

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 04 / 27 / 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 2nd 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 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 Green Bay and Three Clans Airport d/b/a Wingate by Wyndham for the 2nd Quarter of FY17.

Request a motion to accept the OAHC 2nd Quarter Report for FY17.

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: March 31, 2017

Narrative Section

Business practice, market overview, place within market:

- STR report unavailable to show index variances YOY at time this report due
- Q2 Actual Budget numbers show YOY variance in Occupancy up 1.4%, ADR up YOY by \$.25 therefore showing Revenues up YOY by \$28,579
- Banquet and Catering Q1 Actual Budget numbers show YOY variance up by \$25,923
- Sales team attended American Bus Association marketplace, attended Chicago Sports and Travel Show w/ Oneida Tourism, attended and hosted Circle Wisconsin Annual Midwest Marketplace meeting in March. 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
- 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, unknown opening date
- 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 – ground breaking April 4th
- 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, 2017

Business practice, market overview, place within market:

- The Wingate continues to focus growing rate over occupancy for the second quarter. The Wingate was able to grow rate by 12.7% and lost -9.73% in occupancy.
- The Wingate averaged a 53.6% occupancy for the second quarter.

Competitive analysis:

- The competitors ran a REVPAR of \$64.26 to Wingate's \$41.08 for the second quarter.
- The competitive set had an occupancy of 63.6% to the Wingate's 53.6%.

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 3rd 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.
- The Radisson and the Wingate have gone out together on spring sales calls cross selling both properties.

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.
- The Wingate lost its airline crew rooms starting in January. The airlines renegotiated the companies that chartered the major airlines into Green Bay and the crew that was currently housed at the Wingate did not win the bid. Should the crew come back to Green Bay, Wingate would be the host hotel. The Wingate has already sent RFP's and is trying to negotiate with the new crew, however the

airline has a strong connection to Hyatt properties and that is where they are currently staying.

Market growth:

- Revenues for the first quarter were \$29,6168 which were down from prior year by -\$3,562.00

Pending legal action:

- Nothing at the moment