

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 03 / 01 / 18

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 FY18 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 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 1st Quarter of 2018.

Request a motion to accept the OAHC 1st Quarter Report for FY18.

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: December 31, 2017

Narrative Section

Business practice, market overview, place within market:

- Q1 STR Occupancy YOY index down .8%; ADR YOY index up 9.8%; RevPar YOY index up 9.0% - compared to comp set. Q1 2017 had 7 Packers home games vs Q1 2018 at 5 Packers home games
- Sales team attended Reunions Marketplace, National Bus Association Marketplace and Chicago Holiday Showcase; also conducted sales blitz to the Madison market with other Radisson Managers. 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, – due to open January 2018
- 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
- Ramada in our comp set will undergo construction starting Feb 1, due to reopen July 2018 as a Delta by Marriott

Market growth:

- Northland Hotel started construction on 160 room hotel downtown to compliment the KI Convention Center expansion, due to 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 opened December 2017
- Comfort Suites/Mainstay Suites – combined at 92 rooms due to open Fall of 2018

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: December 31, 2017

Business practice, market overview, place within market:

- Ranking for the first quarter from the STR Report the Wingate is 2 out of 5 based on REVPAR and 3 out of 5 based on Occupancy.
- In the first quarter, the Wingate saw a decline in the Airline Crew Business due to the airline cutting some routes. There was heavy crew room pick up towards the end of December due to the holiday travel season.
- The Wingate averaged a 66.0% occupancy for the first quarter, this was a .9% decrease year over year. .

Competitive analysis:

- The competitors ran a REVPAR of \$129.94 to Wingate's \$89.53 for the quarter.
- The competitive set had an occupancy of 65.1% to the Wingate's 66.0%.

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 59.12% REVPAR Index. The Wingate saw a decrease of 2.64% year over year for REVPAR Index.
- Revenues for the third quarter were \$429,650 which was down from prior year by \$197,430.00. The loss was due to the Green Bay Packer's losing season and the decline in the airline crew rooms.

Pending legal action:

- Nothing at the moment