

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

Narrative Section

Business practice, market overview, place within market:

- Q4 STR Occupancy YOY index down 15.6%; ADR YOY down 2.4%; RevPar YOY index down 17.6% - compared to comp set. (July out of order rooms = 4,652; August out of order rooms = 4,509; September out of order rooms = 1,773.) Room availability affected by renovation.
- Sales team attended Going on Faith (Tour & Travel), Connect (Association and Smerf markets) and Wedding Show at Lambeau Field. 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

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
- My Place – interested in Ashwaubenon – 64 room property

Pending legal action:

- Yes

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Three Clans Airport, LLC
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Business practice, market overview, place within market:

- Ranking for the fourth quarter from the STR Report the Wingate is 5 out of 7 based on REVPAR and 4 out of 7 based on Occupancy.
- For the fourth quarter, the Wingate continued to see an increase in the Airline Crew Business from Endeavor due to an increase in flights into Green Bay
- The Wingate averaged a 77.1% occupancy for the fourth quarter.
- We have changed our comp set to include area hotels that are comparable with the Wingate. .
- Wingate is slowly working on gaining fair market share within our new competitive set.

Competitive analysis:

- The competitors ran a REVPAR of \$79.26 to Wingate's \$70.44 for the quarter.
- The competitive set had an occupancy of 74.93% to the Wingate's 77.1%.

Strategies for improved value:

- The Wingate's strategy is to continually grow rate, 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 adding a new casino package and attracting bus tours.
- The Wingate is now using SRS reservation service through Wyndham.

Material changes or developments in market/business:

- The Wingate has a new Aimbridge Revenue Manager that is prior Wyndham.
- The Wingate by Wyndham placed 1st in Business Travel New 2019 Hotel Brand Survey in the midscale survey.

Market growth:

- For the fourth quarter, the Wingate ended with a 70.44% REVPAR Index.
- Revenues for the fourth quarter were \$4,769,270 which was down from prior year by \$14,446.

Pending legal action:

- Nothing at the moment