

MARKETING RESOURCE AND FACT SHEET

Wild Dunes Resort utilizes a number of resources to market the homes and condominiums we manage to their fullest potential:

STAFF Wild Dunes has a trained staff of 25 sales, marketing, revenue and reservations professionals dedicated to generating revenue for vacation rentals, The Village at Wild Dunes and hotel. Our onsite reservations department is responsible for ensuring that guests' reservations are booked accurately and speedily and upsell Resort amenities to guests. The department operates 24 hours a day, 7 days a week. Through a rate and restrictions yield process, revenue for homes and condos is maximized on a daily and weekly basis via a dedicated Revenue Optimization team.

Wild Dunes also has a very productive relationship with the advertising creative and public relations agencies retained to handle the marketing needs of the Resort. We work with three premier marketing communications agencies specializing in public relations, print and online advertising and brand identity. These partnerships provide an essential resource to Wild Dunes as they secure added value advertising from our vendors, and provide a strategic brand identity for the Resort through print and online advertising- including search engine marketing, demand side platform media, collateral development, promotions, public relations and direct mail.

TECHNOLOGY AND ONLINE MARKETING

Wild Dunes Resort provides expanded reach to targets beyond what other rental agencies can offer:

- We connect to tens of thousands of Internet booking engines and to over 600,000 travel agents worldwide via a Global Distribution System
- We sell condominiums on travel sites such as Expedia.com, hotels.com, Travelocity, and hotwire.com
- We have a strategic e-marketing plan to drive bookings to wilddunes.com, our proprietary website that's comprised of search engine optimization and advertising, electronic customer relationship management program (eCRM), strategic linkage partnerships, social media initiatives and online advertising

ADVERTISING Much of the advertising effort is online as it drives more targeted marketing and provides for a high ROI. The Resort uses an attribution modeling system to determine the most effective combination of ads to serve online users to get them to make a purchase (whether online or through our call center). This system allows the Resort to serve advertising to potential guests with much more targeted messaging. As well, the Resort advertises on several select websites that provide a high volume of web traffic to the Resort's website. Additionally, the Resort maintains print advertising in Charleston-based publications such as the Charleston Golf Guide and the Charleston Visitor's Guide, Charleston Meeting Planners Guide and Charleston Wedding Guide along with national based publications such as Garden and Gun, Tennis Magazine and Links Magazine. We also maintain contingency funds in advertising when we need to "drop" an ad quickly to fill upcoming vacancies and offset cancellations that may occur due to threatening weather.

DIRECT MAIL & EMAIL MARKETING Wild Dunes' at the right time integrated direct mail/email marketing plan utilizes a sophisticated database and targeting tool to target the right message to the right people. Our distribution lists are specifically designed to target using a variety of geographic, demographic and psychographic data to ensure that dollars spent are being utilized to their utmost potential. Email marketing is used in tandem with direct mail. The Resort's eblasts have become a very valuable tool in our marketing strategy. Not only is it a cost-effective method of communicating with potential guests, but it allows the marketing team the flexibility to quickly fill room night that might otherwise go unfilled. We have a database of tens of thousands to whom we regularly send offers. Additionally, targeted list purchases of up to 5 million email addresses are utilized annually to push special offers.

PUBLIC RELATIONS AND SOCIAL MEDIA Wild Dunes' Marketing department works with the Destination Hotels & Resorts corporate office, our public relations agency and the Charleston Convention and Visitors Bureau to pitch ideas to key local and national press in an effort to gain media publicity for the Resort. The team regularly responds to the leads that fit the Resort, and several of these targeted, qualified leads turn into stories. The team also works with the public relations agency to pitch new and exciting ideas for stories to the press (both print and online). Additionally, the Resort has a strong social media presence, with campaigns designed to build engagement with our Facebook fans, YouTube followers and Twitter followers. The team also works to ensure we're generating a high volume of fresh, positive customer reviews on TripAdvisor and like sites to build credibility of the service experience with new potential guests.

CORPORATE RESOURCES Destination Hotels offers resources in marketing, direct group and leisure sales, public relations and media relations nationwide to Wild Dunes Resort. Together, they provide support in marketing, public relations, revenue management and sales efforts. Additionally, as part of DH&R we are granted access to their databases. This helps to expand Wild Dunes' reach of potential new leisure and meetings business. Finally, DH&R has national sales offices in New York, Chicago, Los Angeles, San Francisco and Denver – all have the responsibility of sending business leads to Wild Dunes Resort.