

Oneida Airport Hotel Corporation
Radisson Hotel & Conference Center
Quarterly Report
For the quarter ended: June 30, 2023

Narrative Section

Business practice, market overview, place within market:

- Q3 STR Occupancy 49.1% down to comp set; ADR \$115.88 over comp set; RevPar \$56.88 down to comp set. YOY loss due to Red Lion Appleton now a Hilton.
- 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 and working with Aimbridge Revenue team.
- Group business strong and up over comp set; transient is the need area and are trying to combat this with occupancy over rate.

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 Connect Marketplace in April to gain leverage with future SMERF, Association and Corporate Group business.

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.
- Hampton Inn property near Lambeau Filed open June 2023– 89 room property.

Market growth:

- Legacy Hotel broke ground, due to open Spring 2024 – 79 room property.

Pending legal action:

- Yes