

BAY WATCH RESORT & CONFERENCE CENTER: **Letter from the General Manager: Continuous Improvement**



I hope everyone has noticed the improvements at Bay Watch over the last year! I would like to assure everyone that this progress will continue.

The following capital improvements have already been addressed in the first quarter of 2015:

- Installed LED lighting for all pools
- Refinished indoor pool decks
- Outdoor Lazy River will be plastered and new energy efficient VFD pumps will be installed
- Added four new ice machines
- Upgraded equipment in exercise room
- Replaced dolphin tile in outdoor pool and Jacuzzi Re-grouted Jacuzzis

Also, we are now managing the on-site gift shop, and owner discounts are available for apparel and gift items. We now have a large variety of Bay Watch logo items and many other beach related gifts.

The Blue Café is now open for lunch Monday through Saturday, and reviews of the menu have all been very favorable. Dinner is currently being served on Friday and Saturday but will be served Tuesday through Saturday.

We're seeing great results, in part to all of the improvements made by our individual Homeowners in their units and the HOA improvements to the property overall.

Our staff is working to improve not only our service to guests but also to our owners. I hope everyone sees the benefits of this continuous improvement at Baywatch. 🟢

Alan Peterson, General Manager, and the Bay Watch Staff

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. 🟢



FROM YOUR HOMEOWNER REPRESENTATIVE: **Upgrading Your Unit**

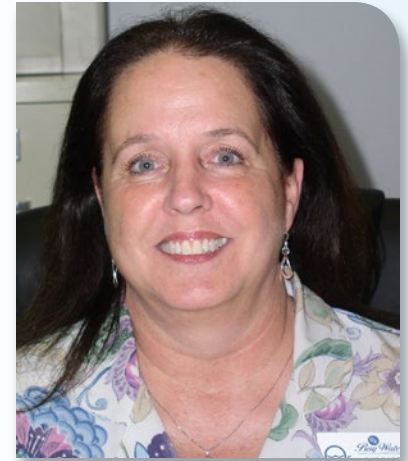
Greetings Homeowner,

The summer season is approaching fast. Just a few property updates to keep you informed. We continue to encourage triple sheeting, as our comforters are showing their age. We currently have approximately 50 percent of the units with triple sheeting, and we encourage owners to consider implementing this change. Many guests and owners are pleased with the new sheeting. Several owners are beginning to commit to kitchen upgrades. We have recently completed five, and they look great!

If you do not receive your current grade and recommendations by June 6, please let us know. If you decide to complete upgrades, we can still do them between check in and check out during our busy season, except for major upgrades such as cabinets. Don't let the time of year discourage you from making that decision. Upgrades not only assist with retaining value in your investment but they

also help enhance the overall guest experience. Some level of similarity from unit to unit helps provide returning guests with a consistent experience and can leave first-time guests with a lasting impression. Thank you for all that you do to participate in any upgrades throughout the year!

We have also signed a few additional units to the Oceana Rental Management program. Welcome to those new owners! We are currently managing 250 units, and discussions are continuing with many others. ■



Sue Bass
Homeowner Representative

REVENUE UPDATE: **Quarter 1 - 2015**

The first quarter of 2015 was another great quarter for us at Bay Watch Resort. We recognized a significant increase in ADR (Average Daily Rate) over the same quarter last year. Occupied nights were up as well; January and February saw jumps in occupancy versus 2014. 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 further helps to enhance the overall guest experience and your investment. For more information on the current status of your individual unit, please contact your homeowner representative. ■





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



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. Our team has also increased monitoring of TripAdvisor comments and is now responding daily. Our new marketing manager is overseeing these responses and working with management to ensure any complaints are addressed in a timely manner. ■



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:

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1 Myrtle Beach, S.C. 2 Cabo San Lucas, Mexico 3 Cocoa Beach, Fla. 4 Atlantic Beach, N.C. 5 Punta Cana, Dominican Republic | <ol style="list-style-type: none"> 6 Daytona Beach, Fla. 7 Rio Grande, Puerto Rico 8 Panama City Beach, Fla. 9 Cancun, Mexico 10 South Padre Island, Texas |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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. 🏡



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. 🟢



Bay Watch Resort & Conference Center

2701 S. Ocean Blvd.
North Myrtle Beach, SC 29582
866-270-2172
reservations@oceanaresorts.com
www.oceanaresorts.com/baywatch

Alan Peterson
General Manager
(843) 272-4600
alan.peterson
@wynvr.com

Sue Bass
Homeowner Rep.
(843) 361-2103
sue.bass
@wynvr.com

Fran Greggs
Guest Services Manager
(843) 272-4600
fran.greggs
@wynvr.com

John Biernesser
Maintenance Manager
(843) 272-4600
john.biernesser
@wynvr.com

Gwen Dixon
Housekeeping Manager
(843) 272-4600
gwen.dixon
@wynvr.com