

## ATLANTIC BREEZE OCEAN RESORT: Letter From Your General Manager James D'Antignac



Dear Valued Homeowners:

We had a great summer this year, with both July and September showing stronger numbers over last year at this time. I am happy to share that I am officially acclimated to Atlantic Breeze. I am delighted to report that the majority of guests are pleased with the property and our units.

I have spent a lot of time trying to get into units to see what we can do to improve this already great property. Look for some suggestions coming in the future. I have had the privilege of meeting many of you over the past few months, and I look forward to the opportunity to meet many more of you soon. Thank you for your continued support. ■

**James D'Antignac, General Manager**

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## LETTER FROM YOUR HOMEOWNER REPRESENTATIVE: **Sable Kendle**

Hello Atlantic Breeze Owners,

I would like to say thank you all for your patience while I was away on leave. I was blessed to welcome another baby girl into my family. I would like to give a big thank you to James, Autumm, and Sue for all the help they provided to you all while I was away!

We are revving up for the winter season! Of course it is time for winter preventative maintenance and deep cleaning. Units will be blocked in four day increments so that we can take care of all issues as well as carpet, tile, upholstery and balcony cleanings. We will walk through each unit and recommend upgrades as part of this process. This year we are strongly recommending mattress upgrades for the owners who have not done so yet. I am in the process of getting bulk pricing and will be sending out information soon.

As always, it is a pleasure to speak with you all, and I truly appreciate your confidence in my team as well as myself! ■

**Sable Kendle, Homeowner Services**





## REVENUE UPDATE: Q3 - 2015

The third quarter of 2015 continued to be solid for us at Atlantic Breeze Ocean Resort. Although occupied nights were down slightly, we experienced an increase in ADR (Average Daily Rate) and total revenue over the same quarter last year. Email marketing efforts combined with social media outreach resulted in increased brand awareness and revenue generation. 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. 🏡

## MARKETING UPDATE: Not Slowing Down

Although things often slow down at our resorts after the summer, the marketing team continues to work hard promoting our beautiful properties and this wonderful destination. We have responded to over 500 TripAdvisor® reviews this quarter and continue monitoring these daily to ensure they are handled professionally and promptly.

We have recently acquired new professional photography of our resorts and area attractions, and are incorporating them into our social media presence to keep posts fresh.

Our focus now turns to the shoulder season where we will work hard to bring guests to our area to enjoy the beautiful weather and shopping, and to experience the holidays with us at the beach. Various promotions have already launched including email campaigns for Halloween and Thanksgiving, and we are beginning to better leverage our use of third party platforms to fill in room nights as needed. We are also gearing up our “snowbird” marketing to attract our friends escaping the cold weather this fall and winter. 🏡



## GOLF UPDATE: 2015 Wyndham Championship

In August, Oceana Resorts and Wyndham Vacation Rentals employees worked at a booth at the Wyndham Championship in Greensboro, NC. We were able to opt in over 950 golfers to our email database to specifically target with golf promotions in the future. Our booth looked fantastic and our team was very engaging. Events such as this are a great opportunity to leverage the entire network of Wyndham Vacation Rentals and show the world our breadth of products. The collaboration of the different departments, regions and corporate team truly made the difference in our results.

As mentioned in our previous newsletters, don't forget about our Homeowners No Greens Fee program. Several area golf courses have partnered with Oceana Resorts to extend a fantastic benefit just for our valued Homeowners. Visit <http://www.oceanaresorts.com/benefits/nogreensfee/> for more details. Additionally, we have great rates on area courses that are not included in the program. To take advantage of this owner privilege, call Oceana Resorts Golf Specialists toll free at 877.840.8464. 🏡

## DESTINATION NEWS: **Grand Strand Recognized**

Myrtle Beach has been recognized by TripAdvisor yet again, this time coming in at number six on the list of TripAdvisor Vacation Rentals' Top Places For Fall Season. Bethany Beach, DE came in first on the list as well as other noted destinations including Gulf Shores, AL, Hilton Head, SC, and Ocean City, MD.

Travel Weekly also picked Myrtle Beach for an award in third quarter of this year. Myrtle Beach was awarded the "Silver Magellan Award" in the category of family destination by top travel organizations and professionals, which is not surprising considering the generations of families that have been vacationing here for decades.

According to Brad Dean of the Myrtle Beach Area Chamber of Commerce, "what vacationers are realizing is the fall shoulder season is a perfect time to take a vacation to the Myrtle Beach area. The weather is still warm and inviting, the savings on accommodations are significant and there's more elbow room on the beach. If you missed us in the summer, there is no better time than the fall to visit the Grand Strand."



## SPONSORSHIP NEWS: **Increasing Visibility in Sports Tourism**

As you may know from previous editions of this newsletter, Oceana Resorts is a proud sponsor of both the Myrtle Beach Sports Center and the North Myrtle Beach Park and Sports Complex.

The Myrtle Beach Sports Center hosted numerous athletes, coaches and visitors this summer. Distribution of our marketing pieces included in visitor packets is estimated to be nearly 48,000 units. Additionally, estimates of the number of visitors within viewing range of our video board advertisement are around 36,000, not including athletes or coaches.

Meanwhile, in North Myrtle Beach, our sponsored baseball and softball fields have seen 16 events this summer, with 424 participating teams and 13,300 attendees. These games at the Park and Sports Complex are also live streamed from their website, where over 94,000 viewers were also exposed to our brand.

While our sponsorships are more about creating brand awareness as opposed to lead generation, the impact of these sports complexes seems to have been a boon to our business. Our group sales department experienced a double digit increase in revenue compared to this quarter last year, attributable in part to an increase in Myrtle Beach sports tourism.



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