

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 10 / 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 4th 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: 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 FY17.

Request a motion to accept the OAHC 4th 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: September 30, 2017

Narrative Section

Business practice, market overview, place within market:

- STR report unavailable to show index variances YOY at time this report due
- Q4 Actual Budget numbers show YOY variance in Occupancy down 5%, ADR up YOY by \$5.22 therefore showing Revenues up YOY by \$116,629
- Banquet and Catering Q3 Actual Budget numbers show YOY variance down by \$98,372
- Sales team attended Connect Marketplace; attended Green Bay sales blitz to the Madison market. 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
- Completed 90 day Action plan to improve short term and long term bookings

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, – due to open November 2017
- Radisson Appleton will undergo 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 160 room hotel downtown to compliment the KI Convention Center expansion, due to open TBD
- Residence Inn 145 room property opened end of November 2016
- 4 Star Lodge Kohler property being built on Packer property near the stadium with 141 rooms – opened July 2017
- Home 2 Suites to be built on Holmgren Way across from Grainger – ground breaking April 4th, 100 rooms due to open November 2017

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: September 30, 2017

Business practice, market overview, place within market:

- Ranking for the third quarter from the STR Report the Wingate is 1 out of 5 based on REVPAR and 1 out of 5 based on Occupancy.
- In the fourth quarter, the Wingate began to see some Airline Crew Business due to new companies taking over routes. Although not all crew rooms came in compared to last year numbers, the Wingate was able to fill those missing crew rooms with transient rooms.
- The Wingate averaged an 88.2% occupancy for the fourth quarter, this is a 6.77% increase year over year. .

Competitive analysis:

- The competitors ran a REVPAR of \$104.96 to Wingate's \$79.54 for the quarter.
- The competitive set had an occupancy of 77.3% to the Wingate's 88.2%.

Strategies for improved value:

- The Wingate's strategy is to continually grow rate is 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 but is not using opaque rates as often.
- 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 continues to see increases in the corporate business traveler averaging a stay of 2.3 days.
- We also were able to negotiate rates with some new local companies to add to the Wingate's preferred list.

Market growth:

- For the fourth Quarter, the Wingate ended with 76.3% REVPAR Index. The Wingate saw an increase 9.4% year over year for REVPAR Index.
- Revenues for the fourth quarter were \$575,245 which was up from prior year by \$60,192.00

Pending legal action:

- Nothing at the moment