

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: December 31, 2019

Narrative Section

Business practice, market overview, place within market:

- Q1 STR Occupancy YOY index down 16.9%; ADR YOY up 3.4%; RevPar YOY index down 14.1% - compared to comp set. More rooms YOY in Radisson inventory of 3,496. STR numbers affected YOY due to increase of inventory compared YOY.
- Sales team attended NTA (Tour & Travel), Going on Faith (Tour & Travel), Small Market Meetings (All Markets), Holiday Showcase (All markets), Circle Wisconsin (Tour & Travel) and Military Reunion (Smerf Market). 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
- Brown County Arena and Shopko Hall under complete renovation

Market growth:

- Legacy Hotel due to break ground and open in 2020 – 79 room property
- My Place – interested in Ashwaubenon – 64 room property
- Cambria Suites – Ashwaubenon property coming 2020

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 first quarter from the STR Report the Wingate is 5 out of 7 based on REVPAR and 5 out of 7 based on Occupancy.
- For the first quarter, the Wingate saw an increase in the Airline Crew Business from Endeavor and Envoy due to an increase in flights to Green Bay.
- The Wingate averaged a 57.9% occupancy for the first quarter.
- The Wingate by Wyndham Green Bay won the 2019 Guest Review Award given out by booking.com, this is the sixth year in a row that the Wingate has won this award.
- The Wingate by Wyndham Green Bay received the 2019 Certificate of Excellence for Trip Advisor along with the certificate for Hall of Fame from Trip Advisor.

Competitive analysis:

- The competitors ran a REVPAR of \$55.65 to Wingate's \$51.73 for the quarter.
- The competitive set had an occupancy of 55.0% to the Wingate's 57.9%.

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.
- 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.
- The Wingate Sales Team continues to reach out to existing and new companies weekly. The Wingate has brought back 2 Bus Tours, with a potential of 3 more.
- 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 Delta by Marriott open in 2019 with an added 145 rooms to the city, along with Hotel Northland with 160 rooms.
- Updated marketing brochures and created new flyers for Guest rooms and Meeting rooms.

Market growth:

- For the first Quarter, the Wingate ended with 51.73% REVPAR Index.
- Revenues for the first quarter were \$397,655 which was down by \$39,185 from prior year. The loss was due to the Green Bay Packers home games, good winter weather and a slowdown in company travelers.

Pending legal action:

- Nothing at the moment