

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

**Narrative Section**

Business practice, market overview, place within market:

- Q1 STR Occupancy YOY index down 3.2%; ADR YOY down 15.4%; RevPar YOY index down 18.1% - compared to comp set.
- No fans at Packers home games and cancellation of group business as well as increase of Covid cases affected YOY numbers. Hotel tried to maintain somewhat rate integrity to gain occupancy in transient and group.
- Sales team reduced to Director Sales, Sales Manager, Corporate Revenue Manager, Catering Manager and Catering Coordinator.
- Average Occupancy for Q1 was 32%.

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 and transient booking promotions.
- 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.

Market growth:

- Legacy Hotel due to break ground 2021 – 79 room property.
- My Place – completed, opened November 2021 – 64 room property.
- TBD property rumored to be built near SpringHill Suites - TBD

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 6 out 7 based on Occupancy.
- The Wingate averaged a 33.8% occupancy for the first quarter.
- No fans at Packers home games, increased Covid-19 cases and group cancelations.
- No corporate travel due to travel and state restrictions.

Competitive analysis:

- The competitors ran a REVPAR of \$24.76 for the quarter.
- The competitive set had an occupancy of 36.5% for the quarter.
- Green Bay area hotels are fighting for the same piece of business.

Strategies for improved value:

- The Wingate continues to use all 3<sup>rd</sup> party booking channels to increase bookings on for all dates.
- Wyndham is running mobile deals, flash sales and member deals to help increase occupancy.
- 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.
- We continue to focus our attention on customer service to ensure the best possible service for all our guest.
- The Wingate by Wyndham Green Bay received the 2020 Certificate of Excellence for Trip Advisor and maintained our AAA Three Diamond status.

Material changes or developments in market/business:

- Shopko Hall and Brown County Arena are under renovation and plan to reopen January 2021.

Market growth:

- My Place- new 64 room hotel opened November 2020.

- TBD – new hotel to be built in the stadium area.

Pending legal action:

- Nothing at the moment