

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: March 31, 2022

Narrative Section

Business practice, market overview, place within market:

- Q2 STR Occupancy for the quarter is at 41.8%; ADR \$119.28; RevPar; \$49.89
- Q2 saw a few cancellations for social events due to the Delta variant. Playoff game assisted in numbers for Occupancy and ADR for January and return conferences assisted in higher numbers for February. March saw the comp set improve YOY due to vaccination status compared to prior year. Continued with the sports blocks and holiday parties pick up. Sports Booking started at Casino early December, ensure Casino packaging marketed, occupancy higher over March Madness.
- 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 American Bus Association Marketplace in January and Circle Wisconsin Event in March gain exposure and leads for Tour & Travel 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, due to change over in April 2022 – 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
- Cobblestone in DePere broke ground & due to open in 2022 – 60 room property
- Hampton Inn property to be built near SpringHill Suites in 2022– 89 room property

Pending legal action:

Nothing at the moment.

Financial Report

Executive Summary:

- Cedar & Sage Grill House and Sky World Coffee & Custard continue to perform well. The goal is to get an average check in Cedar & Sage from \$31.00 to \$34.00 per person.
- We are close to opening Cedar & Sage for breakfast daily as well as Brunch every Sunday.
- Purcell's Beer Garden is now open for the summer Friday through Sunday.
- Gross Operating Profit is exceeding budget by \$878,334. This is in a large part due to our shortfall in our labor which accounts for \$556,997.
- Our J1 Visa students are from India and have been delayed due to Ukraine/Russia conflict. A few were able to get here before it started.
- We continue meeting monthly with the Casino to align with them towards merging.
- Did an RFP for our Employee Benefits Broker. We are moving from our current broker to M3.
- Met with representatives from Radisson to discuss Franchise Agreement. Informed them we are not interested in a long-term agreement. Discussed property name change to include Oneida. They will get back with us on some suggestions.
- Sent out an RFP for our 401k Plan.

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: March 31, 2022

Narrative Section

Business practice, market overview, place within market:

- Q2 STR Occupancy for the quarter is at 46.7%; ADR \$97.77; RevPar; \$45.67
- Green Bay hotels continue to be in competition for the same piece of business.

Competitive analysis:

- Corporate guest are traveling more than last quarter, but not as much as prior to Covid due to state/ travel restrictions
- Government restrictions are still in place for those who travel due to Covid cases on the rise.
- Green Bay area hotels are still fighting for the same pieces of transient business.
- Leisure and group have seen the biggest increase.

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 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.
- Ensuring all safety protocols are being enforced throughout the hotel.
- 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.
- The Wingate's new part-time remote sales associate through Wyndham has helped bring in 3 new company's and 12 groups.

Material changes or developments in market/business:

- Microtel Hotel closed in Ashwaubenon. This hotel was in our competitive set.
- Legacy Hotel due to break ground 2022 – 79 room property
- Cobblestone in DePere broke ground & due to open in 2022 – 60 room property
- Hampton Inn property to be built near SpringHill Suites in 2022– 89 room property

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. This hotel will include a restaurant called Wissota Chophouse.
- Hampton Inn Ashwaubenon WI 89 rooms. This hotel will include a pool, fitness center, meeting room and lobby/breakfast area.

Pending legal action:

- Nothing at the moment

Financial Report

Executive Summary:

- Directed General Manager Lisa Tillman to do a list reflecting small items that can be done internally to update the hotel.