

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: March 31, 2020

Narrative Section

Business practice, market overview, place within market:

- Q2 STR Occupancy YOY index down 7.7%; ADR YOY up 7.3%; RevPar YOY index down 1.0% - compared to comp set. More rooms YOY in Radisson inventory of 3,367. STR numbers affected YOY due to increase of inventory compared YOY.
- Sales team attended ABA (Tour & Travel), MPI (Corporate/Association) and Sales calls to Madison. 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.
- Covid 19 affected all business starting March 12, 2020 for the Radisson through the end of month and moving forward

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:

- The Wingate closed March 27th, 2020 due to occupancy loss that was caused by the Covid-19 pandemic.
- The Wingate started receiving cancellations March 3rd. Total loss of revenue for March due to cancellation is \$32,123.52.
- Ranking for the second quarter from the STR Report the Wingate is 7 out of 7 based on REVPAR and 7 out of 7 based on Occupancy.
- The Wingate averaged a 34.9% occupancy for the second quarter along with an ADR of \$77.77.

Competitive analysis:

- The competitors ran a REVPAR of \$33.16 for the quarter.
- The competitive set had an occupancy of 42.2% for the quarter.

Strategies for improved value:

- The Wingate's strategy is to continually grow rate.
- The Wingate continues to use all 3rd party booking channels to increase bookings
- The Wingate has bi-weekly meetings with our revenue manager and daily phone calls if needed.
- The Wingate is also focusing on advertising. We are more visible on Facebook, with boosting post and working on a small commercial about 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:

- Have a new corporate company with Rocky Ridge out of Tennessee.

Market growth:

- For the second Quarter, the Wingate ended with a 99.0 ADR Index. The Wingate saw a decrease of -1.4% year over year for ADR Index.
- Revenues for the second quarter were \$206,563 which was down from prior year by \$128,125. The decrease is due to decline in Airline, some group that did not return this year, weather and Covid-19.

Pending legal action:

- Nothing at the moment