

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 03 / 09 / 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 1st 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:
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 1st Quarter of FY16.

Request a motion to accept the OAHC 1st 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

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: December 31, 2015

Narrative Section

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are down in Occupancy YOY -2.4% index, down in ADR YOY -2.5% index with a result of -4.8% index YOY for RevPAR; group rooms had great pick up for October, due to 2 less Packers games in YOY during same time period was a factor in negative occupancy numbers and ADR.
- Sales team attended a Madison sales blitz in October; Radisson hosted Boomers in Group Conference at the Radisson at the end of October; The sales team continues to be at events including Chamber Networking breakfasts monthly; BNI meetings weekly; Current luncheons/events monthly; Management Women events monthly; WSAE event quarterly; WBTA event quarterly – to gain leverage for the Radisson in the Green Bay market.

Competitive analysis:

- Casino's non-tribal food outlets continue to be revenue competition for hotel F&B.

Strategies for improved value:

- Developed packaging in Corporate/Association Meetings, Tour & Travel, Wedding, Travel Agents and Transient markets to gain short term bookings for Q1 and other 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 markets to keep hotel top of mind initiatives to ensure ROI

Material changes or developments in market/business:

- KI Convention Center Expansion opened September 2015, adding 23,000 square ft. meeting space will have total of 80,000.
- Appleton will be adding a Convention Center on land near the Radisson Appleton

Market growth:

- Green Bay downtown remodeling Northland Hotel 147 room complimenting KI Convention Center expansion, due to open July 2016

- Ashwaubenon new construction Residence Inn 100 room property located Hwy 172 and the Fox River due to open 2017
- Ashwaubenon new construction 4-Star 200 room property adjacent the Lambeau Field–Lodge Kohler due to open 2017
- Ashwaubenon new construction Home 2 Suites on Holmgren Way across from Grainger. No date set at this time.
- Green Bay West side new construction TBD property Broadway near The Cannery

Pending legal action:

- None

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: December 31, 2015

Business practice, market overview, place within market:

- Ranking for the 1st quarter from the STR Report the Wingate is 1 out of 5 based on REVPAR and 1 out of 5 based on Occupancy. The Wingate's strategy of growing through occupancy is the contributing factor of being number 1 in each of these areas.
- The Wingate averaged an occupancy of 74.1% which grew by 7.1% year over year.
- The Wingate was also able to increase REVPAR by 1.2% to end 1st quarter at \$60.78.

Competitive analysis:

- The competitors ran a REVPAR of \$85.29 to Wingate's \$60.78 for the quarter.
- The competitive set had an occupancy of 62.9% to the Wingate's 74.1%.

Strategies for improved value:

- Focused strategy to grow rate on higher demand dates and to offer less discounted rates on slower dates.
- The Wingate continues to use all third party booking channels to increase bookings on low demand dates.
- Continues to run last minute deals on Expedia and Hotels.com to increase weekend short term bookings.
- The Radisson Sales team continues to cross sell the hotel. We have begun to see new leads and new bookings from this joint effort.
- Negotiated in October new contract with a new airline Endeavor leading to an occupancy 1st quarter increase.

Material changes or developments in market/business:

- Recognizing an industry-wide trend many corporate travel entities utilizing Travel Agent services. Wingate experienced an increase travel agent bookings and slight decrease in third party website bookings.
- Successfully negotiated rates with new local companies to add to the Wingate's preferred list. Two examples Alter Trading and Suominin Corporation.

Market growth:

- For the 1st Quarter, the Wingate ended with 71.3% REVPAR Index which grew by 7.2% year over year.
- Revenues for the first quarter were \$441381 which were up from prior year by \$216.00.

Pending legal action:

- None