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ISLAMORADA, Fla.,

SPORTFISHING CAPITAL OF THE WORLD

Bass Pro Shops, North America's Premier Outdoor and Conservation Company, announces agreement to partner with Schulte Hospitality Group to unite iconic Cheeca Lodge with renowned Islander Resort. The two oceanfront resorts will join World Wide Sportsman Store & Marina to create a remarkable landmark adventure destination in the heart of the Florida Keys.



Historic Cheeca Lodge

In June of this year, Bass Pro Shops through its nature-based resorts division anchored by America's Premier Wilderness Resort, Big Cedar Lodge, announced the acquisition of the historic Cheeca Lodge. Long recognized as a gathering place for anglers, adventurers and families

seeking the timeless spirit of the Keys, Cheeca Lodge has welcomed generations of visitors drawn to Islamorada's world-famous waters, natural beauty, and laid-back hospitality.

The resort features 254 beautifully appointed guest rooms, suites, and casitas, with many offering direct oceanfront views. Guests are immersed in an impressive collection of amenities including three enormous tropical swimming pools, a world-class full-service spa, a 9-hole Jack Nicklaus-designed par-3 golf course, a 525-foot historic fishing pier, state-of-the-art fitness and meeting facilities, tennis and pickleball courts and upscale waterfront dining that serves as a dream location for weddings and special events.

Subsequent to the purchase of Cheeca Lodge, The Islander Resort was offered for sale. Through conversations between Bass Pro Shops and Schulte Hospitality Group, both parties quickly recognized the opportunity for a great partnership and a natural fit, given Bass Pro Shops' longstanding commitment to Islamorada, its conservation efforts, and the local sport fishing community. Today, Bass Pro Shops and Schulte are proud to announce they have partnered to bring these two iconic properties together. While the financial terms were not disclosed, the new allies who will operate both resorts, share a commitment to support the community and conservation for the long-term.



The Legendary Islander Resort

Established in 1951, the Islander Resort has welcomed generations of anglers, families and adventurers to one of the most pristine beaches in all the Florida Keys. The 24-acre Islander Resort features 114 bungalows and

suites, 25 Bayside Villas, expansive beachfront, pools, dining venues, watersports amenities and gathering spaces that have welcomed generations of Florida Keys visitors. Both resorts will continue normal operations through the transition while plans are being developed to enhance and unite The Islander and Cheeca resort properties. In the process, every effort will be made to retain much of the charm and character that has made these landmark destinations so special for generations.

**FOUNDERS' DREAMS - FORGED FROM PASSION
CONNECTING FAMILIES TO FISHING AND NATURE
WHILE REMAINING DEEPLY COMMITTED TO CONSERVATION**

Together, Cheeca Lodge and The Islander will offer guests almost a mile of pristine private beachfront, nearly 400 accommodations, a world-class spa, five breathtaking pools, six unique dining experiences, Jack Nicklaus Signature par-3 golf and world-renowned fishing opportunities.

A longstanding commitment to the Florida Keys and conservation

“The Florida Keys hold a special place in the hearts of anglers and outdoor families from around the world,” said Johnny Morris, noted conservationist and Bass Pro Shops founder. “We have great respect for the history of Islander Resort and the people who made it such a beloved destination. We also have high regard for Darryl Schulte and his team, and we’re honored to partner with them to unite these two landmark destinations and help carry the story forward while preserving everything that makes this place so special.”



*The Islander's beautiful seaside restaurants
are situated on one of the most pristine beaches in all the Florida Keys.*



The “Happy Times” Tiki Bar sits oceanside and poolside at Cheeca Lodge.

Together, Cheeca Lodge, The Islander and World Wide Sportsman will create a daydream adventure destination in the Sportfishing Capital of the World. Guests will be offered unique options for unparalleled access to world-class fishing, outdoor recreation and the natural beauty that defines the Florida Keys.

World Wide Sportsman Store & Marina, overlooking Florida Bay with direct access to the Everglades and the deep blue waters of the Gulf Stream, will serve as a launch point for adventure seekers from Cheeca Lodge and The Islander to join other anglers from around the globe.



Current manager of The Islander, Joy Michelle Boyd, an accomplished 25-year hospitality leader and the highly respected President of the Keys Florida Resort & Lodging Association Chapter, will lead both Cheeca and The Islander resorts under the guidance of Debbie Bennett, President of Bass Pro Shops Nature-Based Hospitality Division and a 39-year leader of America's Premier Wilderness Resort, Big Cedar Lodge. They are excited to retain and work alongside many of the key team members from both Cheeca Lodge and The Islander with a shared commitment to creating memorable guest experiences, deepen the connection with the local community and deliver world-class hospitality.

Conservation at the heart of the experience

For decades, Bass Pro Shops and Johnny Morris have worked alongside leading conservation organizations to protect habitat, advocate for sportsmen and women and connect new audiences to the outdoors. Through its deep roots in the Keys, the company has also supported conservation efforts that help protect the region's renowned fisheries.

Looking ahead, Bass Pro Shops will continue to celebrate and support the outdoor traditions and natural beauty that have made Islamorada famous around the world. The company will continue to work alongside local conservation organizations, researchers and other community partners to create meaningful experiences that connect guests to the natural beauty of the Florida Keys and inspire them to help conserve this special place for future generations.



Supporting the legendary fishing community remains a top priority

To celebrate this announcement Bass Pro Shops, Johnny Morris, Darryl Schulte and other generous donors have committed \$500,000 in funding to support the Florida Keys History & Discovery Center at The Islander Resort. The company is committed to promoting the Sportfishing Capital of the World and its captains, marinas, resorts, restaurants and other destinations through Bass Pro Shops' significant national and international customer base. The \$500,000 commitment to the Florida Keys History & Discovery Center reflects that broader commitment, celebrating the people and places that have helped build the rich fishing heritage of Islamorada as a legendary fishing destination.

We take this opportunity to express our sincere appreciation to Northwood Hospitality, the former owners and managers of Cheeca Lodge, for their generous support and cooperation throughout this transition process.

FOR MORE THAN THE PAST DECADE, BASS PRO SHOPS HAS GIVEN BACK OVER 10% OF ITS EARNINGS TO SUPPORT CONSERVATION.



**REWARDS TODAY.
CONSERVATION FOREVER.**

**BASS PRO SHOPS TEAMMATES
"OUTFITTERS" AND CONSERVATION
CLUB MEMBERS WILL BE ELIGIBLE TO
EARN SPECIAL REWARDS AND BENEFITS.**