

Oneida Business Committee Agenda Request

1. Meeting Date Requested: 08 / 22 / 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 3rd 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: June 30, 2018

Narrative Section

Business practice, market overview, place within market:

- Q3 STR Occupancy YOY index up 11.1%; ADR YOY down 3.7%; RevPar YOY index up 7.0% - compared to comp set.
- Sales team attended African American Tour & Travel Marketplace; attended Military Reunion Network Marketplace; also participated in sales blitz to the Madison market with other Green Bay hotels. 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
- Sales Team currently participating in SWAT analysis of area hotels

Material changes or developments in market/business:

- Radisson Appleton now 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 due to reopen September 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 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 2018 – 70 room property
- Comfort Suites/Mainstay Suites – due to break ground 2018 – 92 room combined property

Pending legal action:

- Nothing at the moment

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: June 30, 2018

Business practice, market overview, place within market:

- Ranking for the second quarter from the STR Report the Wingate is 2 out of 5 based on REVPAR and 2 out of 5 based on Occupancy.
- For the third quarter, the Wingate saw an increase in the Airline Crew Business from Endeavor due to an increase in flights into Green Bay
- The Wingate averaged an 83.7% occupancy for the third quarter, this was a 2.9% increase year over year.
- The Ramada located on Ramada Way was closed for renovations during the 2nd quarter. When the hotel reopens it will be The Delta by Marriott.

Competitive analysis:

- The competitors ran a REVPAR of \$75.93 to Wingate's \$63.69 for the quarter.
- The competitive set had an occupancy of 76.1% to the Wingate's 83.7%.

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 did joint sales calls with the Radisson Sales team to Marinette and Appleton areas.

Market growth:

- For the third Quarter, the Wingate ended with an 83.9% REVPAR Index.

- Revenues for the third quarter were \$457,839 which was up from prior year by \$2,437.

Pending legal action:

- Nothing at the moment