

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 05 / 24 / 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 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 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@oneidation.org

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: April 30, 2018

Narrative Section

Business practice, market overview, place within market:

- Q1 STR Occupancy YOY index down 8.4%; ADR YOY index up 3.2%; RevPar YOY index down 5.5% - compared to comp set. Q2, had loss of playoff game compared to prior year, as well as loss of 2 regional rotating conferences. Sales was able to secure Taste of Wine and Cheese event from comp set, therefore higher ADR acquired.
- Sales team attended American Bus Association Marketplace, Circle Wisconsin Midwest Marketplace and Adventures in Travel Showcase in Chicago; also conducted sales blitz to the local and regional 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; and MPI 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 and Appleton Convention Center continue to be a source of competition for large convention groups
- Appleton Airport also competes for group/transient business with better flights

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:

- Radisson Appleton will undergo renovation and become a Red Lion– 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 be complete in early Fall
- 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 – 100 rooms opened December 2017
- Comfort Suites/Mainstay Suites – combined at 92 rooms due to open Fall of 2018
- Appleton added a Convention Center on land near the Radisson Appleton; 33,000 square feet of meeting space, – opened January 2018
- StayBridge Suites due to break ground and open in 2017 – 70 room property

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: March 31, 2018

Narrative Section

Business practice, market overview, place within market:

- The Wingate by Wyndham Green Bay won the Best of the Wingate Award. This award is given out to the top performing Wingate's across the country and is based on a guest feedback scores and compliance to brand standards. This is the first time the Wingate Green Bay has won this award and they were recognized for this award at the Wyndham Conference.
- The Wingate by Wyndham Green Bay won the 2017 Guest Review Award given out by booking.com, this is the fourth year in a row that the Wingate has won this award.
- The Wingate by Wyndham Green Bay won the 2017 Loved by Guest Award given out by hotels.com, this is the third year in a row that the Wingate has won this award.
- Ranking for the second quarter from the STR Report the Wingate is 2 out of 5 based on REVPAR and 4 out of 5 based on Occupancy.
- For the second quarter, the Wingate saw a decline in the Airline Crew Business due to the airline cutting some routes. This is the second quarter in a row that the airline crew business declined.
- The Wingate averaged a 53.39% occupancy for the second quarter, this was a .71% increase year over year.
- The Ramada located on Ramada Way was closed for renovations during the 2nd quarter. We saw an immediate upswing in our competitive set occupancy picking up the displayed guests that were staying at the Ramada. When the hotel reopens it will be The Delta by Marriott.

Competitive analysis:

- The competitors ran a REVPAR of \$56.05 to Wingate's \$40.48 for the quarter.
- The competitive set had an occupancy of 60.8% to the Wingate's 53.4%.

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.
- The Wingate is also focusing on growing its small meeting business offering new meeting room packages to entice guests to book their meetings at the Wingate.

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 second Quarter, the Wingate ended with a 72.2% REVPAR Index. The Wingate saw an increase of 7.5% year over year for REVPAR Index.
- Revenues for the second quarter were \$287787 which was down from prior year by \$8381.00. The loss was due to the Green Bay Packer's losing season and the decline in the airline crew rooms. All of the revenue lost was in the month of January.

Pending legal action:

- Nothing at the moment