminarily in September, and worked on it in the beginning of October and finalized it this past week. I'll talk more about that later. Tony, in his various newsletters has mentioned to you that the 2022 Audit Report, which we are required to produce every year by the Constitution is on the website. If you have a chance, read it. It's all financial. There's nothing significantly different than previous years. We always have pretty clean audits, but if you'd like to, it's on the website and please read it.

Just a little bit about January through September, 2023. This is not the end of October, so we can't use the October reports because they're not finalized. Non maintenance fee income, maintenance fee income is what you pay in dues. Maintenance fees, which is \$1,370 plus VAT that is about 43% above budget in total. It's a huge part of what keeps us going largely due to default rental revenue. In other words, when we default weeks, we try to rent them out. We'll talk more about that later, but that's 79% over what we budgeted, so we're doing a great job renting out weeks. Default resale revenue with two months to go is only 5.7% below budget and we hope that we'll be able to attain that budget. It's a couple of thousand dollars which helps and I'd like to stop and thank this lady right here for doing a fantastic job with rentals and resales. The stuff she (Monica) puts out there, I don't even know how she does it. All I do is click on it and read it.

Net profit after expenses income, total income, dues, non-income, non-operating income after expenses, we are below budget. We had major expense increases. Some of it we can't do anything about such as electricity. The electricity increase is major. A lot of what I'm going to say is stuff that we're all incurring at home. Go buy eggs. My wife tells me, I have no idea what food costs, but my wife tells me what eggs cost and Glenna and Carol and Mary were talking about this the other day. Well, it's the same thing here, but it's worse because you've got to pay incoming freight charges, et cetera and so forth. Electricity, we have no control over the cost of food. Business license, business license doesn't only apply to us, it applies to everybody. It's been a major, major increase and other categories, including the fiber optic cable that Tony talked about that we put in when we were here last year for the AGM, we had a huge problem and Bob, Patrick, Monica and I couldn't get anything even on our phones and our rooms and there's been a major, major improvement in that. Is it a hundred percent? No, but it's huge. That cost us over \$50,000 to fix. We budgeted for it, but it's still a decrease in cash. With these expensive increases, total budget is up by a lot. Total budget expenses are up by quite a bit and non maintenance fee income, as I mentioned above.

Good news is that equity is holding steady at approximately \$500,000, so our equity is okay, equity is off the balance sheet. It is assets minus liability equals equity, so we're holding at \$500,000, which is really, really excellent. A lot of that is due to what I'm going to cover now. Uncollected 2022 maintenance fees stands at \$112,000 last year at this time, 2022 maintenance fees uncollected was 298,000 so we've reduced that by more than half. We reduced that by almost two thirds uncollected. 2023 fees, this year stands at \$213,000. Now that's less than the 298,000 for 2022, but it's still \$213,000 for 2023. These 2023 fees will be sent to Cedar Financial. They're our collection agency and they really do a good job. Our collection agency that Tony was able to find a few years ago is the best collection agency we've had since I've been on the board. Jim and I have been on the board 16 years. This is the absolute best collection agency we've ever had. They're doing a really good job. It's tough to collect money. Tough because people look at this as vacation and they look at it and they say, well, should I pay my mortgage or should I pay the beach club?

So we battle as you can imagine, but we're doing okay as of today. We have 392 defaulted weeks. Defaulted weeks means Cedar can't collect it, so we have no choice but to default the week, we take back ownership of the week. What do we do with those 392 weeks in order to generate income? We rent them or we try to rent them. That's how we generate that rental income that I was talking about. We will

exceed the budget. We have already exceeded the budget for rentals. We're close to \$300,000 in rental fees. We're about 266. We should come close to breaking that possibly. We are going to default 80 of the 2022 weeks I mentioned before. That's \$112,000. We're going to default that. That'll be 80 weeks that we're going to default and throw it into the rental pool. So we'll have 80 more weeks to rent or available to rent and that's going to be a big help to us. Those 80 weeks is a reduction of maintenance fees. We defaulted last year from 95 to 80. We're making improvement on collections thanks to Cedar Financial and our accounting staff.

As of the end of September, we have collected 82% of 2024 fees. That's the highest I ever remember going into the next year and that's good and that's bad. We've collected 82%, but that's less than we have to collect next year. We only have about \$500,000 to collect. So everything is good and bad and any of you that have anything to do with finances, understand there's always good and bad. More good than bad.

Now for what you have all been waiting for, I was going to talk for about two hours, but Jim Martins would kill me if I did. I was trying to find the right way to say this; we have not had a maintenance fee increase since 2017. I've probably done 87 million financial reports in my life and I know as my wife will tell, we have a finance guy tell you that. We have not had a maintenance fee since 1370 per week plus VAT in 2017. So it's been six years, almost seven years since we've had a maintenance fee increase and I think that was like, it was \$40 a week. I honestly don't recall. We will have a small increase of 3.6%, which is how much? \$50 a week five zero. It's not \$2,000. It is \$50 a week. It's 3.6%. So if you average the 3.6% out by the six years, it's like if we would've had an increase every year for the six years since 2017, it would be 0.5% a year. You can't get any smaller than that. And we're doing absolutely everything that we can not only to manage everything that Tony has talked about, but to manage the expense and keep it livable for everybody that's here. I do not believe, and neither does the committee, that \$50 a week is a major expense, especially when I tell you it's 3.6%. You have that increase at home. A heck of a lot more than that! So with that, I will end my report and turn it over to Monica.

MARKETING REPORT

Marketing Presentation Attached

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ELECTION

Presented by Bob Groff

Four candidates participated in the elections process for the position of Committee Member. There were a total of 255 (207 online votes and 48 manual votes).

Mr. Groff congratulated Monica Berckes on her second term.

Following are the nominees and voting results:

| <u>Nominee</u> | <u>Online / Manual</u> | <u>Total</u> |
|--------------------------|-------------------------------|---------------------|
| Monica Berckes | 98 / 25 | 123 |
| Jason Rivers | 20 / 10 | 30 |
| Tracy Boldt | 70 / 11 | 81 |
| Joseph Michael du Manoir | 19 / 2 | 21 |

Recognition for Outstanding Staff

Presented by Patrick Delaney

1. LaShonda Barry
2. Loretta Stubbs
3. Dorothy Munnings
4. Joseph Vainquer
5. Jessie Remone
6. Trevor Daxon

Chairman's Remarks

Presented by Jim Martens

I'm looking on this and everybody's had reports. I just have Chairman's Remarks. Just want to touch on a few things. First of all, my wife Glenna and I have been in hotels and hospitalities for, I don't know, 30 years. I just retired a couple of years ago and involved with properties, hundreds of rooms and suites and swimming pools and all the rest of this stuff. We have without a doubt, the best staff, just unbelievable. And just touching base on Gloria, you ever have a problem? Finance, Accounting, Gloria. Carol, who's in charge of Housekeeping. Housekeeping here is wonderful. You need anything? They'll bring it up. Denise at the Front Desk, just fantastic. Maintenance, Derek. I didn't know he started as a little boy. Because

we've been coming 27 years. Anyway, you have a problem, a toilet, whatever. Derek, one of his guys will be right up there. Jesse and now Tommy and the Pool Bar staff are wonderful. You need something, they get it. Loretta, I tell you, Reservations, known Loretta for years and she's fantastic. And also Martha in Sales and Re-sales, she's always over here in the office.

We've known Martha for years and she's great, The Management Committee, Mike, Bob, right? And the lady that's just been reelected, great team. And I also have to mention the wives and husband. I was going to say the wives and going to say, Mike, stand up. My wife, Glenn and Carol and Mary, we have meetings, zoom meetings, emails month after month after month after month. This is our shortest meeting that we've ever had. And so as the Chairman's Remarks, you guys and lady and the wives and husband have really helped make this a safe place and we're all delighted with it. And you do a great job.

Oh, I guess we should even mention Tony. The only reason I was remiss is he gives me a hard time. But we love it though. We get over it. But anyway, for the 27 years we've been here and we used to stay in The Bahamas at other places, so we did that for a couple of years before we came here, but we're just delighted. Thank you.

Additional Information – Mr. Knowles

I just want to make one comment on Mike's contribution. I believe almost all of you have already paid 2024 maintenance fees. Of course what Mike was saying, 82% of you, so the \$50 fee, there's no panic. You will pay this just like when we did in 2017. No need to send me a credit card payment or ask how do you give me the \$50? You would pay that a checkout next year of your first week. Next year, 2024. So if you own multiple weeks, all of your outstanding is paid at checkout that first week. So it's no worries.

Questions/Comments

Question: When the club rents out, probably the weeks that people are losing, what are the fees for that? What do you charge for that?

Response: It varies. It depends on the view, the season. It's not a flat fee.

Question: Where is that advertised?

Response: Some is through Red Awning.

Questions: Is the convenience store operating the same as last year? Is the outside Pool Bar and Grill operating the same as last year? And number three is Solomon's Market open on Paradise Island now?

Response: Yes, I'm happy to report that the Mini Mart and the Bar & Grill next door, they're doing very well. And the Pool Bar is functioning very well. We have a breath of new life coming in with the new chef that I mentioned. Chef Eden has exciting plans for us that we are happy to embrace. It's just going to change the entire vacation experience. He whipped up some appetizers as samples for us, incredible. They just melted in your mouth. So look forward to some exciting stuff at Pool Bar. And sad to report that the store on Paradise Island is still under construction, so I have no idea when that will happen.

Question: Let's say for example, I want to come in the winter and I'm done with all my weeks, used them. Is there a discount for rentals?

Response: Absolutely, that's a wonderful question. Thank you for that. Yes, we do offer discounts to members, okay? You'd have to contact Loretta. So we want to encourage you all, if it's out of season and you say, Hey, can I rent? Can I bring a friend? Absolutely, thank you.

Question: I would like to know if I can extend my week? You may have covered that, but I'd like to know instead of buying, how do you extend your current lease?

Response: You're talking about the weeks. Let's say your week expires in 2025, you can extend it for no charge. You can extend it to 2032, 2029, or whatever you want. There's no charge to extend. The Committee voted upon that and enacted that policy a number of months ago. So again, if you expire in 2025 and you want to extend to 2032, please feel free to do that. And the recommendation would be to do it as soon as possible.

Question: Is there a form or is there someone you need to contact?

Response: You just send Shenique an email and tell her whatever, and she'll pull the papers and send you the appropriate documents. The new deed will be prepared and we will sign it here and send it back to you.

Question: Why do some have different dates?

Response: Depends upon when they bought. Let's say you bought in, just for the sake of the conversation, if you bought in 1989, certificates are good for 40 years. So if you bought in 89, it expires 1989 plus 40 years. Or you may have purchased someone's who's certificate is expiring next year.


Final Comments: Today any member who would like to extend their weeks to 2032 can do so for free. We have no idea how long this opportunity will last. The Developer has the right to change his mind at any time. For those who are interested, I encourage you to act quickly. When I first joined in 2008, we conducted an audit on the club's membership. Copies of certificates were digitally loaded making for easy access. Also, in the event that you do not have your certificate, contact Shenique in Member Services. She'll be more than happy to assist you.

Michael Patoka made the motion to adjourn the meeting.

Seconded by: Rebecca Queen

All in Favour

Meeting adjourned at 5:10pm

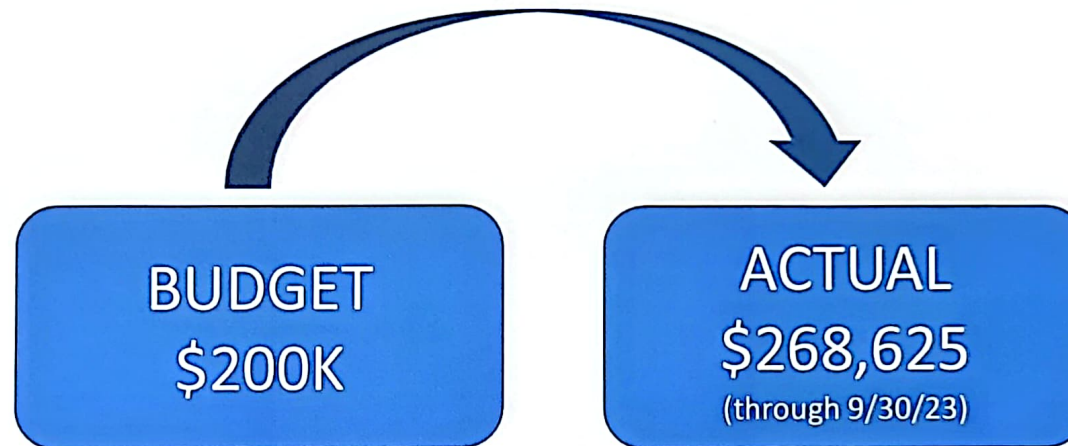


**PIBC 2023 AGM
MARKETING SNAPSHOT**

OPENING POINTS:

- Reservation / Resale Overview – Our 2023 reservations have exceeded our budgeted expectations. (more to share in a few slides). Resales is holding steady. The sale is more difficult – selling a product with less than 10 years remaining.
- 2024 rental momentum will continue. Rentals offset our defaulted weeks. The Club's readiness to support this shift must be priority #1. Loretta and reservation support staff will need to champion this effort. Every week we need to strive towards a 90% occupancy rate or better!
- Our OTA – **Red Awning** remains to be the main driver of our bookings. They generated approximately (85%) of our 2023 bookings, with the remaining 15% coming from owners, exchangers and direct sales – i.e., promotions, email and social media marketing strategies.
- We did ramp up our marketing efforts this year. Strategies included mostly digital and social media efforts as well as demo- and geo-targeted PPC, Google Ads, and more. Enjoying the success!

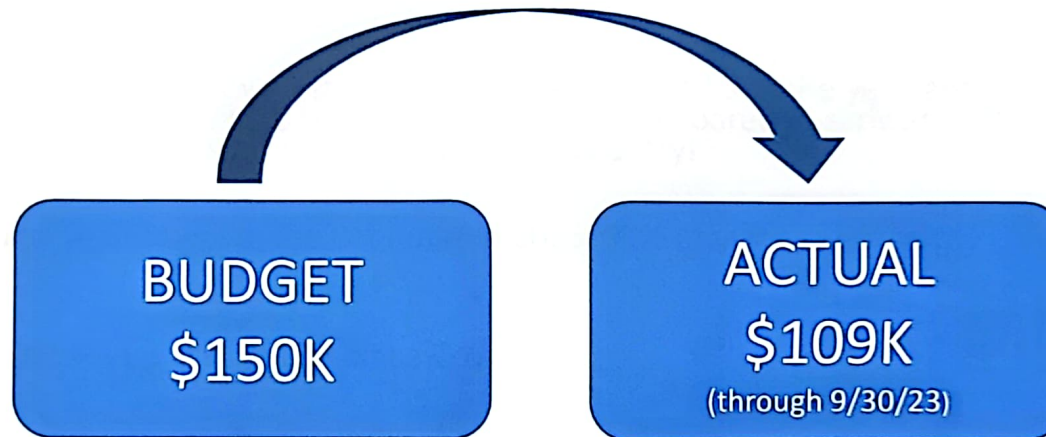
2023 RENTAL SNAPSHOT (Q1 –Q3)



YOY: This time last year we had a budget of \$85K and as of 9/30/22 we had an actual of \$150K. We finished 2022 with an actual of \$203,998 and if you recall, our main issue was lack of inventory due to the Covid 19 owner give back program your committee provided.

We are confident our Q4 performance in rentals will far out pace last year!

2023 RESALE SNAPSHOT (Q1-Q3)



YOY: This time last year we had a resale budget of \$85K and as of 9/30/22 we had an actual of \$105K. We finished 2022 with an actual of \$147,121 (Decade Long Savings Resale Promotion). Goal is to hit budget by year-end.

If anyone can sell our product, its Martha. Less than a decade remains. Our best avenue in resales lies with the owners. If you want to pick up another week, or wish to have family or friends join in, now would be a great time to do it. Stay tuned for offers but don't hesitate to contact Martha to discuss now!

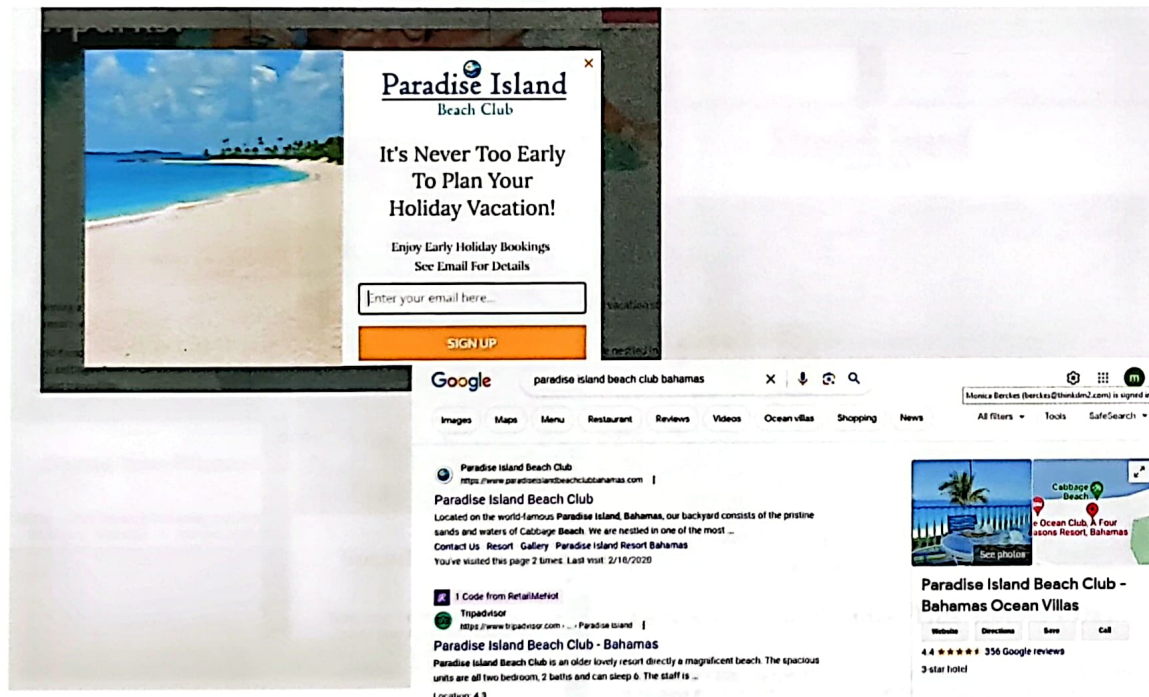
TRAVEL TRENDS 2023:

- Data from the Ministry of Tourism shows that for the first seven months of the year, about 5.9 million visitors came to The Bahamas — 1.1 million by air and 4.8 by sea. That's up 59% compared to arrivals in 2002 and 30% higher than in 2019, which holds the record for busiest tourism year in the country!
- Leisure was the key purpose of travel to the Bahamas in 2023. 90% of visits are from the US (2022 MMGY Global Travel Trends)
- Caribbean Destination Weddings are up 18% since Covid 19
- Last minute bookings and shorter stays are on the rise

HOW CAN WE CAPITALIZE ON THESE TRENDS??

- Push new promotions in 2024 ex: Loyalty programs – create an incentive if renters rebook within 30 days.
Save Now Travel Later – give a great rate today for travel later (to help us especially in challenging swing periods)
- Find tasteful ways to attract more business.
- IMPROVE OUR VACATION EXPERIENCE – VIBE, SERVICE, SMILES – reviews are extremely important!!!!

2023 Highlights: SEO (search engine optimization)



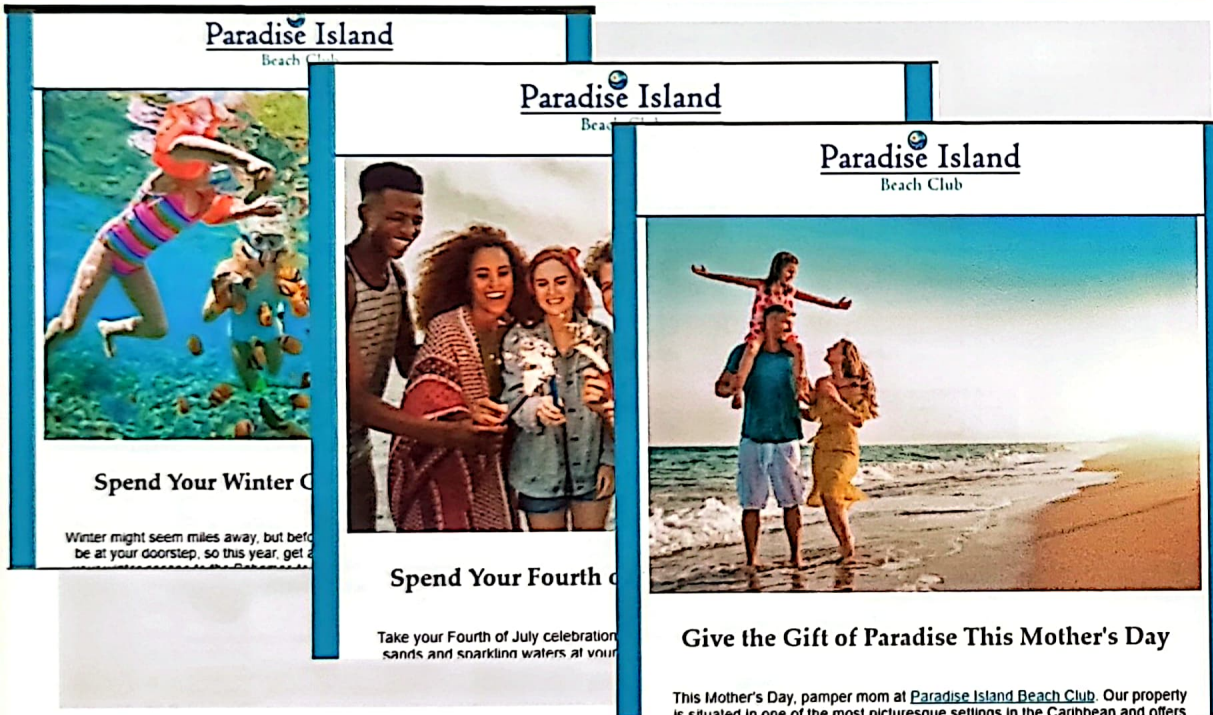
- New subscribers to our site is up 28.49% from last year. recipients and growing!! (Drip campaign)

- Overall, the website is performing well. Our traffic continues to increase MOM/YOY (+33% from 2022)

- 3 of our top keywords place us on page 1 in Google search – which is HUGE!

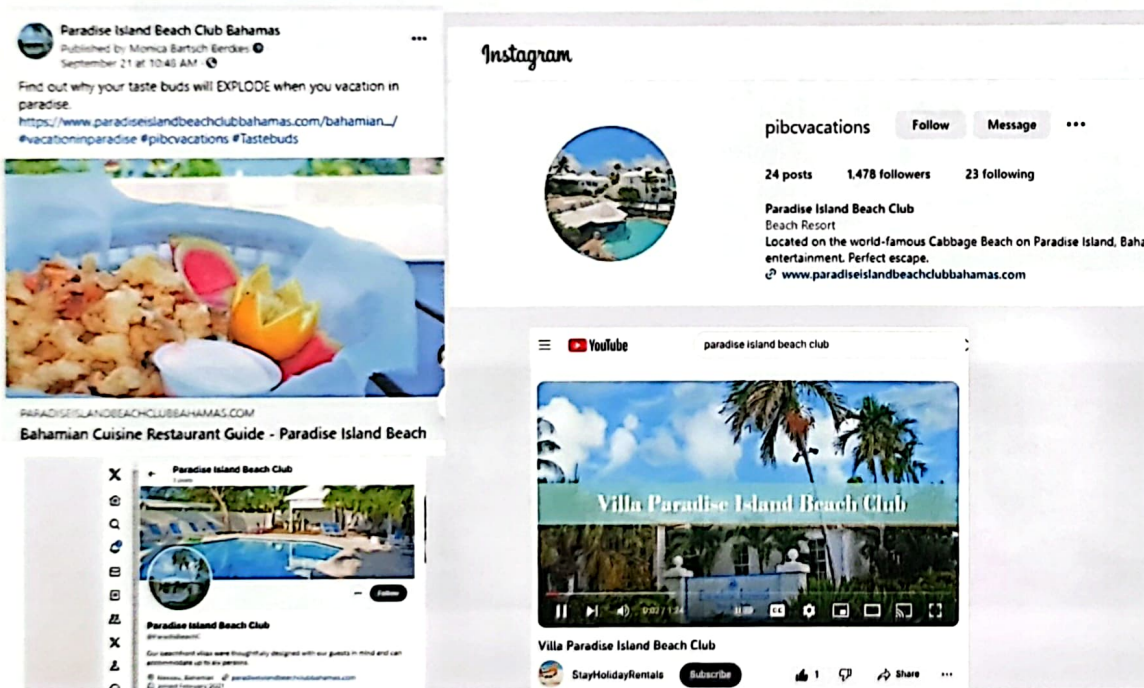
- Keyword and new Title Tag performance is AMAZING!
#1 source of traffic to our site.

2023 Highlights: EMAIL MARKETING



- Continues to out-perform industry standard open and click-through rates.
- Eblast click through rates (meaning they've clicked and traveled to our website) are up 39.09% compared to 2022
- Both the duration and page visits (how long they stay on our site and how many pages they surf) have also increased.
- #5 source of traffic to our site.

2023 Highlights: SOCIAL MEDIA



- Social media (Facebook, Instagram etc) promotions continue to increase our awareness and visibility. We will do more post boosting in 2024 to expand our reach.
- Blog posts, housed on our website are used to promote engagement and traffic to our site. It keeps our content fresh, which in turn improves our SEO rankings.
- Social Media is #8 / Blogs are #7 source of traffic to our site.
- ALL CYLANDERS WORKING TOGETHER

2023 BOOKING EXPECTATIONS

HOW ARE WE ULTIMATELY GETTING OUR BUSINESS?

RED AWNING
85%

DIRECT
10%

OWNERS/
EXCHANGERS
5%

CLOSING POINTS:

- In 2024, we want to hit more weekly targets of enjoying 100% occupancy. Q1&Q2 are always a big indicator of rental program success.
- It is essential Loretta/reservations prioritizes inventory control as we head into next year. WE NEED OWNERS TO HELP US by telling us if they are not coming so units don't sit empty.
- I continue to see activity from owners requesting weeks or renting weeks on the owners FB page. So please JOIN! Swapping weeks on this page has become commonplace. It's a great way to make sure the Club sees high occupancy rates of its treasured owners.
- As momentum shifts towards rentals, we must operate more like a resort. New renters will NOT come back if we operate as a basic "condo by the water" with no "vacation experience". We need to boost up efforts! Add a vibe - music, happy hour, pool games, later evening entertainment etc. We must expand our pool bar environment – it is the epicenter of the club!

A tropical beach scene with a blue sky, turquoise water, a wooden bench, and a palm tree. The text is overlaid on a white box in the center.

THANK YOU!

Email any questions / concerns:
monica1076@comcast.net