

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

## **Narrative Section**

### Business practice, market overview, place within market:

- Q3 STR Occupancy YOY index down 16.0%; ADR YOY down 5.6%; RevPar YOY index down 20.7% - compared to comp set. (April out of order rooms = 4,050; May out of order rooms = 4,402; June out of order rooms = 4,439.) Room availability affected by renovation.
- Sales team attended TAP (Tour & Travel), Circle Wisconsin Midwest Marketplace and Military Reunion. 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, as well as utilizing their Meeting Planner incentive programs
- 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
- Legacy Hotel due to break ground and open in 2020 – 79 room 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 third quarter from the STR Report the Wingate is 3 out of 7 based on REVPAR and 3 out 7 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 a 74.2% occupancy for the third quarter, this was a 7.9% decrease year over year.
- We have change our comp set to include area hotels that are comparable with the Wingate. The new comp set includes: Comfort Inn Green Bay, Super 8 Green Bay, Country Inn & Suites, Microtel Inn & Suites by Wyndham, Sleep Inn & Suites Green Bay South, Holiday Inn.

Competitive analysis:

- The competitors ran a REVPAR of \$45.26 to Wingate's \$52.77for the quarter.
- The competitive set had an occupancy of 60.8% to the Wingate's 74.2%.

Strategies for improved value:

- The Wingate's strategy is to continually grow rate yield rates, 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 3<sup>rd</sup> 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 adding a new casino package and attracting bus tours.

Material changes or developments in market/business:

- The Wingate continues to see increases in the corporate business traveler averaging a stay of 2 days.

Market growth:

- For the third Quarter, the Wingate ended with a 60.9% REVPAR Index.

- Revenues for the third quarter were \$414839 which was up from prior year by \$42,220.

Pending legal action:

- Nothing at the moment