

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

**Narrative Section**

Business practice, market overview, place within market:

- Q1 STR Occupancy 42.0% down to comp set; ADR at \$146.49 which is over comp set; RevPar at \$61.54 which is down to comp set. Packers poor performance during October & November, affected room bookings in the quarter for transient and groups.
- 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 and Group bookings have been challenged this quarter with the announcement to Choice Corporate that property was to be rebranding. If guests try to book past the conversion date, they were given mixed message about the property "closing" or "being renovated".
- Challenged as well in November/December when Choice changed our Google listing phone number and our web site phone number to a "local" number that directed guests to the Choice 800 number, so when guests needed rooms past the conversion date, reservations were suggested to their other Choice properties.

Strategies for improved value:

- Strategized with General Manager and Revenue Manager to start implementing a better reservations procedure with the front desk, to eliminate confusion and keep bookings on property.
- Changed the ability for Choice to book our Group reservations, as they were not facilitating these to the best of their ability for our clients.
- Worked closely with Choice, as we were able, to be sure to keep booking process as smooth as possible.

Material changes or developments in market/business:

- None this quarter

Market growth:

- Legacy Hotel broke ground, due to open December 2023 – 79 room property, this property opened in 2024 – several construction issues
- Cambria Suites by Choice – proposed site in Ashwaubenon. 100 room property. Opening TBD.

Pending legal action:

- Yes