

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

**Narrative Section**

Business practice, market overview, place within market:

- Q4 STR Occupancy 54.7% down to comp set; ADR at \$149.75 which is over comp set; RevPar at \$81.84 which is down to comp set. Had a large convention cancel in the month, which affected our selling time and overall occupancy YOY.
- 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 continues to be 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/Choice 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.

Market growth:

- Legacy Hotel broke ground, due to open December 2023 – 79 room property
- Cambria Suites will be breaking ground in Ashwaubenon on Oneida Street. – 100 room property. This is the current site of Ashville Suites and Acts 1:8 offices.

Pending legal action:

- Yes