

ANNOUNCEMENT

FROM TED ENT

I want to update you on the coronavirus (COVID-19) outbreak which is impacting the hospitality and travel industry, as well as Innisfree. The Executive team and I, along with the Regionals and General Managers, are in constant contact with the Florida Restaurant & Lodging Association, State and Local governments and local Convention Visitors Bureaus to ensure we are taking advantage of the most up-to-date news and facts as we position our company to successfully respond to this situation.

As always, the safety, health and well-being of our colleagues, their families, guests and customers remain our highest priority. Our entire team is working around the clock to implement best practices to put our team members and guests at ease. We have received excellent guidance from our brand partners on how best to protect against transmission of the virus, procedures in the event that the virus is close and what to do if we have a suspected/confirmed case.

Our goal is to continue to provide fun, memorable experiences and minimize the financial impact that we all may experience as a result of COVID-19. Innisfree is taking a leadership role in each market where we do business to ensure that local convention visitors bureaus are marketing the unique benefits of our beautiful beaches, fresh air and drive-to markets. Last week, we deployed our own marketing strategy targeted toward customers who have been displaced due to the cancellation of cruises, conferences and festivals. We are redirecting our marketing campaigns and working with our public

relations agency to let our guests know the coast is clear and our hotels are open for business.

I am confident in the strength and commitment of our teams. Together, we will manage through this, and not unlike hurricane response measures, run to the storm. I will be visiting each market in the coming days to discuss our company's ongoing strategy. In the meantime, feel free to contact me if you have any questions.

Thank you for your trust and commitment.

Sincerely,

Ted Ent
President & CEO

