

Homeowner Newsletter

Homeowner News straight from your local team



WELCOME YOUR NEW GENERAL MANAGER:

Please join us in congratulating Sable Kendle on her promotion to Business Development Specialist for Oceana Resorts! Sable's hard work and commitment to exceptional service have pushed Harbourgate to the top and her passion for our owners will lead to further success in her new role. Sable's superior leadership is also recognized by her award as Hotelier of the Year from the Myrtle Beach Area Hospitality Association.

Curtis Brown is stepping up as the Area Manager for our North Myrtle Beach properties. He has been in his role as the General Manager for Bay Watch Resort for the past several months and his proven leadership makes him perfect for this new position. Curtis' extensive experience with Great Wolf Lodge and Hilton Hotels will continue to raise the bar for our team as they provide the service our owners and guests have come to expect from Harbourgate.



Curtis Brown, N. Myrtle Beach Area Manager

PROPERTY HAPPENINGS: Harbourgate Marina Club

We are excited to announce the following improvements at Ocean Park Resort. Oceana Resorts continues to partner with your Board of Directors and RAM to maintain your investment.

- Several improvements are either underway or complete for Quarter 4 in 2018. These include concrete repair for select unit balconies that will be completed in 2019. This project only impacts those units with balconies in need of repair.
- A new camera system upgrade and repair has been completed making our building more secure for everyone.
- We have installed two new ice machines allowing for easier access to fresh ice for all guests.
- The hedgerow landscaping project has been completed, which really adds to the beauty of our outdoor setting.
- The spa recoping project is complete. New contract material was used around the perimeter of the spa making it more visually appealing. This will ensure that water will not get behind the spa shell and it integrates the finish and tile of the spa.

2018 Service Results

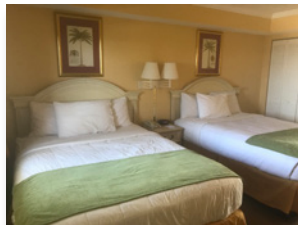
One of the biggest accomplishments of the team at Harbourgate was achieving the #1 rating on Trip Advisor out of 52 North Myrtle Beach properties for 12 weeks in 2018. This was a fantastic accomplishment and truly speaks to the customer centric strength of the team at Harbourgate Marina Club.

UPGRADE SPOTLIGHT: Renovation Update

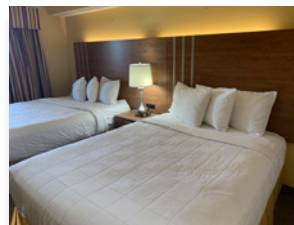
We are pleased to share that fifty rental units at Camelot by the Sea are being upgraded with new commercial grade living room furniture, dining room furniture, bedroom furniture and lamps! As the oceanfront landscape along the beach begins to change with the addition of franchise properties like Doubletree, Residence Inn, Courtyard by Marriott and Springhill Suites, independent properties will be challenged to keep up with meeting guest expectations. The influx of branded properties will change the way guests book when traveling to the Myrtle Beach area with options available at trusted brands with a reputation for consistency and, of course, their very popular loyalty programs. Quality accommodations and well maintained properties will be essential in maintaining our market share as we witness the evolution of the area. Wendy Broyles is here to assist you, our owner, by partnering with you and reputable vendors to provide the best pricing and commercial quality products for our guests. Wyndham is proud to offer financing options for our owners so we can get ahead of the season and complete the upgrades before the start of our summer season.

Below are photos taken from recent renovations at Camelot by the Sea. 🏡

Before



After



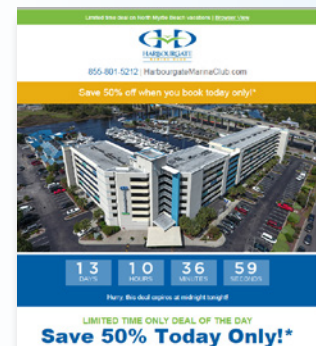
Wendy Broyles, Product Enhancement Specialist
877-661-9066

MARKETING UPDATE: A Digital Age

The annual Black Friday/Cyber Monday sale was a success again this year. Teaser email and social media campaigns began in advance of the sale creating a buzz of anticipation. This promotion continues to be one of the largest annual campaigns for Oceana in general and a top performer for Harbourgate specifically.

An ongoing book direct initiative was launched as well. This campaign is aimed at third party guests and is designed to explain all of the advantages of booking directly with Harbourgate. Our mission is to change the booking patterns of our third-party guests by enticing them to book directly with Harbourgate Marina Club or through Oceana. Resorts These emails will be sent to all third-party guests each month prior to the time they have booked with us in the past. Our goal to turn these third party guests into loyal Harbourgate guests will reduce the overall commissions paid to third party partners.

We also continue to feature Flash Sale opportunities targeted to impact low demand occupancy dates. 📅



FINANCIAL UPDATE: Q4 - 2018

Due to Hurricane Florence, the Myrtle Beach market continued to feel the impact of the storm throughout Q4, 2018 including most notably the month of October. November and December continue to see more and more last minute traffic. This was visible even during the Thanksgiving holiday where bookings were coming in on Wednesday and Thursday of Thanksgiving weekend for arrival over those same dates. The Myrtle Beach area saw a shift in demand away from our beaches where areas that were not as impacted from Hurricane Florence, such as Virginia Beach, saw slight growth year over year for this quarter.



*Slide provided by Expedia Group

Hurricane Florence was the most notable factor in the impact of change in occupancy percentage of Q4 in 2018. While the storm hit in September, Hurricane Florence impacted the month of October with units out due to damage.

Property	ADR Change YoY	Occ Change YoY
Harbourgate	+42%	-15%

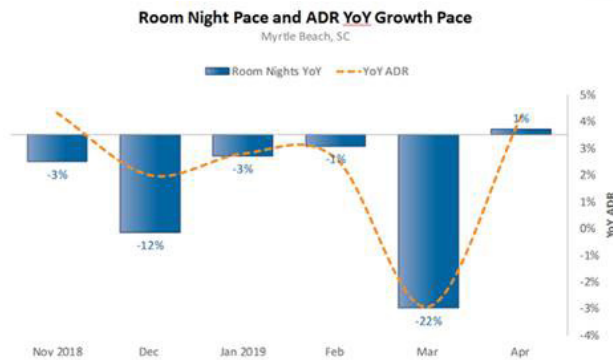
Q1 - 2019: Looking Ahead

The market continues to see a pattern of last minute bookings. Information gathered from a number of our local partners showed that Q1 will more than likely see similar trends to what we have seen in 2018 with lower ADRs and occupancy levels due to the shift in booking patterns to extremely last minute bookings. The market has seen a shift of a 5% increase in same day bookings where guests booking at least 1-3 days in advance have gone down by 9% and guests booking 4-7 days out have remained flat throughout the quarter.



*Slide provided by Expedia Group

Areas that were impacted from the storm that the Myrtle Beach area sees large demographics from, including North Carolina, will need to make up days on the school calendar. Some of those make up dates will include high demand winter weekends including Martin Luther King Day and President's Day.



*Slide provided by Expedia Group

The large shift in share out of the month of March 2019 is due to the Easter holiday moving from April 1st of 2018 to later in April (April 21, 2019). Although weather dependent, the expectation is that weekends in March will mimic past years with high demand specific to area events. Indicators include Can-Am Week and Car Show Weekend moving off of an already compressed weekend in March (March 15-16th) to its own weekend (March 22nd and 23rd).

We remain focused on pushing our "Hello Winter" seasonal offer, which impacts travel for December 2018 through February 28, 2019. We are also offering guests a "Worry-Free Cancellation" promotion with free Vacation Protection Plan included. Additional efforts include allowing guests that have booked direct early access to units starting at 8 AM on the day of arrival in an effort to continue to drive share with as minimal impact on ADR as possible. 🟢

Property	ADR Change YoY	Occ Change YoY
Harbourgate	+18%	-59%

*Currently what is on the books as of 12/07/18 - this will change based on pickup between now and the end of Q1 2019

UPCOMING EVENTS

Restaurant Week South Carolina

January 11 - 20

Participating Myrtle Beach area restaurants

NMB Winter Run 5k and 15k

January 20

Main Street, North Myrtle Beach

Taste of the Marshwalk

January 26 & 27

4025 Highway 17 Business, Murrells Inlet

Winter Teas

Every weekend throughout February

Brookgreen Gardens

1931 Brookgreen Drive, Murrells Inlet

Winter Parrot Head Fest

February 23

La Belle Amie Vineyard

1120 St. Joseph Road, Little River

Myrtle Beach Marathon

March 2

Myrtle Beach

NMB St. Patrick's Day Parade

March 16

Main Street, North Myrtle Beach

Luck of the Marshwalk

March 17

4025 Highway 17 Business, Murrells Inlet

CONTACT CORNER



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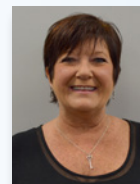


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