Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: June 30, 2020

Narrative Section

Business practice, market overview, place within market:
- Q3 STR Occupancy YOY index down 50.6%; ADR YOY up 6.9%; RevPar YOY index down 47.2% - compared to comp set. More rooms YOY in Radisson inventory of 3,367. STR numbers affected YOY due to increase of inventory compared YOY.
- STR numbers down for Occupancy due to Covid, starting March 12, 2020, which would affect entire Q3 for the property. Hotel tried to maintain somewhat rate integrity to get business in during "Safer at Home Order" for the state of WI which ended in May. As well Casino reopened May 26, assisted in occupancy with packaging options.
- Sales team reduced to Director Sales, Corporate Revenue Manager and a Catering Manager.

Competitive analysis:
- Green Bay area hotels currently fighting for same pieces of transient business and putting offers and deals/packaging out to gain occupancy
- Corporate guests just starting to travel a little, not as much as prior due to state restrictions/travel restrictions etc.

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
- Ensuring all Safety Protocols being enforced in meeting and catering groups booked

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
- Lodge Kohler closed until July 28, 2020

<u>Market growth:</u>
- Legacy Hotel due to break ground and open in 2020 – 79 room property.
- My Place located on Holmgren Way in Ashwaubenon scheduled to open September 2020 – 64 room property.

<u>Pending legal action:</u>
- Yes

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: June 30, 2020

Business practice, market overview, place within market:

- The Wingate closed March 27th, 2020 to May1st, 2020 due to covid and low occupancy.
- Ranking for the third quarter from the STR Report the Wingate is 6 out of 7 based on REVPAR and 7 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 16.9% occupancy for the third quarter, this was a 57.3% decrease year over year.

Competitive analysis:

- The competitors ran a REVPAR of $21.44 to Wingate's $12.36 for the quarter.
- The competitive set had an occupancy of 31.7% to the Wingate's 19.6%.

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 and is using opaque rates as often.
- The Radisson Sales team continues to cross sell the hotel.
- The Wingate is also focusing on adding a new room packages and attracting future bus tours.

Material changes or developments in market/business:

- The Wingate continues to see a slight increases in the corporate business traveler.

Market growth:

- For the third Quarter, the Wingate ended with a 12.36% REVPAR Index.
- Revenues for the third quarter were $61,956.00 which was down from prior year by $395,106.00.

<u>Pending legal action:</u>

- Nothing at the moment