

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: September 30, 2022

Narrative Section

Business practice, market overview, place within market:

- Q4 STR Occupancy 58.8% up over comp set; ADR 132.05 down slightly to comp set; RevPar 77.61 down slightly to comp set
- 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, which is resulting in higher occupancy over comp set and slightly lower ADR
- Corporate guests just starting to travel a bit more, growing ADR in this segment as well as Group starting in August to prepare for new budget.

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.
- Working with Wingate to gain occupancy and meetings with Sales teams efforts
- Completed a Holiday Party promotional local Sales blitz in August
- Attended Connect in Detroit to gain leverage with future conferences in the Association and SMERF markets; Attended IMG, this event will be hosted with the Radisson in 2023 for the Motorcoach industry

Material changes or developments in market/business:

- Red Lion in Appleton now 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
- Cobblestone in DePere broke ground & due to open in 2022 – 60 room property
- My Place – completed, opened November 2021 – 64 room property
- Hampton Inn property broke ground due to open 2023– 89 room property

Pending legal action:

- Nothing at this time

Disclosure Report

- Oneida Airport Hotel Board of Directors include:
 - Kathy Hughes – member since 2017 – Term expires: 1/31/2027
 - Patricia Lassila – member since 2017 – Term expires: 1/31/2026
 - Kateri Wheelock – member since 2018 – Term expires 1/31/2025
 - Vern Doxtator – member since 2021 – Term expires 1/31/2023
 - Susan House – member since 2021 – Term expires 1/31/2027
- Corporation Key Management:
 - Jeanne Calhoun – OAHG Executive Assistant – 17 years of service. No contract
 - Steve Ninham – Radisson General Manager – 9 years. Aimbridge Agreement
 - Kim Lindner – Radisson Controller – 9 years. Aimbridge Agreement
 - Mary Shaw – Radisson Director of Sales – 11 years of service. No contract.
 - Ryan Beebe – Radisson Food & Beverage Director – 1 year of service Aimbridge Agreement
 - Patti McLester – HR Manager – 36 years of service. No contract

Oneida Airport Hotel Corporation
Three Clans Airport, LLC
Quarterly Report
For the quarter ended: September 30, 2022

Narrative Section:

- Q4 STR Occupancy for the quarter is at 71.3%; ADR \$98.57; RevPAR \$70.30. to the comp set we are up in Occupancy and down in ADR and RevPAR.
- Green Bay hotels continue to be in competition for the same piece of business.

Competitive analysis:

- Corporate guests are traveling more than last quarter.
- Government has increased.
- Green Bay area hotels are still fighting for the same pieces of transient business but not as much as last quarter.
- 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.
- 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 is now working with the Radisson sales team.
- The Wingate continues to work with its Aimbridge Revenue Manager.

Material changes or developments in market/business:

- Wingate and Aimbridge are working on a new comp set to be in compliance with the STAR. This is due to Choice acquiring all Country Inns & Suites by Radisson properties in the competitive set and the Microtel in Green Bay closing.

Market growth:

- Legacy Hotel to tentatively open spring of 2023. This is 5 story luxury hotel with 77 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.

Disclosure Report

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 - Kathy Hughes – member since 2017 – Term expires: 1/31/2027
 - Patricia Lassila – member since 2017 – Term expires: 1/31/2026
 - Kateri Wheelock – member since 2018 – Term expires 1/31/2025
 - Vern Doxtator – member since 2021 – Term expires 1/31/2023
 - Susan House – member since 2021 – Term expires 1/31/2027
- Corporation Key Management:
 - Jeanne Calhoun – OAHG Executive Assistant – 17 years of service. No contract
 - Lisa Tillman – Wingate General Manager – 2 years of service. Aimbridge Agreement.