

Oneida Airport Hotel Corporation
Oneida Hotel
Quarterly Report
For the quarter ended: March 31, 2024

Narrative Section

Business practice, market overview, place within market:

- Q2 STR Occupancy was 32.6%; ADR was \$121.54; RevPAR was \$39.66 which are all down to our comp set. All numbers are down due to the change from a Brand hotel chain to Independent.
- Sales team currently at Director Sales & Catering, 2 Sales Manager's, Corporate Revenue Manager, 2.5 Catering Manager's, Sales & Catering Admin and Catering Coordinator.

Competitive analysis:

- January 18, 2024, is when the hotel became Oneida Hotel, with that no 800 number was available for guests to book rooms, no 3rd party booking sites showed the independent name. All reservations were only able to be booked on-site, with 1 dedicated reservationist and Front Desk Agents to answer all calls.
- Choice had also sent out communications to current reservations from January 18th and beyond that the new hotel "may or may not have the guest's reservation" causing some confusion and letting the guests know to book with one of their other Choice properties.

Strategies for improved value:

- Strategize to implement a better reservations procedure with the front desk, current reservationist, and Casino, to combine 800 number for ease of communication.
- Worked with Agilysys and Site Minder to start 3rd party reservations, was able to start these reservations in March.
- Worked with Aimbridge Revenue Manager and Site Minder to assist in getting Global Distribution Systems up and showing available for bookings from the Global Distribution System.

Material changes or developments in market/business:

- None this quarter

Market growth:

- Cambria on Oneida Street proposed, has since been turned down.
- Denmark, WI to get a hotel built and open prior to NFL Draft.

Pending legal action:

- Yes