

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: September 30, 2021

Narrative Section:

- Q4 STR Occupancy YOY index up 103.1%; ADR YOY up 115.1%; RevPar YOY index up 118.8% - compared to comp set.
- Ranking for the fourth quarter from the STR Report the Radisson is 2 out of 9 based on REVPAR and 3 out of 9 based on Occupancy.
- The Radisson averaged for Fourth Quarter a 46.9% Occupancy, ADR of \$131.09 and a RevPar of \$61.54.
- Revenues for the fourth quarter were \$3,842,359 which is up \$2,193,566 YOY and down \$433,013 to 2019. The increase YOY is due to the vaccine, Ryder cup event, fans in the stands and people traveling again.
- Q4 saw an uptick in business as vaccinations increase for business travel. More sports blocks booking in and transient pick up with the Casino attached. Groups returning as well as Packers fans for home games.
- Sales team currently at Director Sales, 2 Sales Manager's, Corporate Revenue Manager, 2 Catering Manager's, Sales Admin 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. Also, government restrictions still in place for those who travel for government.

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 and transient booking promotions.
- Working with Aimbridge Regional properties to gain leverage and recognition.
- Working closely with Discover Green Bay (formerly CVB) in all Sales markets to keep top of mind and participate in all sales initiatives.
- Attended Connect marketplace in August to gain exposure and leads for Association and Social groups.
- Ensuring all Safety Protocols being enforced in meeting and catering groups booked.

Material changes or developments in market/business:

- Red Lion in Appleton announced soon to be a Hilton – in our STR comp set.
- Holiday Inn Appleton now a DoubleTree by Marriott – in our STR comp set.

Market growth:

- Legacy Hotel due to break ground 2022 – 79 room property. This hotel is being built in the former Brett Favre Steakhouse location.
- Cobblestone in DePere broke ground & due to open in 2022 – 60 room property. Hotel will include a restaurant called Wissota Chophouse. This is being built on the corner of 5th & Main in DePere.

Pending legal action:

- Yes

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: September 30, 2021

Narrative Section:

- Q4 STR Occupancy YOY index up 3.0%; ADR YOY up 7.3%; RevPar YOY index up 10.5% - compared to comp set.
- Ranking for the third quarter from the STR Report the Wingate is 2 out of 7 based on REVPAR and 3 out of 7 based on Occupancy.
- The Wingate averaged a 58.2% occupancy for the fourth quarter and a RevPar of \$62.54. For the Fourth Quarter, the Wingate ended with a \$107.51 ADR Index.
- Revenues for the fourth quarter were \$474,398 which is up \$241,669 YOY and down only \$61,357 to 2019. The increase is due to the vaccine, fans in the stands and people traveling again.
- Green Bay hotels continue to be in competition for the same piece of business.
- The Wingate will be getting a Wyndham remote sales associate in November to help increase room revenue.

Competitive analysis:

- The competitors ran a REVPAR of \$73.11 for the quarter.
- The competitive set had an occupancy of 70.4% and an ADR of \$10387.

Strategies for improved value:

- The Wingate's strategy is to continually grow rate. 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 Wingate will be getting a Wyndham remote sales associate to help increase room revenue.
- The Wingate is also focusing on growing its small meeting business
- We continue to focus our attention on customer service to ensure the best possible service for all our guest.
- Wyndham now allows us to run our own mobile deals, flash sales and member deals to help increase occupancy.
- The Wingate continues to reach out to existing and new companies.

Material changes or developments in market/business:

- Microtel Hotel closed in Ashwaubenon. This hotel was in our STR Comp set.

Market growth:

- Legacy hotel to tentatively open 2022. This is 5 story luxury hotel with 79 suite rooms. Will be located at 1004 Brett Favre Way GB.
- Cobblestone Hotel & Suites De Pere WI 60 rooms.

Pending legal action:

- Nothing at the moment