

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

## **Narrative Section**

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

- Q4 STR Occupancy YOY index down 19.2%; ADR YOY up 9.9%; RevPar YOY index down 11.2% - 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 Q3 & Q4 for the property. Hotel tried to maintain somewhat rate integrity to gain occupancy in transient and group. Many groups cancelled due to Covid
- Sales team reduced to Director Sales, Sales Manager, Corporate Revenue Manager, Catering Manager and Catering Coordinator

### Competitive analysis:

- Green Bay area hotels currently fighting for same pieces of transient business and putting offers and deals/packages 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 & incentive bookings for 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
- Brown County Arena and Shopko Hall under complete renovation, open January 2021 with 1<sup>st</sup> event
- Lodge Kohler closed until July 28, 2020

### Market growth:

- Legacy Hotel due to break ground 2021 – 79 room property
- My Place – completed, TBD on opening date – 64 room property

Pending legal action:

- Yes