

*Homeowner News straight from your local team*



## A NOTE FROM YOUR GENERAL MANAGER:

Hello Camelot owners! Well, Dorian is behind us and we have emerged relatively unscathed! We were closed for almost a week, but we were able to get back on our feet relatively quickly. Our remediation company this year was Full Steam Ahead and they really worked out well. Now we are getting into upgrade season! Please begin to think about what needs to be done in your units for 2020. A lot of new product in the market and we need to put our best foot forward.



Lastly, a quick note regarding our merger with Vacasa - the close that was scheduled for the week of October 1 has been temporarily postponed. We will learn more in the coming weeks and will communicate as soon as we have more information. 🏡

**Allyn Morton, General Manager**

## STAFF INTRODUCTION: Meet Your Marketing Team

### Chris Harmon - Graphic Artist



Chris has been a valued member of the Oceana Resorts team for almost 7 years as our Graphic Artist. In addition to graphic design, Chris also takes on the role of creating and maintaining content on the company website and 10 microsites, creates emails, and is our “go-to” guy for all things media! “I enjoy having the opportunity to design engaging graphics and logos for promotional campaigns, resort amenities, events, etc. Also, as technology constantly evolves, discovering new marketing trends and the opportunities they provide offers something new to learn every day.”, Chris states. Check out some of Chris’ awesome graphics below that were designed for past promotions:



### Presley Fullum - Marketing Coordinator



Presley joined the Oceana Resorts team a year and half ago as our Marketing Coordinator. Her day to day roles include communicating with our vendors and partners, coordinating supply deliveries to our properties, maintaining our social media accounts, and various admin tasks that help the department run smoothly. When asked what she loves most about her role she replied, “One of my favorite parts of my job is getting to connect with our guests through social media. Guests truly cherish the time they get to spend here in Myrtle Beach and getting to share bits of our beach town with them when they are away is always fun.” 🏡

# MARKETING UPDATE:

## Quarter 3

Our marketing efforts this quarter were heavily focused on last minute bookings. July and August both proved to be a challenge in the market, particularly for mid-week stays. Our promotions were centered around Deal of the Day offers that focused on need periods. We paired these special deals with all of the free perks that come when booking direct with Camelot by the Sea. Our guests receive unlimited free access to Wild Water & Wheels water park, free play at Lost Mine Miniature Golf, free DVD rentals, free seasonal attraction tickets at check-in, free golf green fees, and children’s activities program during the summer months. We pack a lot of value into a stay with Oceana Resorts! Our evergreen extended stay deals remained a focus for advertising, promoting direct bookings through paid search marketing and website featured offers.

Other seasonal offers included Christmas in July, which offered travel discounts from August 18, 2019 through March 31, 2020. This sale was bookable for our 12 Days of Christmas in July and was supported by local email sends, Wyndham Vacation Rentals emails, social media posts, paid social media, paid search marketing, and inclusion in online deal sites. This limited time offer produced 700 nights for Camelot by the Sea.

Wyndham Vacation Rentals coordinated a Fall Kickoff Sale during Labor Day Weekend, which was a fantastic opportunity

to participate in a nationally coordinated offer. The sale featured discounted travel through November 27th. In addition to the nationally coordinated efforts, we supported with local marketing emails, social media posts, paid social advertising and inclusion for online deal sites.

Our focus has now changed to monthly winter rentals and fall travel while we gear up for our holiday offers. This year, Oceana Resorts is gifting our winter rentals who stay 90+ nights a fabulous welcome gift valued over \$100. We are marketing this offer online and via social media to generate more of these long-term booking opportunities for owners. We will create look-a-like audiences on Facebook by uploading our current and past monthly rentals in our continued efforts to tap into this type of guest.

I am super excited to announce that our first Flip.to contest has come to an end and we announced our winners last week. This tool has garnered 705 warm leads for Camelot by the Sea through social engagement by our past guests. If you haven’t visited the website lately, take a look at our photo stories and vote for your favorite to see how it works!

Our local team continues to monitor market and industry trends to best position the property for success. 🟩

**Theresa Koren, Sales and Marketing Director**

Below are examples of emails sent to guests to promote our Christmas in July, Flip.to, and Fall Kick Off campaigns.



## FINANCIAL UPDATE:

### Market Intel

For the majority of the year we have seen a more “heads in beds” strategy throughout the market - meaning properties are selling lower rates in an effort to fill their rooms, making the market highly competitive. Part of the competitiveness is due to additional inventory added to the market, three brand new properties built and opened in 2019, and the continuation of more last minute travel from our 150-200 mile radius drive market or as we like to call them, “Weekend Weather Warriors”. In Q4, we are seeing some of our competitors down 45.9% in occupancy compared to the same time last year but just slightly up in ADR compared to the same time last year.

### Q3 - 2019

The Myrtle Beach market had its share of challenges this summer. Additional inventory into the market and lower rates, specifically on 7 night stays, caused rates to become extremely aggressive. Another driving factor in lower rate year over year is due to Hurricane Dorian. Unfortunately the storm affected our Labor Day weekend as well as the following weekend, as we saw much lower rates than average in an attempt to attract visitors back to the beach post hurricane.

Property	ADR Change YOY	Occ Change YOY
Camelot by the Sea	-7.71%	+3.42%

### Q4 - 2019: Looking Ahead

The largest area of opportunity for Camelot by the Sea in Q4 is the hesitation of consumers booking into the month of October due to potential storms. We have noticed more guests holding off on making their reservation until they are closer to their intended arrival date, ultimately making their decision based on weather outlook. Another contributing factor to the lower current occupancy percentage is the shift we have experienced in booking patterns overall as more guests are opting to book more short term, even over holiday periods. Dates such as Thanksgiving and Christmas that typically would have decent base business on the books in the past are slower to book. As bookings start to come in for those holiday time periods, we should see our occupancy percentage stabilize. In an effort to help drive this lower demand quarter, we are pushing our Autumn Escape campaign with worry-free cancellation and early check-in. Additionally, we have just launched our holiday shopping and show package for the winter. ■

Property	ADR Change YOY	Occ Change YOY
Camelot by the Sea	+0.82%	-6.72%

**Anthony Bottaro, Revenue Manager**

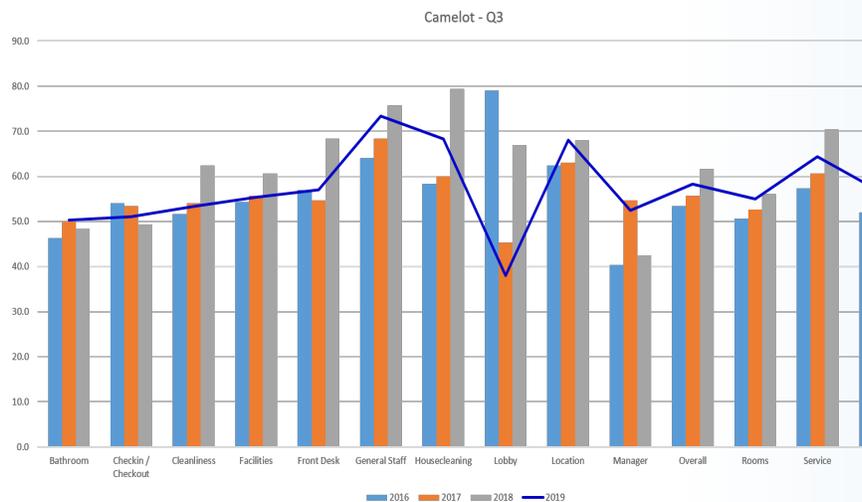
## PROPERTY UPDATES:

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

- Garage lights have been updated to LED,
- Lazy river has been re-plastered
- Boilers have been replaced
- Unit door stripping is complete
- Exterior project is in full swing and is expected to be completed by 2020. ■

## 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 continue to evaluate our results and adjust to our guest feedback. 🟢



## HOMEOWNER SERVICES:

Hello Homeowners! By now I'm sure you have received communication regarding our new owner improvement program. Oceana Resorts and the Homeowner Services team has worked diligently to create and offer participation in this program and have come up with three versions of a theme for all of our units. By creating a theme of common elements, this will provide cohesion and unity, as well as refreshing the aging condition of the units (design boards can be viewed on pages 5 and 6). Each renovation option will include commercial furnishings that will last up to 4x longer than residential furnishings, which is extremely important in fulfilling the many needs of the business and improvement of your investment. Oceana Resorts will continue to provide our rental management services and guidance, offering the best negotiated costs and financing assistance. In doing so, we have extended the deadline to participate in the improvement program to November 2nd, 2019. Please make a strong consideration into replacing and updating the items and elements needed. We look forward to getting a start on moving up our scores and sustainability!

In other news, we have implemented a different approach with our compliance policy. We view and grade all items through the eyes of our guests, as value compared to cost. These are the condition options used when determining a unit's compliance rating:

*Good Condition* - Item is either new or has not met its life expectancy; Items are in "like-new" condition; Minimal signs of wear

*Showing Wear* - Item may or may not have met its life expectancy; Medium signs of wear; May have small issues that may or may not be fixed

*Needs Replaced* - Item is showing extreme signs of wear; Replacement is needed

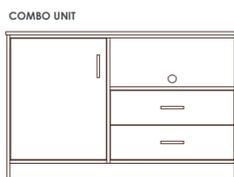
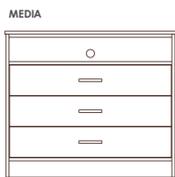
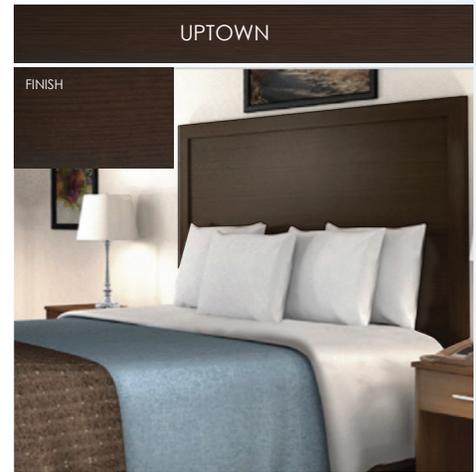
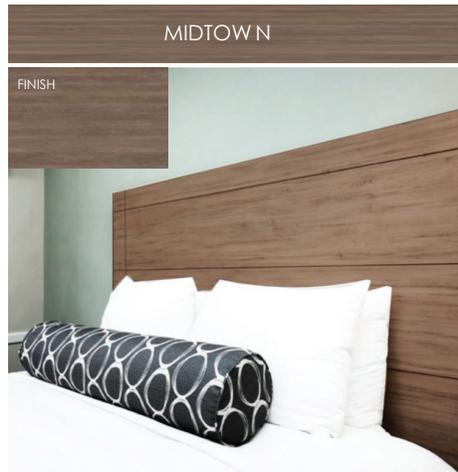
Additionally, we follow AAA guidelines for a 3 star unit, listen to guest feedback, as well as take into account the inventory of competition. There were several new properties to open in 2019 and many of our neighbors made extensive upgrades and/or renovations. In order to stay competitive in the market, we have had to step up our game.

As your Homeowner Representative I am always here to address any questions or concerns you may have. We are looking forward to putting our best foot forward in the next quarter and continuing to create the best vacation experience possible for our guests! 🟢

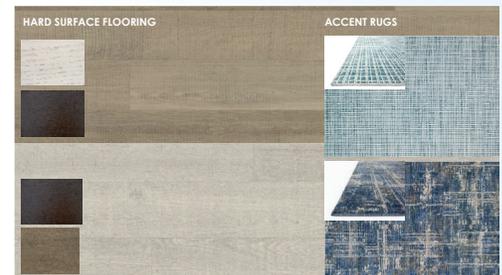
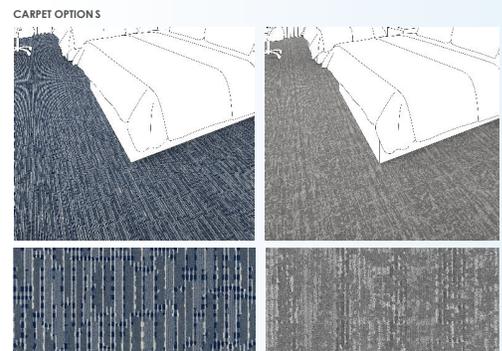
**Wendy Broyles, Product Enhancement Specialist**

# HOMEOWNER SERVICES: Design Concepts

## CASEGOOD CONCEPTS



## FURNISHING OPTIONS



## Design Concepts

### COOL PALETTE CUSTOMIZATION



LIVING ROOM ART



BEDROOM ART



LOUNGE CHAIR

#### ACCENT FABRIC



#### FABRICS



#### DRAPERY



### WARM PALETTE CUSTOMIZATION



LIVING ROOM ART



BEDROOM ART



LOUNGE CHAIR

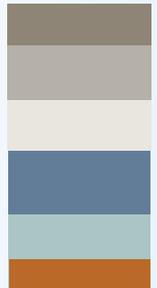
#### ACCENT FABRIC



#### FABRICS



#### DRAPERY



## PROPERTY HAPPENINGS

### Camelot by the Sea

#### Preventative Maintenance & Deep Clean Season

We continue to review our processes to improve communication with our owners. This year we will complete an inspection prior to any work being completed so we can communicate items identified for repair and replacement. This will include an estimate of charges we expect will apply for the preventative maintenance items. We will also have both the Preventative Maintenance and Deep Clean walked and approved by the General Manager. Please look out for communications from your General Manager.

#### Triple Sheeting Package

We are excited to announce the installation of the new triple sheeting package! The new top sheets were put into circulation in June. The new product allows for a consistent look throughout the property accentuating the clean whites that travelers have come to expect. The new box spring wraps were installed in September. This new product pairs perfectly with the new top sheet and makes cleaning efficient and hassle-free for the housekeeping staff. The box spring wrap is elastic making it easy to stretch and tuck without the need to find perfect placement of the bed skirt. Please look for the charges on your owner statement. All owners will be charged for the new box spring wraps in October and owners who had not complied with the triple sheeting standard were charged for the upgrade in September. 🟩



## UPCOMING EVENTS

### Pawleys Island Festival of Music & Art

October 18

The Reserve Golf Club, Pawleys Island

### 40th Annual Loris Bog-Off Festival

October 19

Downtown Loris

### Hippie Fest

October 26

MB Speedway, Myrtle Beach

### BooFest! at Barefoot Landing

October 26

Barefoot Landing, North Myrtle Beach

### Howl-O-Scream

October 26

NMB Park & Sports Complex, North Myrtle Beach

### Halloween on the Marshwalk

October 31

The Marshwalk, Murrells Inlet

### Myrtle Beach Seafood Festival

November 1-2

Ocean Boulevard, Myrtle Beach

### Brew at the Zoo

November 2

Brookgreen Gardens, Murrells Inlet

### Thanksgiving Dinner at Bay Watch Resort

November 28

Bay Watch Resort, North Myrtle Beach

### Thanksgiving Dinner at The Patricia Grand

November 28

The Patricia Grand, North Myrtle Beach

### The Great Christmas Light Show

November 25 - December 30

NMB Park & Sports Complex, North Myrtle Beach

### Christmas Parade

December 7

North Myrtle Beach

## CONTACT CORNER



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