



JIBE HOSPITALITY · CASE STUDY

From a Dormant Outlet to an Oceanfront Flagship

*How reactivating beachfront food & beverage
became the engine of a resort turnaround.*

“We can’t predict the wind, but we can manage the sail.”

An oceanfront, branded resort · South Florida

THE OPPORTUNITY

The best real estate in the building was sitting idle

The property had one of the only beachfront food-and-beverage footprints in its market — and was doing almost nothing with it.

The space occupied a position almost no competitor could replicate: dining directly on the sand, with the ocean as its backdrop. When we arrived, it was dormant. The opening diagnostic had already flagged it as the single highest-return repositioning lever on the property — the raw material for a destination restaurant and bar drawing guests and locals alike. The opportunity was not to build something new; it was to switch on what already existed.

WHAT WE DID

Reactivated the space as a destination, not an outlet

It came from a tight partnership. Jibe saw the opportunity, set the vision, and built the go-to-market; Chef Luis Pous, brought in through Jibe, built the offering, the experience, the mood, and the food. Together they reopened the venue with a clear concept, a real identity, and extended hours — and the revenue followed almost immediately.

The kitchen is the centerpiece: an open-fire kitchen on the sand, a Mediterranean-inspired menu of wood-fired plates and roasted proteins, an oceanfront cocktail program, and a chef-led sushi counter by the water.

The ocean does half the work; the kitchen has to earn the other half. We cook over open fire on the sand because the setting asks for something honest and alive — food people cross town for.

CHEF LUIS POUS · CULINARY, THROUGH JIBE HOSPITALITY



Chef Luis Pous — Culinary, through Jibe Hospitality

A flagship

One of the property's strongest F&B revenue months since opening

Higher check

A marked lift in average check where the sushi program was introduced

Group lift

Strong growth in group bookings on the books for the year ahead

THE MODEL

A volume lunch by day, a neighborhood hotspot by night

Open daily, the venue works twice: a high-volume, casual oceanfront lunch by day, and a refined-but-welcoming local spot by night — sushi, wood-fired pizza, roasted proteins, and Mediterranean plates, priced for the setting. Extending the evening hours did what a hotel outlet rarely manages: it pulled the neighborhood back in, with residents from the surrounding towers returning to a brand they had written off.



THE ROADMAP

From flagship to cornerstone

01 Seating expansion

Grow covers toward the public pathway at the highest-margin hours.

02 A private oceanfront event space

An exclusive zone under the stars for events and special occasions.

03 Daytime dining on the sand

Reclaim under-used beach frontage for a casual, prime-oceanfront experience.

04 A visible pool-deck grill

Open-fire cooking in clear sightline of the surrounding towers, drawing local traffic.

05 Reopen a shuttered outlet

Convert growing local demand into the volume to bring an idle restaurant back for evening service, with banquets alongside it.

WHY IT MATTERS

The highest-return move in the repositioning

A dormant outlet became the property's flagship — lifting F&B revenue and average check, pulling occupancy, and resetting how the market sees the resort.

It is the clearest illustration of how we work: find the asset's single highest-return lever, switch it on, and let it pull the rest of the repositioning behind it. The programming is the engine — seasonal menus and prix-fixe events, weekend open-fire nights, chef-led sushi, and a steady content and PR calendar — and the social presence became a genuine demand channel rather than a billboard.

Jibe Hospitality operates hotels and represents ownership's interest in them. To discuss what the same approach could do for your asset, reach us at hello@jibehospitality.com.

Anonymized for publication. Prepared by Jibe Hospitality from a live engagement; the property is not identified and performance is described qualitatively. For credentialing and discussion purposes.