

Homeowner Newsletter

Homeowner News straight from your local team

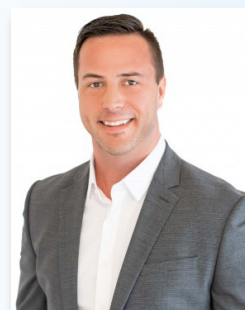


STAFF INTRODUCTION: Meet Your New Marketing Manager

We are proud to welcome Brent Justice as Oceana Resort's new Marketing Manager! Brent has worked in marketing and advertising for over 20 years and brings with him experience in graphic design, videography, and branding. Brent's love of marketing first grew from working in his family's sign shop, where he learned how effective branding can make or break a business. Throughout the years he obtained his Bachelor's Degree in Advertising, gained experience in the graphic design field, and created television commercials for both small local businesses and national brands such as NBC, ABC, and FOX.

Shortly after making the move to the Myrtle Beach area Brent started MotionWorks, a media company that worked with local businesses to create effective advertising and marketing. It was at MotionWorks where Brent began a partnership with Oceana Resorts that would last for years to come. "After working with Oceana Resorts for over 6 years, I was ecstatic to learn about the opportunity to be a part of the team. I knew it would be a perfect fit." says Brent.

Since coming on board in May, Brent has been hard at work on the Anderson Ocean Club mobile app redesign to enhance the guest experience while on property, adding to our video and photography assets, and creating new social media campaigns to target past, current, and future guests. When asked what he was most looking forward to in his new role as Marketing Manager, Brent stated "I'm just really excited to be a part of the Oceana team. I've always been a fan of the Oceana brand and I'm looking forward to seeing how much we can grow over the upcoming years with new initiatives. 🌱



MYRTLE BEACH RANKED #6 BEST PLACE TO BUY A VACATION RENTAL:

Rented.com

Rented.com recently released their Annual Short Term Rental Income Report, naming Myrtle Beach as #6 for best places to own a vacation rental property! The report focuses on 150 U.S. markets and attributes many factors to ranking #6, such as popularity as a tourist destination, attractiveness as a winter travel destination, short term rental potential, and the state of South Carolina embracing the short-term rental market. 🌱

WELCOME NEW OWNERS Anderson Ocean Club

We welcome these new owners to Anderson Ocean Club and to the Oceana Resorts family!

Bob N., North Carolina

Juliet D., Georgia

Jane S., Texas

Sable Kendle, Business Development Specialist
877-261-3357

MARKETING UPDATE:

In the second quarter of the calendar year, we have focused on creating exciting promotional offers that reach potential travelers earlier in the consideration phase, garnering earlier bookings and longer stays. Coupled with our Weekend Weather Outlook and Deal of the Day Email campaigns, we've seen equal to or greater revenue as compared to the previous year, even with some inclement weather.

In April we launched our Easter promotion with activities that ran April 12 - 27th and complimented that with a Pay Per Click ad campaign to push last minute incentives with various activities packages. Each property received a promotional push during the month of April, with our strongest response coming from e-mail outreach.

May was strong with multiple marketing messages, targeted to our most qualified guests. These included a Memorial Day weekend promotion, Mother's Day, and an exciting campaign based on the newest TripAdvisor data ranking that placed Myrtle Beach as the #21 Best Vacation Destination in the United States. Our 21 Reasons to Visit messaging was a hit, and we look forward to future growth as the Grand Strand sees an increase in visitors year after year.

As we close June and look into July, we continue to push Super Saver Rates with heavy emphasis on free admission to

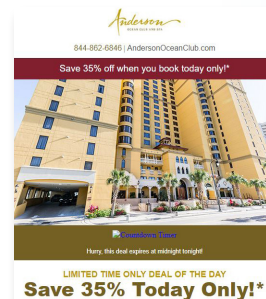
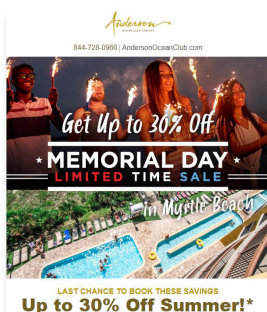
Wild Water and Wheels Water Park and perks with our Guest Privileges Program and continue to offer our successful Deal of the Day offers. Keeping a pulse on the market as a whole, we are consistently working with our Online Travel Agency travel partners to stay competitive as the surrounding properties jockey for position.

As we move into the summer months we will see an increase in paid social media advertising, opening a new channel of revenue and retargeting and re-engaging past guests to be brand loyalists, while refueling our e-mail databases allowing us greater reach to potential earnings. We are also re-tooling an important asset for guest engagement and satisfaction, our mobile app. In the coming months you will see a completely new app interface, one that encourages guest participation and streamlines the check-in and check-out process. Our goal is to give our guests the very best experience while staying at our properties, with the added benefit of in-house promotions to drive revenue and reviews.

We continue to evaluate our messaging channels and tools and are actively developing new and exciting ways to reach new potential guests, maximize our paid advertising, and overall provide the very best in guest experience. We are looking forward to having these initiatives complete in the coming months and to share with you their success. ■

Brent Justice, Marketing Manager

Below are examples of emails sent to guests to promote our Memorial Day, 21 Reasons to Visit Myrtle Beach, Deal of the Day, and Easter at the Beach campaigns.



FINANCIAL UPDATE:

Q2 - 2019

We have seen a huge shift in marketing packages at Anderson Ocean Club due to the opening of a new Hilton Grand Vacation timeshare property this quarter. This business has been present at Anderson Ocean Club since 2013, pushing our weekday travel well above market level. Our total reduction in business from Hilton packages this quarter was more than 90% compared with prior year. While we have historically relied on this contract business to build our occupancy, this year we have focused on more traditional hotel marketing to fill the gap. Although we were not able to replace 100% of the business during the weekdays, we were successful in growing rate and coming within 10% of total occupancy for the quarter. We continue to seek new opportunities to replace the missing business and find the perfect mix of occupancy and rate to maximize income for our owners. It is more important than ever that our owners upgrade their guest rooms to meet the expectation of the rates we charge here.

Property	ADR Change YOY	Occ Change YoY
Anderson Ocean Club	+4.48%	-9.56%

Q3 - 2019: Looking Ahead

We will continue to see the same trend throughout the year with the loss of the Hilton marketing packages. This business was on the books months in advance allowing us little opportunity to pickup in the month when we see the most leisure demand. As the booking window shrinks in our market we will have the opportunity to push rate when the market allows, which will eat away at the total revenue shortage. Our Q3 promotions and strategy are built to drive occupancy to help mitigate the loss of contract business. Upgraded units with the highest grades will feel the least amount of burn during this time of change as we assign reservations based on grade. ■

Property	ADR Change YOY	Occ Change YoY
Anderson Ocean Club	-7.02%	-19.65%

*Currently what is on the books as of 6/28/2019 - this will change based on pickup between now and the end of September 2019.

Anthony Bottaro, Revenue Manager

MAKING A SPLASH:

Guests Are Loving Free Water Park Admission

We are continuing to see positive feedback from our guests regarding our Book Direct Perks, particularly pertaining to the unlimited water park admission to Wild Water & Wheels Water Park. Other Book Direct Perks include free mini golf, free DVD rentals, no greens fees at top area golf courses, and up to \$500 worth of savings to local dining, shopping, and entertainment venues with our Guest Privileges Card. Exclusive benefits such as free water park admission allows Oceana Resorts to stand out in the Myrtle Beach market by offering guests a unique experience they can't find anywhere else. ■



HOMEOWNER SERVICES: Product Enhancement

In Quarter 2 we have focused on enhancing the guest experience by partnering with our homeowners to add attractive and up-to-date additions to rental units.

We continue to convert the failing murphy beds in our oceanfront one bedroom suites into many attractive and modern alternatives, such as a dry bar, a breakfast nook, and a dining area. This serves two purposes. One being the elimination of the high cost of maintaining and repairing the antiquated bed construction. When the beds fail, that means the unit cannot be rented until repaired, leading to decreased revenue. The second is that the renovated units have better guest reviews, boosting bookings overall. Our homeowner relations team is here to assist and guide you through the renovation process, pairing you with reputable vendors and offering financing options to help upgrade and modernize your rental unit.

We also help facilitate the upgrade from dated televisions in the units to popular Smart TVs. These enhance the guest's experience with streaming and mirroring technology, plus the newer televisions can receive the special digital channels provided by Hilton whereas the existing televisions do not.

Flooring updates continue to be a hot topic for discussion. Instead of carpet, which holds moisture, smell, and needs replacing on average every 5 years, we've begun converting units to a more efficient alternative. We suggest, and have had great success with, either Luxury Vinyl Plank (LVP) or Ceramic Plank. Both are waterproof, easy to clean and maintain, and have a lifespan of 20+ years. Compared to carpet, either of the planking options are a clear winner, both in terms of cost and style.

Due to the moist salt air and humidity, we have a constant battle of corrosion to the appliances in the units. It is a reality that we have to face being right on the ocean and the always present salty air. Dryer drums are no exception and are sure to corrode over time, but we continue to monitor and encourage replacements as soon as issues arise.

For overall aesthetics, we have been re-painting the units to a cleaner and more modern color. A fresh coat of paint goes a long way to the overall appearance of a unit.

Keep an eye out for upcoming design boards to help transform the look of your unit. We are collaborating with IQ Designs to create 3 themes: Coastal Cottage, Uptown, and Downtown. We are so excited to share the options with you as soon as they are complete! 🏡

Regina Spake, Product Enhancement Specialist



Recently completed murphy bed removal.



Newly re-painted unit at Anderson Ocean Club.

UPCOMING EVENTS

Ocean Boulevard Summer Nights

June 10 - September 1
Plyer Park, Myrtle Beach

Summerfest at Barefoot Landing

June 1 - August 31
Barefoot Landing, North Myrtle Beach

Summer Concert Series

May - September
NMB Park & Sports Complex, North Myrtle Beach

Music on Main Concert Series

May - September
Main Street, North Myrtle Beach

Brookgreen Summer Festival

June - August
Brookgreen Gardens, Murrells Inlet

Farmers Market at The Market Common

May - September
The Market Common, Myrtle Beach

Summer Parrot Head Fest

July 13
La Belle Amie Vineyard, Little River

Craftsmen's Classic Summer Art & Craft Fest

August 2 - 4
Convention Center, Myrtle Beach

Myrtle Beach World Amateur Golf Tournament

August 26-30
Various Golf Courses, Myrtle Beach & North Myrtle Beach

Irish - Italian Festival

September 28
Main Street, North Myrtle Beach

SOS Fall Migration

September 12 - 21
Main Street, North Myrtle Beach

Atalaya Arts & Crafts Festival

September 27 - 29
Huntington Beach State Park, Murrells Inlet

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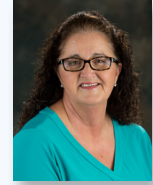
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