

Oneida Airport Hotel Corporation  
Radisson Hotel & Conference Center  
Quarterly Report  
For the quarter ended: March 31, 2023

**Narrative Section**

Business practice, market overview, place within market:

- Q2 STR Occupancy 46.4% down to comp set; ADR \$132.32 over comp set; RevPar \$61.34 down slightly to comp set
- Sales team currently at Director Sales, 2 Sales Manager's, Corporate Revenue Manager, 2 Catering Manager's, Sales & Catering Admin and Catering Coordinator

Competitive analysis:

- Transient guestrooms midweek has been identified as down to comp set – working on increasing this through brand promotions.
- Group business strong in January due to flex schedule; remainder of quarter challenging due to citywide last year compared to this year, but group holding on.

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 National Tour Association Marketplace in February and Circle WI Marketplace in March to gain leverage with future Tour & Travel markets. Attended Governors Conference on Tourism locally, to gain current industry trend information and networking.

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 broke ground, due to open Spring 2023 – 79 room property.
- Hampton Inn property broke ground due to open 2023– 89 room property.

Pending legal action:

- Yes