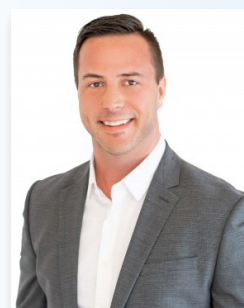


STAFF INTRODUCTION: Meet Your New Marketing Manager

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.

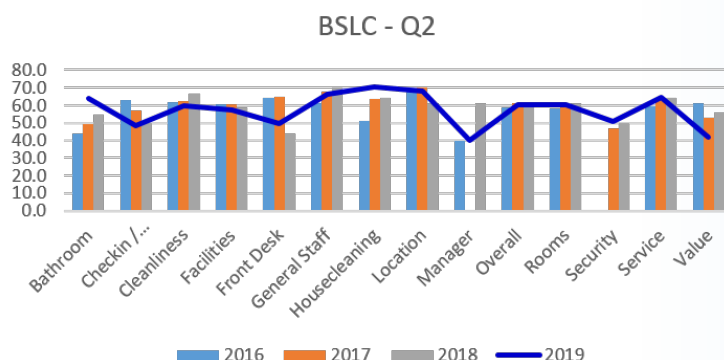
Shortly after making the move to the Myrtle Beach area Brent started MotionWorks, a media company that worked with local businesses to create effective advertising and marketing. It was at MotionWorks where Brent began a partnership with Oceana Resorts that would last for years to come. "After working 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 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. 🏡"



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 we continue to monitor and adjust based on the feedback. 🏡



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 email 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.

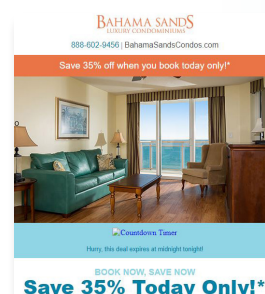
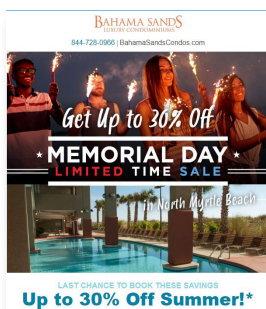
As we close June and look into July, we continue to push Super Saver Rates with heavy emphasis on free admission to Wild Water and Wheels Water Park and perks with our Guest Privileges Program and continue to offer our successful Deal of the Day offers. Keeping a pulse on the market as a whole, we are 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 email databases allowing us greater reach to potential earnings.

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

Bahama Sands continues to see success in 2019. We have finally cleared the hurdles and adjusted to a hybrid rental operation, take a few pages from the traditional vacation rental model and layering into our on-site model. The new experience provides an easy check-in, but still protects your investment with on-site housekeeping and maintenance services available. Our growing partnership with vacation rental channels is proving successful for our owners as we capture more bookings further in advance with a longer length of stay. This pattern of bookings has made a difference for Bahama Sands while the greater Myrtle Beach market experiences the opposite with a shortened booking window and shorter vacations. The results for the quarter reflect increased occupancy levels with a slightly higher rate.

Property	ADR Change YOY	Occ Change YoY
Bahama Sands	+3.53%	+35.98%

Q3 - 2019: Looking Ahead

Overall, Bahama Sands is pacing about flat to prior year with a slight increase in average rate for Q3. Our efforts remain focused on maximizing our new vacation rental partner listings which drive a longer length of stay. Our local data suggests that the North Myrtle Beach market is not experiencing the same positive results and occupancy is a challenge throughout the end of the year.

Property	ADR Change YOY	Occ Change YoY
Bahama Sands	+5.11%	-2.24%

*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

HOMEOWNER SERVICES: Product Enhancement

In this quarter, we have been 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 facilitate the installation from dated televisions to popular smart TVs, which enhance the guest's experience with streaming and mirroring technology. Due to the moist salt air and humidity, we have a constant battle of corrosion to the appliances in units. Dryer drums are sure to corrode over time, but we continue to monitor and encourage replacements as soon as issues arise. Make sure to keep an eye out for our 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, and are excited to share the options with you as soon as they are complete. 🏡

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 free 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. 🌊

WELCOME TO OUR NEW HOMEOWNERS:

We welcome these new owners to Bahama Sands Luxury Condominiums and to the Oceana Resorts family!

Emi W., Virginia

Sandra M., South Carolina

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

Summer Parrot Head Fest

July 13
La Belle Amie Vineyard, Little River

Irish - Italian Festival

September 28
Main Street, North Myrtle Beach

SOS Fall Migration

September 12 - 21
Main Street, North Myrtle Beach

Atalaya Arts & Craft Festival

September 27 - 29
Huntington Beach State Park, Murrells Inlet

CONTACT CORNER



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LUXURY CONDOMINIUMS

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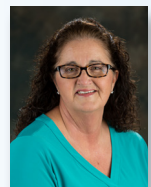
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