

# Oneida Business Committee Agenda Request

1. Meeting Date Requested: 06 / 10 / 15

## 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 FY15

## 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: 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 Oneida Airport Hotel Corporation d/b/a Radisson Hotel & Conference Center and Three Clans Airport d/b/a Wingate by Wyndham and a motion to approve the 2nd Quarter Report of FY15.

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: March 31, 2015

**Narrative Section**

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are up in Occupancy YOY 11.3% index, up in ADR YOY .8% index with a result of 12.2% index YOY for RevPar; group rooms and transient had an increase in January due to the playoff game; February up as well due to better weather and March up due to Hockey tournament in 2015 that was not in 2014.
- Sales team attended American Bus Association Marketplace; attended Your Military Reunion Marketplace; attended African American Travel Conference; attended Circle Wisconsin Midwest Marketplace – 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

Strategies for improved value:

- Developed packaging in Corporate/Association Meetings, Tour & Travel, Wedding, Travel Agents and Transient markets to gain short term bookings for Q2 and other need months
- Working with Radisson Corporate in all Sales markets 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
- Conducted a shared Sales Blitz with the Wingate in March 2015, over 100 sales calls
- Sales and Catering team attended Aimbridge Management Conference; including seminars assisting with yield management, improved customer relations and prospecting techniques

Material changes or developments in market/business:

- KI Convention Center Expansion began Dec 6, 2013, adding 23,000 square ft. meeting space will have total of 80,000 when complete, due to complete September 1, 2015

Market growth:

- Northland Hotel due to start construction on 147 room hotel downtown to compliment the KI Convention Center expansion, due to open fall of 2015
- Formerly Clarion Hotel downtown, has started construction to become a Hampton Inn due to open August of 2015

- Residence Inn 100 room property set to build and open 2016 in Green Bay
- 77 room Staybridge Suites will be under construction and attached to Brett Favre's Steakhouse
- Home2Suites due to be built in Green Bay near Hilton hotel
- 5 Star property due to be built on Packer property near the stadium with 200 rooms

Pending legal action:

- Nothing at the moment

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

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 4 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 57.5% occupancy for the 2nd quarter. This was down from previous year by 5.2%. The decrease was directly related to the number of distressed passengers, there were fewer flight cancellations and/or delays due to weather this year versus last year.

Competitive analysis:

- The competitors ran a REVPAR of \$63.20 to Wingate's \$43.89 for the quarter.
- The competitive set had an occupancy of 62.5% to the Wingate's 57.5%.

Strategies for improved value:

- The Wingate's strategy to continually grow rate is to increase 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.
- The Wingate continues to run last minute deals on Expedia 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 2<sup>nd</sup> 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.
- 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 69.4% REVPAR Index. The Wingate saw a decline in was able to grow 3.4% year over year for REVPAR Index.
- Revenues for the second quarter were \$311,403 which were up from prior year by \$7,620.
- This was achieved by positioning ourselves better within our competitive set and the Green Bay Market.

Pending legal action:

- Nothing at the moment