

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: March 31, 2021

Narrative Section

Business practice, market overview, place within market:

- Q2 STR Occupancy YOY index up 24.8%; ADR YOY down 8.9%; RevPar YOY index up 13.7% - compared to comp set.
- Q2 saw an uptick in business once vaccinations started near end of January/February. More sports blocks booking in and transient pick up with the Casino attached
- 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 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, opened 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:

- Q2 STR Occupancy YOY index down 6.2%; ADR YOY down 1.2%; RevPar YOY index down 7.3% - compared to comp set.
- Wingate is 5 out of 7 based on REVPAR and 5 out 7 based on Occupancy.
- Revenues for the second quarter were \$170,510 which is down from prior year by \$36,053. The decrease is due to the restrictions with Covid-19, no events and guest not traveling. We did see a pickup the last month of the quarter.
- Green Bay hotels are still in competition for the same piece of business.

Competitive analysis:

- The competitors ran a REVPAR of \$30.39 for the quarter.
- The competitive set had an occupancy of 42.7% and an ADR of \$71.21.

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 Radisson Sales team continues to cross sell the hotel.
- 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 Sales Team continues to reach out to existing and new companies.

Material changes or developments in market/business:

- The Resch Expo Center opened January 2021.

Market growth:

- Legacy hotel to tentatively open 2022. This is 5 story luxury hotel with 80 suite rooms. Will be located at 1004 Brett Favre Way GB.

Pending legal action:

- Nothing at the moment