

## CAROLINIAN BEACH RESORT: Welcome to the 2015 First Quarter Newsletter



At the end of the first quarter, we received approval from the board and Wyndham Vacation Rentals to terminate our agreement with Best Western International and rename the property Carolinian Beach Resort! You should have received our communication to this effect. We are excited about the change and have remarketed the property accordingly in all of our advertising materials and on our website. The rebranding kept us busy in March and early April, and we are pleased to have completed the process successfully. We are excited about the changes and are also delighted to announce that Charles "Bud" McLaughlin has joined us to lead the Carolinian into the summer season.

Bud moved to the Myrtle Beach area from Vermont a few months ago. He and his fiancé live in Pawleys Island. Although he grew up in Maryland, Bud has spent the last 30 plus years in the hospitality industry in Vermont, managing resorts and commercial hotels as well as doing some consulting. Bud and his fiancé are happy to be in the south and not sorry to have missed the Vermont winter this past season. Having only been on the job at the Carolinian Beach Resort for a couple of weeks, Bud is focused on getting acquainted with the staff and property. "Providing an exceptional experience for guests and owners is what we strive to accomplish," said Bud. Please stop in and see him when you visit the Carolinian Beach Resort. ■

## FROM YOUR HOMEOWNER REPRESENTATIVE: Getting Ready for Warmer Weather

We are off to a good start so far at the Carolinian Beach Resort. We really enjoyed having so many of our Snowbirds return from previous years and stay with us once again. Our new activities manager, Alex Mclean, made it possible for our Snowbirds to take part in many new winter activities as well as some of their favorite activities from previous years.

Our housekeeping and maintenance teams have been working extremely hard to finish up all of the winter deep cleans and preventative maintenance for all of the units. We want to ensure we are ready for the busy spring and summer seasons. We have also been working diligently to complete all projects associated with the rebranding. In the near future, you will see some property improvements associated with the rebranding as well. After a few cold months, we have taken down the pool enclosures, and guests are once again able to enjoy all of our pools in the open ocean air! Please feel free to make an appointment to see us when you're in the area or just drop in. ■

**Hope Spencer, Homeowner Representative**



## REVENUE UPDATE: Quarter 1 - 2015

The first quarter of 2015 was another great quarter for us at the Carolinian Beach Resort. ADR (Average Daily Rate) and occupied nights were both slightly up over the same quarter last year. 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 helps 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. ■



## 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**

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



## 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. ■



## 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. ■



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