

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: December 31, 2018

Narrative Section

Business practice, market overview, place within market:

- Q1 STR Occupancy YOY index up 3.6%; ADR YOY down .1%; RevPar YOY index up 3.5% - compared to comp set.
- Sales team attended Connect Faith, Circle Wisconsin Meetings, Holiday Showcase in Chicago and American Indian Tourism Board meeting. The sales team continues to network at events including Chamber Networking breakfasts monthly; BNI meetings weekly; 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 end of 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 open February 14, 2019
- 4 Star Lodge Kohler property near the stadium with 141 rooms – opened July 2017
- Home 2 Suites on Holmgren Way – 100 rooms opened December 2017
- StayBridge Suites due to break ground and open in 2019 – 70 room property
- Comfort Suites/Mainstay Suites – due to break ground 2019 – 92 room combined property
- Cobblestone hotel – interested in DePere area - TBD

Pending legal action:

- Nothing at the moment

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Three Clans Airport, LLC
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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.
- For the first quarter, the Wingate saw an increase in the Airline Crew Business from Endeavor due to an increase in flights to Green Bay
- The Wingate averaged a 64% occupancy for the first quarter.
- The Ramada located on Ramada Way was closed for renovations during the first quarter also. When the hotel reopens it will be The Delta by Marriott.
- The Wingate by Wyndham Green Bay won the 2018 Guest Review Award given out by booking.com, this is the fifth year in a row that the Wingate has won this award.

Competitive analysis:

- The competitors ran a REVPAR of \$85.43 to Wingate's \$57.57 for the quarter.
- The competitive set had an occupancy of 68.6% to the Wingate's 64%.

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.
- 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.

Market growth:

- For the first Quarter, the Wingate ended with 57.57% REVPAR Index.
- Revenues for the first quarter were \$423,218.47 which was short by \$5,729.93 from prior year. The loss was due to the Green Bay Packer's losing season and a decline in government rooms due to the government shut down.

Pending legal action:

- Nothing at the moment