

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 06 / 08 / 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 2nd 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: Submitted by Jeanne Nault, Executive Assistant
Name, Title / Dept.

Additional Requestor: _____
Name, Title / Dept.

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: March 31, 2016

Narrative Section

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are down in Occupancy YOY -1.6% index, down in ADR YOY -5.0% index with a result of -6.5% index YOY for RevPar. Occupancy numbers down YOY due to no Packers playoff game in January as well no citywide hockey in March. Took ADR down to gain occupancy in transient. Comp set maximized rate YOY with new Director Sales at the Tundra.
- Sales team attended a Madison sales blitz in March. Sales team also attended Wedding Tradeshow at Shopko Hall in January, attended the American Bus Association Marketplace in January, attended the Chicago Sports Tradeshow in January, attended Travel Agency visits with Carlson in Chicago in February and attended Circle Wisconsin Marketplace in March. 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 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 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 all Sales markets to keep top of mind and participate in all sales initiatives

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
- Tundra Lodge to build outdoor 'resort-style' pool

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 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: March 31, 2016

Business practice, market overview, place within market:

- Ranking for the 2nd quarter from the STR Report the Wingate is 4 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.
- For the start of the 2nd quarter the Wingate focused on growing occupancy to increase awareness in the market as well as ADR.
- The Wingate averaged a 59.7% occupancy for the 2nd quarter. This was up from previous year by 3.8%.

Competitive analysis:

- The competitors ran a REVPAR of \$64.74 to Wingate's \$42.08 for the quarter.
- The competitive set had an occupancy of 63.6% to the Wingate's 59.75%.

Strategies for improved value:

- The Wingate's strategy 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 3rd party booking channels to increase bookings on low demand dates.
- The Wingate continues to run last minute deals on Expeida and hotels.com over the weekend to increase last 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.

Material changes or developments in market/business:

- The Wingate did not see an increase in the corporate business traveler in the 2nd quarter. However, the Wingate did see an increase in the leisure traveler for this quarter due to a couple of factors which include, faster tax returns, a less severe cold winter and less snow storms. The leisure traveler's continues to book through 3rd party websites.
- We also were able to negotiate rates with some new local companies to add to the Wingate's preferred list.

Market growth:

- For the 2nd Quarter, the Wingate ended with 65.0% REVPAR Index. The Wingate saw a decline of -6.4% year over year for REVPAR Index.
- Revenues for the second quarter were \$299,730 which were down from prior year by \$5,343.

Pending legal action:

- Nothing at the moment