

MARKETING RESOURCE AND FACT SHEET

REVENUE & RESERVATIONS

Wild Dunes Resort has a trained staff of 25 sales and reservations professionals dedicated to generating revenue for vacation home and condo rentals, The Village guestrooms and suites, and the Boardwalk Inn hotel guestrooms. Our on-site reservations department is responsible for ensuring that guests' reservations are booked accurately, quickly, and upsell resort amenities. The department operates 24/7. Through a rate and restrictions yield process, revenue for homes and condos is maximized on a daily basis via our dedicated revenue optimization team. And our thoroughly trained sales representatives work tirelessly to ensure group and meeting business during our shoulder and off seasons to fill homes and rooms.

DIGITAL MARKETING

Wild Dunes Resort's internal marketing team provides expanded reach to target audiences beyond what other rental agencies can offer. We connect to tens of thousands of booking engines and travel agents worldwide via a Global Distribution System. We sell homes and condos on travel sites such as Expedia, Booking.com, Airbnb, VRBO, and more. We have a strategic digital marketing plan to drive bookings to wilddunes.com, our proprietary website that's comprised of search engine optimization, advertising, electronic customer relationship management program (eCRM), strategic linkage partnerships, and social media initiatives.

ADVERTISING & GRAPHIC DESIGN

Wild Dunes Resort uses mostly digital advertising efforts as it drives more targeted marketing and provides for a higher ROI. The resort uses an attribution modeling system to determine the most effective combination of ads to serve users to get them to make a purchase (whether online or through our call center). We have partnered with companies like the Charleston Convention and Visitors Bureau, CHS Today, Charleston City Paper, and more for referral advertising initiatives. We provide print advertising in publications like the Charleston Visitor's Guide, Charleston Golf Guide, Charleston Wedding Guide, and in various hot spots throughout the cities of Charleston and Isle of Palms.

EMAIL MARKETING

Wild Dunes Resort's email marketing plan utilizes a sophisticated database and tools to target the right message to the right audience. Our distribution lists are specifically designed to target using a variety of geographic and demographic data to ensure the dollars spent are being utilized to their utmost potential. This cost-effective form of communication allows our team the flexibility to quickly fill missing room nights. We have a past guest and subscriber database of tens of thousands and we also purchase targeted acquisition lists consisting of 10M+ potential new guests.

PUBLIC RELATIONS & SOCIAL MEDIA

Wild Dunes Resort works closely with a nationally recognized PR firm to pitch ideas to key local, regional, and national press in an effort to gain media publicity for the resort. Our Charleston Convention and Visitors Bureau is also a close partner and press advocate. Our team regularly responds to the leads that fit the resort, and a variety of these targeted, qualified leads turn into stories, both online and in print. Additionally, the resort has a strong social media presence, with campaigns designed to build brand identity, engage with Facebook, Instagram, and Twitter followers, and persuade the audience to book with us. The team also works to ensure we are generating a high volume of positive customer reviews to build credibility of the service experience with potential new guests.

CORPORATE RESOURCES

Wild Dunes Resort, A Destination Hotel was recently acquired by Hyatt, which now gives us double the resources in marketing, direct group and leisure guest sales, public relations, and media relations worldwide. With their support, this helps us to expand our reach of potential new leisure and meeting business.