



FOR IMMEDIATE RELEASE

Camp Margaritaville Coming to Georgia's Golden Isles in 2028

BRUNSWICK, Ga. (October 26, 2026) – The team behind Camp Margaritaville Resort Golden Isles today announced the groundbreaking of the new outdoor resort in Brunswick, Georgia that will take place on October 28th. Construction is now underway with completion anticipated in early 2028.

In collaboration with Margaritaville, the 54-acre development is being led by South Street Partners, a private equity real estate investment firm, and Brighton Real Estate Ventures, a real estate investment and development firm.

"We are excited to partner with Brighton Real Estate Ventures to bring Camp Margaritaville, a top-of-the-market outdoor resort to a growing coastal Georgia market," said Peter Lunenburg, Principal at South Street Partners. "Outdoor hospitality continues to attract a new generation of travelers looking for elevated experiences, and this resort will be the first of its kind in the Golden Isles, meeting that demand in one of the Southeast's most popular coastal regions."

Strategically located at 7350 Hwy 99 in Brunswick, directly off Interstate 95 and approximately 25 minutes from St. Simons Island, one of Georgia's premier coastal destinations, the resort is designed to capitalize on the region's thriving tourism economy and strong regional traffic. The property will be adjacent to the recently opened 74,000-square-foot Buc-ee's travel center, featuring 120 fueling stations, providing exceptional visibility and accessibility for travelers visiting the Georgia coast.

"We believe the Golden Isles is an ideal location for a Camp Margaritaville resort," said Ben Kennedy, Co-Founder at Brighton Real Estate Ventures. "This marks an exciting milestone as we begin bringing this vision to life. With exceptional visibility and access from I-95 and proximity to some of Georgia's coastal destinations, this project represents a significant investment in the future of the region. We look forward to creating a destination where families can stay, relax, dine, and experience everything the Golden Isles has to offer."

Camp Margaritaville Resort Golden Isles will bring a new outdoor hospitality experience to Brunswick, Georgia, with planned accommodations, including 285 premium RV sites and 55 casitas. The resort will offer a range of amenities and spaces designed for relaxation, recreation, dining, and entertainment. As manager of the resort, IHM Outdoors will oversee operations and guest experience, leveraging its specialized outdoor hospitality platform and the operational expertise of Island Hospitality Management to create a best-in-class destination for travelers visiting Georgia's coast.

For more information, [click here](#).

About Camp Margaritaville

Camp Margaritaville blends the laid-back spirit of Margaritaville with the freedom of the open road, offering a fresh take on outdoor travel. Across destinations in the U.S., Camp Margaritaville Resorts combine luxury RV sites, cabins, and elevated glamping experiences with resort-style amenities and a relaxed outdoor setting. Guests can enjoy oversized RV pads with full hookups, pools, outdoor spaces, on-site dining, entertainment, dog parks, and more. Whether arriving with an RV or staying in a cabin or treehouse, Camp Margaritaville delivers an outdoor escape designed for families, couples, and adventure-seekers alike. Explore locations at [CampMargaritaville.com](https://www.CampMargaritaville.com) and follow Camp Margaritaville on [Facebook](#) and [Instagram](#).

About IHM Outdoors, Powered by Island Hospitality

IHM Outdoors is the dedicated outdoor hospitality division of Island Hospitality Management, focused exclusively on the management and operation of outdoor and resort hospitality destinations. The platform encompasses RV resorts, vacation rentals, glamping properties, outdoor lodging experiences, and other experiential hospitality offerings. You can learn more at IHMOutdoors.com.

About South Street Partners

South Street Partners, one of the largest owners and operators of private residential club and resort communities in the United States – including Kiawah Island, Palmetto Bluff, The Cliffs, Barnsley Resort, The Beckwith-Crested Butte, The King & Prince Beach and Golf Resort, PGA National Resort, Sawgrass Marriott Golf Resort and Spa, Naples Grande, Crystal Springs Resort, Sole – Miami, Arizona Biltmore, and Residences at Salamander – is a private equity real estate investment firm headquartered in Charlotte, NC and Charleston, SC. Founded in 2009, South Street, on behalf of its SSP GP Funds, their institutional joint venture partners and co-investment vehicles, has deployed over \$2 billion of equity across resort, residential and commercial properties, and has over \$4 billion of assets under management. South Street acts as a principal investment platform as well as an operating partner and co-investor for institutional partners interested in special situations, opportunistic and value-add real estate investments in the Southeast and Sunbelt regions as well as other select continental US and international markets. SouthStreetPartners.com

About Brighton Real Estate Ventures

Brighton Real Estate Ventures share a combined experience of more than 60 years in developing and operating residential and commercial real estate investments. A significant amount of the years has been dedicated to the South Carolina coastal areas and the Coastal Empire of Georgia allowing for a broad array of knowledge and experience in these markets. In addition, the principals have been involved with numerous 24/7 urban gateway markets in the US. Presently, they are focused on Luxury RV resort developments, residential mixed-use and industrial properties throughout the southeast.

Their collective experience in property development spans private and public companies and encompasses all facets of the real estate investment process. The firm which was founded in 2024, by Mark Potter and Ben Kennedy, has the capabilities to manage every aspect of development projects from conception to disposition with particular emphasis in acquisition, entitlement, construction management and financing. Brightonreventures.com

Media Contact

CHRIS DALY
PRESIDENT, DG PUBLIC RELATIONS
chris@dalygray.com