

MONTHLY NEWSLETTER



A STRONG SEASON – AND A STRATEGIC SHOULDER SEASON AHEAD

The 2026 season has been a strong one for Kingfisher and our owners.

After several years of disruption and change in the Sanibel and Captiva vacation rental market, we are seeing a more stable rhythm return. Easter is now behind us, and we are entering the normal shoulder-season period when booking activity typically softens for a couple of months before summer demand begins to build.

That slowdown is not unexpected, and it is not something we view as cause for concern. What matters most during this window is staying active.

Our team is closely watching pricing, calendars, guest inquiries, marketing exposure, and booking trends so each home is positioned as strongly as possible for the next wave of demand. As Florida schools begin letting out, we expect activity to pick up again and anticipate a relatively busy summer season.

At Kingfisher, going above and beyond is the expectation – and that applies just as much during the quieter periods as it does during peak season.

THE KINGFISHER ADVANTAGE

Market knowledge only matters when it is backed by execution. That is where Kingfisher continues to separate itself.

Sanibel and Captiva are not everyday beach destinations, and vacation rental success here requires more than simply putting a property online. Guests want confidence. They want accurate information. They want to know the location, the beach access, the island experience, the neighborhood, and what makes one home different from another.

Because our team lives and works in this market every day, we can speak to those details in a way that large outside companies and newer operators simply cannot. That local knowledge helps us answer guest questions better, present homes more accurately, and convert interest into bookings.

We also continue to represent one of the strongest collections of homes on the islands, with over 180 of Sanibel and Captiva's premier properties under Kingfisher management.

RESULTS OWNERS CAN SEE

One of the most meaningful pieces of feedback we received recently came from an owner in a 50+ unit condo complex on Sanibel:

"An individual highly involved in the day to day mentioned to me that, of all the rental agencies used here, Kingfisher is by far outperforming the other agencies in getting the most renters on the property. Well done and thank you!"

That kind of feedback matters because it reflects what owners care about most: results.

Strong representation matters. Good communication matters. Local experience matters. And in a competitive market, having the right company behind your property can make a real difference.



TRUSTED BY THE COMMUNITY THAT KNOWS US BEST

Since 2018, Kingfisher has won every Best of the Islands vote for Vacation Rental Management, along with honors in multiple additional categories.

That kind of consistent recognition does not happen by accident. It reflects the trust of residents, guests, owners, and community members who know this market firsthand.

For your property, that reputation is not just a badge. It is an asset. When a guest is deciding where to stay — or when an owner is deciding who should represent their home — Kingfisher's name carries weight on Sanibel and Captiva.

DESTINATION MOMENTUM

We are also seeing continued signs that Sanibel and Captiva remain top of mind for travelers.

Recent outside exposure — including national streaming and online content featuring the islands — helps keep our destination visible and relevant. That kind of attention does not replace the work of pricing, marketing, guest service, and follow-up, but it does help remind travelers why Sanibel and Captiva are special.

Our job is to take that interest and turn it into results for our owners.



LOOKING AHEAD

The next few months will be important. Shoulder season is the time to stay sharp, monitor demand, adjust where needed, and make sure each property is ready for summer travelers.

That is exactly what our team is focused on.

Thank you for trusting Kingfisher with your home. We are proud to represent some of the island's premier properties, and we remain committed to doing the work every day to help your property perform.

Kingfisher Vacation Rentals
Going above and beyond for you.

Working hard for you - Your Kingfisher Team