

# Oneida Business Committee Agenda Request

1. Meeting Date Requested: 09 / 14 / 16

## 2. General Information:

Session:  Open  Executive - See instructions for the applicable laws, then choose one:

Agenda Header:

Accept as Information only

Action - please describe:

Motion to accept the OAHC 3rd Quarter Report for FY16

## 3. Supporting Materials

Report  Resolution  Contract

Other:

1.

3.

2.

4.

Business Committee signature required

## 4. Budget Information

Budgeted - Tribal Contribution

Budgeted - Grant Funded

Unbudgeted

## 5. Submission

Authorized Sponsor / Liaison:

Primary Requestor/Submitter: Janice Skenandore-Hirth - President  
Your Name, Title / Dept. or Tribal Member

Additional Requestor: \_\_\_\_\_  
Name, Title / Dept.

Additional Requestor: \_\_\_\_\_  
Name, Title / Dept.

## Oneida Business Committee Agenda Request

### 6. Cover Memo:

Describe the purpose, background/history, and action requested:

To update the Business Committee on the performance of OAHC d/b/a Radisson Hotel & Conference Center and Three Clans Airport d/b/a Wingate by Wyndham for the 3rd quarter of FY16.

Request a motion to accept the OAHC 3rd Quarter Report for FY16.

1) Save a copy of this form for your records.

2) Print this form as a \*.pdf *OR* print and scan this form in as \*.pdf.

3) E-mail this form and all supporting materials in a **SINGLE** \*.pdf file to: [BC\\_Agenda\\_Requests@oneidanation.org](mailto:BC_Agenda_Requests@oneidanation.org)

Oneida Airport Hotel Corporation  
Radisson Hotel & Conference Center  
Quarterly Report  
For the quarter ended: June 30, 2016

**Narrative Section**

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are up in Occupancy YOY 5.4% index, down in ADR YOY -2.1% index with a result of 3.2% index YOY for RevPar. Occupancy numbers up YOY due to reducing ADR to gain occupancy in transient.
- Sales team received “Sales Team of the Year” at the 2016 Aimbridge Management Company Conference in April, with over 400 properties in attendance. Sales team attended a Reunion Friendly Network Conference in June. The sales team continues to be at events including Chamber Networking breakfasts monthly; BNI meetings weekly; Current luncheons/events monthly; Management Women events monthly; MPI event Quarterly; WSAE event quarterly; WBTA event quarterly – to gain leverage for the Radisson in the Green Bay market.

Competitive analysis:

- Casino food outlets continue to be a source of competition for F&B revenue
- KI Expansion a source of competition for large convention groups

Strategies for improved value:

- Developed packaging in Corporate/Association Meetings, Tour & Travel, Wedding, Travel Agents and Transient markets to gain short term bookings for need months
- Working with Radisson Corporate in all Sales markets to gain leverage and recognition
- Working with Aimbridge Regional properties to gain leverage and recognition
- Working closely with Green Bay CVB in all Sales markets to keep top of mind and participate in all sales initiatives

Material changes or developments in market/business:

- Appleton will be adding a Convention Center on land near the Radisson Appleton; this will add 33,000 square feet of meeting space, groundbreaking end of Sept 2016 – due to open September 2017
- Radisson Appleton will undergo full renovation – in our STR comp set
- Ramada Plaza due to change to a Marriott Delta – in our STR comp set
- Holiday Inn Appleton due to change to a Marriott product – in our STR comp set

Market growth:

- Northland Hotel due to start construction on 147 room hotel downtown to compliment the KI Convention Center expansion, due to open July 2017
- Residence Inn 100 room property set to build and open 2017 in Green Bay, near Aloft
- 4 Star property due to be built on Packer property near the stadium with 200 rooms – Lodge Kohler due to open July 2017
- Home 2 Suites to be built on Holmgren Way across from Grainger
- TBD property online to be built downtown on Broadway near The Cannery

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation  
Three Clans Airport, LLC  
Quarterly Report  
For the quarter ended: June 30, 2016

Business practice, market overview, place within market:

- Ranking for the third quarter from the STR Report the Wingate is 1 out of 5 based on REVPAR and 3 out of 5 based on Occupancy. Wingate is continuing to gain and maintain fair market share within the competitive set while increasing rate growth.
- In the third quarter, the Wingate changed its focus from growing occupancy to growing rate. The Wingate was able to grow rate by 3.4% and only loss -1.9% in occupancy.
- The Wingate averaged a 76.4% occupancy for the third quarter.

Competitive analysis:

- The competitors ran a REVPAR of \$75.77 to Wingate's \$57.82 for the quarter.
- The competitive set had an occupancy of 75.5% to the Wingate's 76.4%.

Strategies for improved value:

- The Wingate's strategy is to continually grow rate is to yield rates sooner especially on high demand dates and to offer less heavily discounted rates on slow dates. Discounted rates will still be offered for slower dates but not as much as they have been in the past.
- The Wingate continues to use all 3<sup>rd</sup> party booking channels to increase bookings on low demand dates but is not using opaque rates as often.
- The Radisson Sales team continues to cross sell the hotel. We have begun to see new leads and new bookings from this joint effort.

Material changes or developments in market/business:

- The Wingate continues to see increases in the corporate business traveler while a slight decrease in the leisure traveler.
- We also were able to negotiate rates with some new local companies to add to the Wingate's preferred list.

Market growth:

- For the third Quarter, the Wingate ended with 76.3% REVPAR Index. The Wingate saw an increase 2.7% year over year for REVPAR Index.
- Revenues for the second quarter were \$416043 which were up from prior year by \$9778.00.

Pending legal action:

- Nothing at the moment