

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 12 / 09 / 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 4th 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 OAHC d/b/a Radisson Hotel & Conference Center and Three Clans Airport d/b/a Wingate by Wyndham for the 4th Quarter of FY15.

Request a motion to accept the OAHC 4th Quarter Report for 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

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: September 30, 2015

Narrative Section

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are up in Occupancy YOY 5.8% index, down in ADR YOY -.3% index with a result of 5.5% index YOY for RevPar; group rooms had great pick up for July and September; July due to new group piece of business that will be returning yearly; September due to 3 Packers games in 2015 compared to 1 in 2014.
- Sales team attended Radisson Sales training in July and continued to represent Radisson 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. Sales team blitzed the Madison Association market with Wisconsin Aimbridge properties making over 100 sales calls.

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 Q4 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 when complete, due to complete September 1, 2015
- Appleton will be adding a Convention Center on land near the Radisson Appleton

Market growth:

- Northland Hotel due to start construction on 147 room hotel downtown to compliment the KI Convention Center expansion, due to open July 2016

- Formerly Clarion Hotel downtown is completing construction to become a Hampton Inn opened September 2015
- Residence Inn 100 room property set to build and open 2017 in Green Bay, near Aloft
- 77 room Staybridge Suites will be under construction and attached to Brett Favre's Steakhouse
- 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 inline 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: September 30, 2015

Business practice, market overview, place within market:

- Ranking for the 4th 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 maintain fair market share within the competitive set.
- For the 3rd quarter the Wingate focused on growing ADR over occupancy and was able to grow rate by \$5.34 year over year.
- The Wingate averaged 83.4% occupancy for the 3rd quarter; this occupancy remained the same year over year.

Competitive analysis:

- The competitors ran a REVPAR of \$105.18 to Wingate's \$71.59 for the quarter.
- The competitive set had occupancy of 83.4% to the Wingate's 85.8%.

Strategies for improved value:

- The Wingate's strategy is to continually grow rate and 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 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 Hampton Inn downtown opened during the 4th quarter, but the Wingate has not seen a decrease in business from this.
- The Wingate saw an increase in the corporate business traveler in the 4th quarter. During the 4th quarter there were many new companies that stayed that have not previously stayed before. From these stays the Wingate was able to reach out and obtain new leads for new negotiated rates.
- The Wingate continued to provide overflow accommodations for many of the groups and conventions that were held at the Radisson.

Market growth:

- For the 4th Quarter, the Wingate ended with 68.1% REVPAR Index.
- Revenues for the fourth quarter were \$506,443.00 which was up by \$36246 year over year...
- This was achieved by positioning ourselves better within our competitive set and the Green Bay Market.

Pending legal action:

- Nothing at the moment