



## PROPERTY HAPPENINGS: **Camelot by the Sea**

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

- Rebuilding of boardwalk to beach access
- Unit door weather stripping
- Replaster of lazy river
- Replaster of the spa
- LED light upgrade completed in the parking garage ■

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## STAFF INTRODUCTION: **Meet your Revenue Team!**



“My name is Anthony Bottaro and I lead the Revenue Management Team here at Oceana Resorts. I have been in the market for over 10 years, almost three of which have been here at Oceana Resorts. My focus is on pricing and inventory management through our book direct initiatives as well as through partnerships and a multitude of online booking channels. Keeping a pulse on the market with a number of tools allows us to remain nimble and adjust our rate strategy as needed to maximize your revenue potential. I am looking forward to continuing to build visibility for all of our Oceana Resort units this year!”



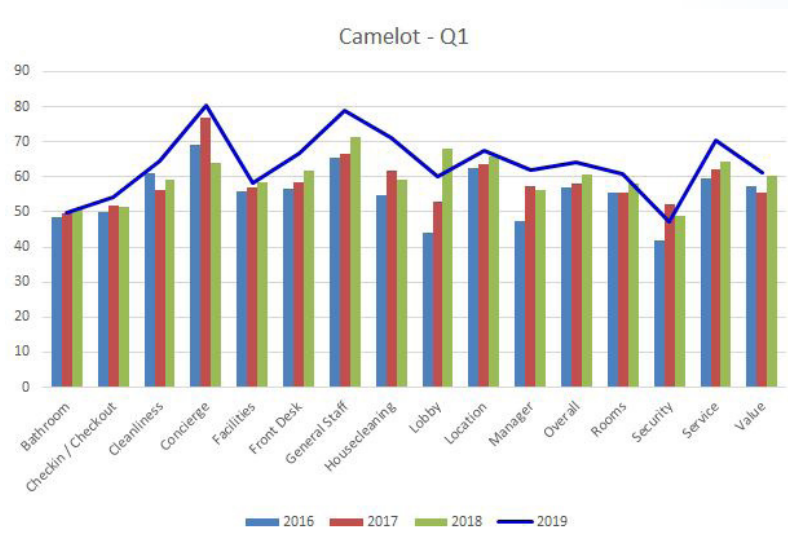
“Hello! My name is Sarah and I’m a Revenue Management Analyst here at Oceana Resorts. I’m the newest addition to our Revenue team. I am excited for the opportunity to provide valuable insight for promotions and rate to assist in all the behind-the-scenes revenue projects that keep the ship sailing smoothly!”



“Hi, my name is Christina and I am a Revenue Management Analyst for Oceana Resorts. I am a Myrtle Beach local with a good feel for both our properties and our guests and I use my knowledge to specialize in rate adjustments and trend analysis. Along with keeping our rates current and competitive, I actively engage in daily discussions regarding strategies and promotions to fuel our direction. With many exciting promotions and activities this year, I am enjoying being a contributing part of Oceana’s success!”

## 2019 SERVICE RESULTS

Below is a chart illustrating an aggregate of all online media review sites including Trip Advisor, Facebook, Booking.com, Expedia, and others. We are excited to report that we are seeing great improvement. Our guests have spoken and the results are indicating a 3 year high. 📈



## UPGRADE SPOTLIGHT: Renovation Update

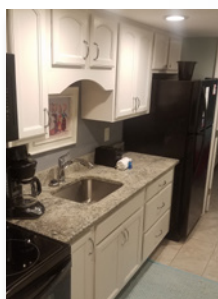
We are pleased to share some of the recent renovations that have taken place at Camelot by the Sea. Our Homeowner Team continues to work hard in ensuring your units are properly graded and decor is up to date with current style and trends. Quality accommodations and well maintained properties are essential in competing with the Myrtle Beach market. Our Homeowner Relations team 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 kitchen renovations at Camelot by the Sea. Extending the kitchen counter and installing new cabinets in one bedroom suites makes a vast difference when compared to the original kitchens. Our guests love these updates and we hope to partner with more owners to make these changes! 📈

Before



After



**Regina Spake, Product Enhancement Specialist**  
843-445-5910

## MARKETING UPDATE:

Our marketing efforts remained focused on generating demand throughout Q1 and the summer season. In addition to as-needed weekly weather updates for last minute travel our efforts were directed towards our two seasonal campaigns and a Mardi Gras themed flash sale.

The annual Summer of Free offer expired March 31st and featured travel for June, July, and August. This is our largest campaign of the year and our guests look forward to the launch of this promotion. Guests were encouraged to book our lowest summer rates before the rates are increased each month. Messaging included free perks like access to Wild Water & Wheels Water Park, Lost Mine Mini Golf, DVD rentals, attraction tickets, children's activities & more! Our campaign included emails, social media advertising and listings on online deal sites. This promotion generated \$176,755 throughout the duration of the offer.

Our Spring Fling offer focused on mid-week travel discounts for stays in March through May. This email was sent to an extended database.

In addition to our seasonal offers our annual Tax ReFUN campaign was promoted as our only opportunity to save on highly popular holiday dates like Memorial Weekend, July 4th, and Labor Day. The offer extended an 18.5% discount off the rate, which is equivalent to the taxes and fees charged on each reservation. We time this offer with tax return season each year

so we can seize the opportunity of tax refunds being applied as advance deposits for future vacations.

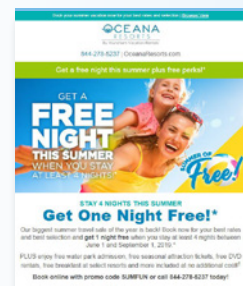
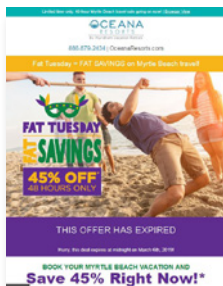
Our first time ever Mardis Gras flash sale definitely inspired travel and got our phones ringing. This 48 hour flash sale generated more than \$180,000 for the Oceana collection of resorts. This promotion performed much better than expected and will work to duplicate these results in coming years.

Looking forward to Q2, we will participate in Wyndham Vacation Rentals national campaign to inspire travel for the summer. Offers will be live during Memorial Day week and backed by the national team for additional exposure. We will also continue to focus on low demand summer dates and begin our efforts for fall.

We are excited to announce the launch of Flip.to as our new guest advocacy platform to generate new leads. Guests who book travel will be asked to share about their upcoming reservation on social networks like LinkedIn, Facebook, and Twitter. Interested friends are then able to sign-up for offers. In the coming weeks, this new feature will also allow us to share guest feedback on our website. We are very excited to see the potential revenue opportunities generated by this new tool. ■

**Theresa Koren, Director, Sales and Marketing**

Below are examples of emails sent to guests to promote our Summer of Free, Spring Fling, Tax ReFUN, and Mardis Gras campaigns.



## FINANCIAL UPDATE: Market Intel

The market continues to see a pattern of last minute bookings. One of our online travel partners is reporting that 48.51% of the bookings into the Myrtle Beach market are for same day arrival. This last minute pattern is keeping us on our toes as we approach the weekend time periods.

According to Expedia, the chart below shows the current pace for the market through their booking channel for March through August.



The large shift in share out of the month of March of 2019 is due to the Easter holiday moving from April 1st of 2018 to later in April (April 21, 2019). The drop in occupancy by 12% in April is due in part to higher rates with heavier restrictions for the spring break and Easter time period, as well as the shift in bookings to being much more last minute. The same explanation holds true on last minute booking patterns for May through August as well. Here at Oceana, we remain heavily focused on price position for those last minute bookings as well as working on building what base business we can further out. 🟢

## Q1 - 2019

In Quarter 1, Camelot has seen an increase in rate but lower occupancy due to the shift in demand from March to April for Easter.

Property	ADR Change YOY	Occ Change YoY
Camelot by the Sea	+4.36%	-7.47%

## Q2 - 2019: Looking Ahead

With the shift in the booking window being extremely last minute, it is difficult to get a good gauge on where the quarter will end. We are working on putting together a number of promotions as well as marketing efforts to combat the last minute booking window to try to grow base further out.

Property	ADR Change YOY	Occ Change YoY
Camelot by the Sea	-2.71%	-45.27%

\*Currently what is on the books as of 3/25/2019 - this will change based on pickup between now and the end of June 2019.

**Anthony Bottaro, Revenue Manager**

## UPCOMING EVENTS

### 1000 Lights Water Lantern Festival

April 13th

The Market Common, Myrtle Beach

### Horry County Fair

April 19 - 28

Myrtle Beach Speedway, Myrtle Beach

### Easter Brunch at Bay Watch Resort

April 21

Bay Watch Resort, North Myrtle Beach

### Easter Fest at Patricia Grand

April 20

Patricia Grand Pool Deck, Myrtle Beach

### Myrtle Beach Food Truck Festival

April 26 - 28

Burroughs & Chapin Pavillion Place

### 38th Annual World Famous Blue Crab Festival

May 18 - 19

Little River Waterfront, Little River

### Cinco De Mayo at Sandtrap Bar & Grill

May 5

Sandtrap Bar & Grill, North Myrtle Beach

### Divas® Half Marathon & 5K

May 5

North Myrtle Beach

### Mayfest on Main

May 11

Main Street, North Myrtle Beach

### Mother's Day Brunch at Bay Watch Resort

May 12

Bay Watch Cafe, North Myrtle Beach

### 2019 Corvettes at the Beach Car Show

May

Bay Watch Cafe, North Myrtle Beach

### Carolina Country Music Fest

June 6 - 9

Myrtle Beach

## CONTACT CORNER



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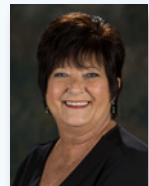
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