

Oneida Airport Hotel Corporation
Oneida Hotel
Quarterly Report
For the quarter ended: June 30, 2024

Narrative Section

Business practice, market overview, place within market:

- Q3 STR Occupancy -42.3%; ADR at \$111.54; RevPar at \$47.14. All numbers down to comp set due to change from 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:

- STR report revised in June to remove Appleton properties from the Response tab, now we have a true measure to the Green Bay Market
- Ability to book into GDS system, which houses our federal rates for transient guests and RFP's for corporate negotiated rates, started in April

Strategies for improved value:

- Continue to work through the Reservations department issues, working towards a solution with implementation of a Call Accounting system, currently seeking RFPs for this program. This will assist with the volume of calls coming in.
- Working with Duetto, which is a revenue management system to assist in managing our PMS to have the most competitive rates in the market to drive market share. This system to be installed by August 26th
- Working with Casino Marketing in continued streamlined integration sales and marketing process including consolidated web site

Material changes or developments in market/business:

- None this quarter

Market growth:

- Denmark, WI to get a hotel built and open prior to NFL Draft
- Hotel proposed to go into the Shopko DePere location along with apartment housing

Pending legal action:

- Yes