

# Oneida Business Committee Agenda Request

1. Meeting Date Requested: 01 / 26 / 17

## 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 FY17 1st Quarter Report.

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

**Narrative Section**

Business practice, market overview, place within market:

- STR report unavailable to show index variances YOY at time this report due
- Q1 Actual Budget numbers show YOY variance in Occupancy down -0.7%, but ADR up YOY by \$6.75 therefore showing Revenues up YOY by \$96,561
- Banquet and Catering Q1 Actual Budget numbers show YOY variance up by \$40,603
- Sales team attended Connect Faith in October with the CVB, attended Circle Wisconsin Annual meeting in December and Holiday Showcase in December. The sales team continues to network at events including Chamber Networking breakfasts monthly; BNI meetings weekly; Current luncheons/events monthly; Management Women events monthly; MPI event Quarterly; 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 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:

- Appleton will be adding a Convention Center on land near the Radisson Appleton; this will add 33,000 square feet of meeting space, groundbreaking end of Sept 2016 – due to open September 2017
- Radisson Appleton will undergo full renovation – in our STR comp set
- Ramada Plaza due to change to a Marriott Delta – in our STR comp set
- Holiday Inn Appleton due to change to a Marriott product – in our STR comp set

Market growth:

- Northland Hotel started construction on 140 room hotel downtown to compliment the KI Convention Center expansion, due to open June 2017
- Residence Inn 100 room property opened end of November 2016
- 4 Star Lodge Kohler property being built on Packer property near the stadium with 200 rooms – due to open July 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: December 31, 2016

Business practice, market overview, place within market:

- The Wingate continued to change its focus in the first quarter to growing rate over occupancy. The Wingate was able to grow rate by 12.7% and lost -9.73% in occupancy.
- The Wingate averaged a 66.11% occupancy for the first quarter.

Competitive analysis:

- The competitors ran a REVPAR of \$61.80 to Wingate's \$98.11 for the first quarter.
- The competitive set had an occupancy of 67.4% to the Wingate's 66.11%.

Strategies for improved value:

- The Wingate is focused on growing rate for the fiscal year.
- The Wingate's strategy is to yield rates sooner especially on high demand dates and to offer less heavily discounted rates on slow dates.
- The Wingate continues to use all 3<sup>rd</sup> party booking channels to increase bookings on low demand dates but is not using opaque rates as often and has increased the opaque to focus on its growing rate strategy.
- The Radisson Sales team continues to cross sell the hotel. The Radisson sales team uses the Wingate to sell to large convention groups as an overflow property.

Material changes or developments in market/business:

- The Wingate continues to see increases in the corporate business traveler and is starting to see the corporate business traveler using travel agents again while shying away from the third party websites.
- We also were able to negotiate rates with some new local companies to add to the Wingate's preferred list.

Market growth:

- Revenues for the first quarter were \$454,451 which were up from prior year by \$13,070.

Pending legal action:

- Nothing at the moment