

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: April 30, 2019

Narrative Section

Business practice, market overview, place within market:

- Q2 STR Occupancy YOY index down 8.4%; ADR YOY up 3.1%; RevPar YOY index down 5.6% - compared to comp set.
- Sales team attended National Tour Association Marketplace and Circle Wisconsin Marketplace. 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 now a DoubleTree by Marriott – in our STR comp set
- Ramada now Delta by Marriot - in our comp set reopened 2/14/19 - 149 rms

Market growth:

- Hotel Northland by Marriot Autograph Collection – opened 2/14/19 – 160 rms
- 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

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: March 31, 2019

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 second year in a row that the Wingate Green Bay has won this award.
- Wingate by Wyndham Green Bay was in the top 5 performers in Wyndham's 2019 Q2 GFO Scores.
- Ranking for the second quarter from the STR Report the Wingate is 3 out of 5 based on REVPAR and 4 out of 5 based on Occupancy.
- For the second quarter, the Wingate saw an increase in the Airline Crew Business.
- The ADR of 79.50Wingate averaged a 56.0% occupancy for the second quarter along with an.

Competitive analysis:

- The competitors ran a REVPAR of \$62.15 to Wingate's \$44.53 for the quarter.
- The competitive set had an occupancy of 67.0% to the Wingate's 56.0%.

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.
- 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.
- We continue to focus our attention on customer service to ensure the best possible service for all our guest.

Material changes or developments in market/business:

- The Wingate is in the process of changing comp set.
- We also were able to negotiate a rate with a new local company to add to the Wingate's preferred list.

Market growth:

- For the second Quarter, the Wingate ended with a 79.50 ADR Index. The Wingate saw an increase of 4.2% year over year for ADR Index.
- Revenues for the second quarter were \$334,688 which was up from prior year by \$40,696. The increase is due to revenue management strategies, contract revenue and weather.

Pending legal action:

- Nothing at the moment