

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

## **Narrative Section**

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

- Q3 STR Occupancy YOY index up 92.5%; ADR YOY down 0.7%; RevPar YOY index up 91.1% - compared to comp set.
- Q3 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. Groups returning in June w/ AmVets and DAV.
- Sales team currently at Director Sales, Sales Manager, 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.

### 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:

- 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 2021 – 80 room property.
- My Place – completed, opened November 2020 – 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 third quarter from the STR Report the Wingate is 1 out of 7 based on REVPAR and 2 out of 7 based on Occupancy.
- The Wingate averaged a 53.3% occupancy for the third quarter and a RevPar of \$43.04  
For the third Quarter, the Wingate ended with a 106.3 ADR Index.
- Revenues for the third quarter were \$324,198 which is up \$262,242 YOY and down \$135,864 to 2019. The increase is due to the vaccine, fans in the stands and people traveling again.
- Green Bay hotels are still in completion for the same piece of business.

Competitive analysis:

- The competitors ran a REVPAR of \$44.83 for the quarter.
- The competitive set had an occupancy of 57.7% and an ADR of \$77.67.

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 3<sup>rd</sup> 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 along with meetings.
- 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:

Market growth:

- Legacy Hotel to tentatively open 2023. This is a five (5) story luxury hotel with 80 suite rooms. Will be located at 1004 Brett Favre Way GB.

Pending legal action:

- Nothing at the moment