

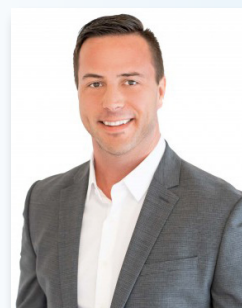


WELCOME YOUR NEW MARKETING MANAGER: **Brent Justice**

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.

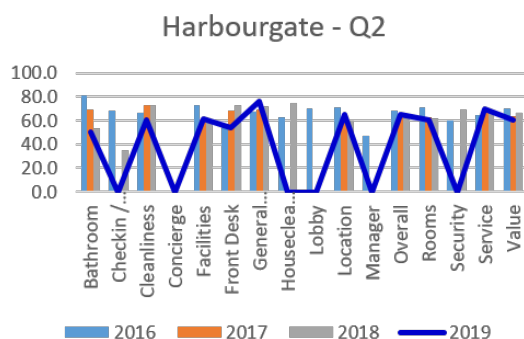
Shortly after making the move to the Myrtle Beach area Brent started MotionWorks, a media company that worked with local businesses to create effective advertising and marketing. It was at MotionWorks where Brent began a partnership with Oceana Resorts that would last for years to come. "After working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



PROPERTY HAPPENINGS: **Harbourgate Marina Club**

We are excited to announce the following improvements to Harbourgate Marina Club in Quarter 2. Oceana Resorts continues to partner with your Board of Directors and RAM to maintain your investment.

- Parking lot repairs and striping
- Replaster of spa
- Boiler was replaced 🌱

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.

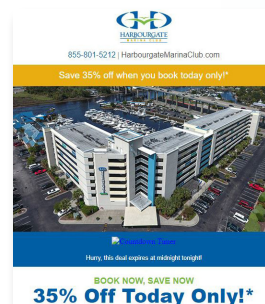
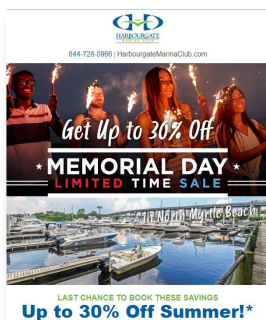
As we close June and look into July, we continue to push Super Saver Rates with heavy emphasis on free admission to Wild Water and Wheels Water Park and perks with our Guest Privileges Program and continue to offer our successful Deal of the Day offers. Keeping a pulse on the market as a whole, we are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

In Quarter 2, we took a much different approach with the property this year. We have adjusted rates to be more competitive in the market to capture additional room nights which has had a positive effect overall. Overall occupancy is up by almost 25% as compare to the same period last year.

Property	ADR Change YOY	Occ Change YoY
Harbourgate Marina Club	-9.71%	+24.96%

Q3 - 2019: Looking Ahead

Harbourgate Marina Club tends to be a property that books much closer in, so what we have on the books at this time for Q3 is nominal. Just a few one bedroom suites booked this year compared to larger units the prior year makes the ADR on the books look a lot lower than last year. Overall, Harbourgate has had a good year compared to the prior year and we do see and expect that trend to continue. Unfortunately, the market looks to be soft for Q3 so we are keeping an eye on this property to be sure we do not lose ground.

Property	ADR Change YOY	Occ Change YoY
Harbourgate Marina Club	-121.44%	-39.97%

*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 free 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 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 their 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. As more and more Americans trade out cable for streaming applications, our guests expect the same flexibility while on vacation.

Due to the moist salt air and humidity, we have a constant battle of corrosion to the appliances in units. It is a reality that we have to face being right on the ocean and the always present salt air. Dryer drums are sure to corrode over time, but we continue to monitor and encourage replacements as issues arise.

For overall esthetics we have also been re-painting the units to a cleaner and more modern color, refreshing the unit and adding to it's visual appeal. A fresh coat of paint goes a long way to improve the overall unit condition for a guest.

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. 🟩

HARBOURGATE NAMED FINALIST FOR BEST WATERWAY HOTEL: 2019 Readers' Choice Awards

Exciting news! Harbourgate Marina Club has been voted a finalist for Best Waterway Hotel of the 2019 Readers' Choice Awards by the readers of the Carolina Forest Chronicle. The Readers' Choice Awards is an annual poll that is open to readers of the Carolina Forest Chronicle and MyHorryNews.com, two publications which are distributed to thousands across the county. Recognition in the category of Best Waterway Hotel is especially outstanding this year as the number of participants and level of competition has far surpassed the previous years.

A special thank you to our homeowners, Harbourgate Marina staff, and the Oceana team for making this possible! 🟩

WELCOME NEW HOMEOWNER

We welcome our new homeowner to Harbourgate Marina Club and to the Oceana Resorts family!

Bently B., 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

Brookgreen Summer Festival

June - August

Brookgreen Gardens, Murrells Inlet

Summer Parrot Head Fest

July 13

La Belle Amie Vineyard, Little River

Myrtle Beach Mustang Week

August 26 - 30

Broadway at the Beach, 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

CONTACT CORNER



Harbourgate Marina Club

2100 Sea Mountain Hwy.
N. Myrtle Beach, SC 29582
888-790-0156
reservations@oceanaresorts.com
www.harbourgatemarinaclub.com



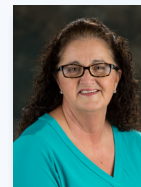
Curtis Brown
Area General Manager
843-417-1160
curtis.brown@wynvr.com



Sable Kendle
Business Development
Specialist
877-261-3357
sable.kendle@wynvr.com



Sue Bass
Homeowner Relations
Specialist
877-227-1255
sue.bass@wynvr.com



Regina Spake
Product Enhancement
Specialist
843-445-5910
regina.spake@wynvr.com

Jenenfoa Stephany: Maintenance Coordinator 843-445-5932