

Homeowner News straight from your local team



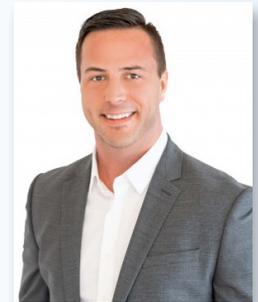
STAFF INTRODUCTION:

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.

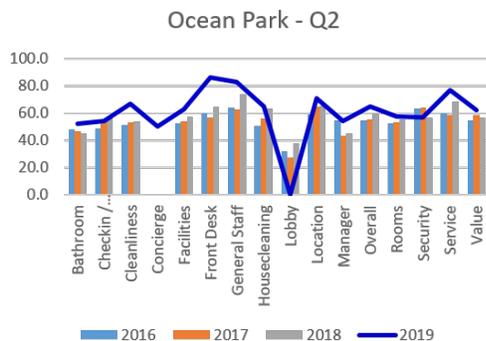
Shortly after making the move to the Myrtle Beach area Brent started MotionWorks, a media company that worked with local businesses to create effective advertising and marketing. It was at MotionWorks where Brent began a partnership with Oceana Resorts that would last for years to come. "After working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



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. 🍀



PROPERTY HAPPENINGS: Ocean Park Resort

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

- Pool furniture was replaced
- Spas and kiddie pool were replastered
- Beach shower towers were replaced
- Roof lights were replaced
- Pole light was upgraded to LED 🍀

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 unlimited 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 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

Ocean Park continues to perform well with an increase in both occupancy and average rate for the second quarter. Improvement in guest reviews, due mainly to the unit renovations that took place in early 2019, has allowed us an opportunity to maximize our efforts. We continue to see growth for this property overall and are proud to partner with FURology, located on the lower level of the property. This added amenity has been a hit with our pet loving guests!

| Property | ADR Change YOY | Occ Change YoY |
|-------------------|----------------|----------------|
| Ocean Park Resort | +1.69% | +2.86% |

Q3 - 2019: Looking Ahead

We have been successful at building base occupancy for Q3, but at the cost of rate. Our efforts are now focused on maximizing rate to drive the best possible revenue per available room. Market data shows a soft quarter ahead so we continue to optimize our rates to drive the most revenue.

| Property | ADR Change YOY | Occ Change YoY |
|-------------------|----------------|----------------|
| Ocean Park Resort | -9.30% | +3.98% |

*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

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. 📍

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 rental units.

Flooring continues to be a hot topic for discussion. Instead of carpet, which holds moisture, smells, 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.

We also help facilitate the installation of dated televisions in the units to popular Smart TVs. These enhance the guest experience with streaming and mirroring technology. More and more Americans continue to replace cable with streaming applications in their homes and expect these same luxuries while traveling on vacation.

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 salt air. However, we have found solutions that we recommend and see great success. One, black appliances tend to hold their appearances better and longer than white appliances. Also, stoves with glass tops instead of exposed elements fare much better in the long term and are highly suggested. Dryer drums are sure to corrode over time, but we have continued 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.

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 very excited to share these with you as soon as they are complete! 🏡

Regina Spake, Product Enhancement Specialist

WELCOME NEW HOMEOWNER: Ocean Park Resort

We welcome our new owner to Ocean Park Resort and to the Oceana Resorts family!

Daniel D., New York



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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