

Oneida Business Committee Meeting Agenda Request Form

1. Meeting Date Requested: 11 / 26 / 14

2. Nature of request

Session: ☒ Open ☐ Executive - justification required. See instructions for the applicable laws that define what is considered "executive" information, then choose from the list:

Agenda Header (choose one): Report

Agenda item title (see instructions):

OAHC 4th Quarter Report

Action requested (choose one)

☒ Information only

☐ Action - please describe:

3. Justification

Why BC action is required (see instructions):

4. Supporting Materials

[Instructions](#)

☐ Memo of explanation with required information (see instructions)

☒ Report ☐ Resolution ☐ Contract (check the box below if signature required)

☐ Other - please list (Note: multi-media presentations due to Tribal Clerk 2 days prior to meeting)

1. <input type="text"/>	3. <input type="text"/>
2. <input type="text"/>	4. <input type="text"/>

☐ Business Committee signature required

5. Submission Authorization

Authorized sponsor (choose one): Trish King, Tribal Treasurer

Requestor (if different from above): Janice Skenandore-Hirth, President

Name, Title / Dept. or Tribal Member

Additional signature (as needed):

Name, Title / Dept.

Additional signature (as needed):

Name, Title / Dept.

- 1) Save a copy of this form in a pdf format.
- 2) Email this form and all supporting materials to: BC_Agenda_Requests@oneidanation.org

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: September 30, 2014

Narrative Section

Business practice, market overview, place within market:

- STR report shows for the Quarter that we are up in Occupancy YOY 6.1% index, down in ADR YOY -3.1% index with a result of +2.8% index YOY for RevPar; group rooms had short term pick up & we had a lot of government rate affecting our ADR.
- Sales team Booking Pace for YOY Q4 includes a decrease of -\$12.64 ADR per room (we had put Packers rooms in Q3 this year compared to last year Q4, therefore the difference); an increase of 4,451 rooms YOY; an increase of room revenue of \$396,221 and F&B revenue increase of \$186,881 for an overall Revenue Booking Pace increase from prior year of +\$583,101.

Competitive analysis:

- Casino opened all of their food outlets in Q3 and this has continually affected our F&B revenues

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
- Conducted a Holiday Sales Blitz to local companies to gain Holiday parties
- Working closely with local attractions on new packaging options for the transient guest
- Oneida Casino is revamping their Tour Bus package for Radisson overnight guests

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
- Fox Cities/Appleton Convention Center to begin construction 2014; approx.
- Fox Cities/Appleton also has a Sports Complex in the pipeline for development

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, now known as Downtown Green Bay hotel, is awaiting new franchise, potentially Hampton Inn closed July 11, 2014 for renovations
- Residence Inn 100 room property set to build and open 2016 in Green Bay

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: September 30, 2014

Business practice, market overview, place within market:

- Ranking for the 4th quarter from the STR Report the Wingate is 5 out of 5 based on RevPar and 3 out of 5 based on Occupancy. Wingate is slowly working on gaining fair market share within our competitive set.
- The 4th quarter continued to focus on gaining occupancy to increase awareness and to improve our overall numbers.

Competitive analysis:

- The competitors ran a revpar of \$87.76 to Wingate's \$64.62 for the quarter..
- The Wingate Green Bay is now ranked 7 out of all 159 Wingate properties worldwide.

Strategies for improved value:

- The Wingate continues to use all 3rd party booking channels to increase the hotel's occupancy.
- The Wingate has started to enable mobile bookings to increase last minutes transient bookings.
- 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:

- We continued to see an increase in the corporate business traveler over the fourth quarter. We also were able to negotiate with some new local companies to add to the Wingate's preferred list.

Market growth:

- For the 4th Quarter, the Wingate ended with 73.7% Rev Par Index. We are still not getting our fair share of business but each quarter the Wingate is slowly shiftin share.
- For the 4th Quarter, the Wingate ran an average of 81.66%, this is the highest occupancy Wingate has run since OAHG has bought the property in 2008.

- Revenues are up from prior year by \$54329 for the fourth quarter YOY; this is all from an increase in room revenue. This was achieved by positioning ourselves better within our competitive set and the Green Bay Market.

Pending legal action:

- Nothing at the moment