

ANDERSON OCEAN CLUB: Letter From the New General Manager



I am very excited to have the opportunity to come aboard as the general manager for this beautiful property! I have a long history with Hilton Hotels, most recently serving as the director of operations and association management at the Embassy Suites Resort at Kingston Plantation for the past eight years. I oversaw operations for the resort as well as served on several Homeowner Association Boards and Committees during my tenure there. I have also held the position of general manager at the Embassy Suites, Brunswick Georgia, and the Embassy Suites, Lake Buena Vista Resort, in Orlando Florida. Having that experience has afforded me this wonderful opportunity to work with the Anderson Ocean Club team.

Although I have only been here for a short time, I have been impressed with the great team environment. This will be very helpful as we continue to improve upon both our product and service levels throughout the resort. Additionally, Hilton will be bringing in a director

of resorts to assist me in the oversight of this great property. 🟩

Warm regards,
Erik Johnson, General Manager

FROM YOUR HOMEOWNER REPRESENTATIVE: Making Improvements

Ready, set, GO! We are off to another busy season at the Anderson Ocean Club. In preparation for the summer season, the following are some of the capital items that have been our focus over the first quarter:

- Installed three additional hallway carpets
- Purchased two upgraded exercise bikes for the fitness center
- Began installing new sconces in the hallways
- Professionally cleaned and stained the tile grout of the sixteenth floor elevator landing as an example for consideration on all floors and units
- Painted two hallways, leaving an additional floor to be completed in this year's budget
- Installed new LED lights in the south fountain
- Restriped parking garage along with the main building and curbs
- Resurfaced indoor and outdoor hot tubs and kiddie pool with tile

- Installed new in-ground speakers in the pool area
- Installed new laundry and trash chute doors in the valet area

Upgrades inside the units continue with the replacement of sofas, chairs and drapery. For any owners who are considering making upgrades, the suggested design board is available for viewing in my office or a picture of the board can be sent to you electronically, upon request.

Updates can help maximize the value of your vacation property investment. Making changes such as replacing your carpeting can go a long way in attracting guests. If you haven't yet done so, I encourage you to consider changes you might be able to make. We strive to deliver a great experience to all of our guests, which is what keeps them coming back year after year! 🟩

Wendy Broyles, Homeowner Representative



RECOGNITION UPDATE: Anderson Ocean Club Wins Hotels.com Award

Hotels.com

The first quarter brings more great news for the Anderson Ocean Club, as we have been awarded with the Hotels.com Outstanding Guest Ratings Award. This prestigious award speaks volumes about our property and staff. From our incredible views of the Grand Strand to the condition and furnishings of our rooms, guests have noticed what we offer and they appreciate it. This award shows the importance of the relationship and trust we have with each other and speaks highly of what we are accomplishing together. ■

REVENUE UPDATE: Quarter 1 - 2015

The first quarter of 2015 was another great quarter for us at the Anderson Ocean Club. We recognized a significant increase in ADR (Average Daily Rate) over the same quarter last year. Occupied nights were up as well. March was a particularly great month.

We continue to leverage the knowledge of our marketing team by focusing on both our email marketing efforts and increasing our presence with print media in visitor centers, welcome centers, Convention and Visitors Bureau lobbies, and Chamber lobbies. These efforts to increase brand awareness help draw travelers' attention to your units. Any added value from property or unit upgrades help to further enhance the overall guest experience and your investment. For more information on the current status of your individual unit, please contact your homeowner representative. ■



MARKETING UPDATE: Increasing Visibility

The year is off to a great start. We have revamped our marketing campaigns to ensure they are optimized for maximum results. Our pay-per-click (PPC) online advertising campaigns have been refined as well, and the early results indicate we are performing well. Our newly designed resort guides are also out in circulation and are receiving rave reviews. Our new marketing manager, Anna Bowers, has attended several chamber events and is working hard to build relationships in our communities. We have partnered with the Myrtle Beach Sports Complex and now have a video ad on a giant screen that runs on a loop for all to see. With the sports complex's anticipated 150,000 visitors annually, this added exposure is expected to increase our presence among thousands of sports tourists.

Based on concerns raised at the recent Homeowners' meeting, we've increased our monitoring of TripAdvisor comments and are now responding daily. Our new marketing manager is overseeing the responses and working with management to ensure any complaints are addressed in a timely manner. Additionally, we were able leverage our relationship with booking.com to increase our Priceline.com rating. ■

ACTIVITIES UPDATE: A Quarter to Remember



There is a profoundly superb line from one of my favorite movies, “The Shawshank Redemption.” “Some birds are not meant to be caged, their feathers are just too bright.” Year after year, our faithful, bright-feathered Snowbirds dedicatedly migrate to the southern latitudes of Myrtle and North Myrtle Beach, to enjoy respite from harsh Old Man Winter.

As the Oceana Resorts activities manager, I am humbled and honored to have the opportunity to host such a vibrant and fun-seeking group of folks. Whether it is hosting our annual Snowbirds Wine & Cheese Reception, sharing stories in Knitting Club, or fighting over the last bag of chocolate truffles in Bingo, these folks prove time and again why I am so very privileged to be a member of the Oceana Resorts by Wyndham Vacation Rentals team. Even though the cold still crept into this part of the map, the memories of our time together provided the warmth needed to sustain a long winter.

I hope that I may have, as I do with each and every Snowbird, the pleasure of getting to know you, our homeowners. Truly, these lasting relationships are the bedrock of what allows Oceana Resorts to stand above the rest. As always, we sincerely appreciate you making Oceana Resorts your rental management company and allowing us the joy of providing forever memories for all of our guests. We certainly look forward to seeing you migrate our way soon! 🍀

Alex McLean, Activities Manager

SPONSORSHIP UPDATE: Increasing Brand Awareness

Within the last calendar year, Oceana Resorts and Wyndham Vacation Rentals have sponsored the baseball and softball fields at the North Myrtle Beach Park and Sports Complex, a video board and print materials at the Myrtle Beach Sports Center, and most recently, the upcoming Carolina Country Music Fest (CCMF).

During the first quarter of 2015, the North Myrtle Beach Park and Sports Complex held 14 events featuring 402 teams (over 9,400 participants!), the overwhelming majority of which were from out of the area. By the end of the quarter, the Myrtle Beach Sports Center was just beginning to host events. However, they do expect over 100,000 athletes this year and over 150,000 visitors. Each visitor will receive a program that contains an Oceana Resorts postcard with future deals specifically for those visiting the sports center.

CCMF is a three-day music event coming this June for the first time to the Myrtle Beach area. As a sponsor, we are receiving social media posts on their event pages, placement on the CCMF website, and other cross-promotional opportunities as well as the ability to sell tickets to our guests. This event should help attract guests during the softer first week of June. 🍀





DESTINATION NEWS: Myrtle Beach Wins Spring Break Award

It seems that with every edition of the Oceana Resorts by Wyndham Vacation Rentals homeowner newsletter, we have the pleasure of reporting yet another accolade bestowed upon the Grand Strand! This is the case once again, as the first quarter saw the readers of USA TODAY and 10BEST vote Myrtle Beach “Best Spring Break Destination,” beating out exotic locales such as Cabo San Lucas and classic beach destinations like Daytona Beach and Cancun, Mexico. The area’s family friendly atmosphere was cited as a major reason for the award. 🏡

Here is the top 10 list:

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| <p>1 Myrtle Beach, S.C.</p> <p>2 Cabo San Lucas, Mexico</p> <p>3 Cocoa Beach, Fla.</p> <p>4 Atlantic Beach, N.C.</p> <p>5 Punta Cana, Dominican Republic</p> | <p>6 Daytona Beach, Fla.</p> <p>7 Rio Grande, Puerto Rico</p> <p>8 Panama City Beach, Fla.</p> <p>9 Cancun, Mexico</p> <p>10 South Padre Island, Texas</p> |
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GOLF SALES UPDATE: from Director of Golf Sales, Robin Pringle

Greetings from the Oceana Resorts Golf Sales Team! Don’t forget to take advantage of our Homeowners NO GREENS FEE program. Several area golf courses have partnered with Oceana Resorts to extend this fantastic benefit just for our valued Homeowners. [Click here](#) for more details. Additionally, we have great rates on area courses outside of those that are included in the program. To take advantage of these benefits, call Oceana Resorts’ golf specialists toll free at 877.840.8464. Your tee-time is waiting! 🏡





DESTINATION NEWS: **Myrtle Beach Marathon Brings a Busy Weekend to the Beach**

One of the biggest tourism draws to Myrtle Beach in the first quarter was the 18th Annual Myrtle Beach Marathon. The 2015 marathon had 3,000 participants but drew over 10,000 friends, family members, and spectators. The Myrtle Beach Marathon begins a little earlier than most others, with the starting gun firing at 6:30 a.m. sharp. The course is mostly flat and takes runners around Ocean Boulevard, the Market Common area, Kings Highway, and other great backdrops before ending at TicketReturn.com field, home of the Myrtle Beach Pelicans. The race took place on Valentine's Day weekend, and the combination of runners and couples who visited the Grand Strand for the weekend provided an

increase in occupancy during the lull of the offseason. The Myrtle Beach Marathon is a major charitable contributor. A unique cause supported by this marathon is [The Institute for Greatly Endangered and Rare Species \(T.I.G.E.R.S.\)](#), a nonprofit wildlife conservation group that houses rare and endangered species. Since its inception, the marathon has helped raise over \$3 million for organizations like T.I.G.E.R.S., the Leukemia and Lymphoma Society, South Carolina schools and the American Red Cross. ■

PERSONNEL UPDATE: **Welcome Anna Bowers to the Oceana Resorts Marketing Team**

We are pleased to announce that in February, we appointed Anna Bowers as marketing manager for Oceana Resorts. Anna is a skilled professional with a wealth of knowledge in the marketing and public relations fields and a very diverse business background. She is very excited to be at Oceana Resorts and has already started to impact our marketing strategy. Most recently, Anna served as marketing manager for Experient Inc., where she optimized email campaigns to perform well above industry standard in open rates, click through rates and ROI. Anna is married with two grown daughters and a son who will join her here in North Myrtle Beach once the school year concludes. In her spare time, Anna coaches youth soccer and has recently joined a sea turtle rescue organization in North Myrtle Beach. ■



Anderson Ocean Club and Spa

2600 N. Ocean Blvd.
Myrtle Beach, SC 29577
Toll Free: 866-578-8494
info@andersonoceanclubonline.com
www.oceanaresorts.com/anderson

Erik Johnson
General Manager
(843) 213-5342
erik.johnson@hilton.com

Wendy Broyles
Homeowner Representative
(843) 213-5348
wendy.broyles@wynvr.com