

# ✨ HOSPITALITY QUARTERLY ✨

Q1 Edition – January to March 2025

Brought to you by Status Hospitality Group, LLC

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**Results:** Q1 was a slower YOY across most of our portfolio. We ended with a YOY combined topline revenue loss of over 700k. **However, we are seeing strong results remaining in the STR with combined OCC Index at 107.84 ADR Index at 104.67 and Rev Par Index at 118.42.**

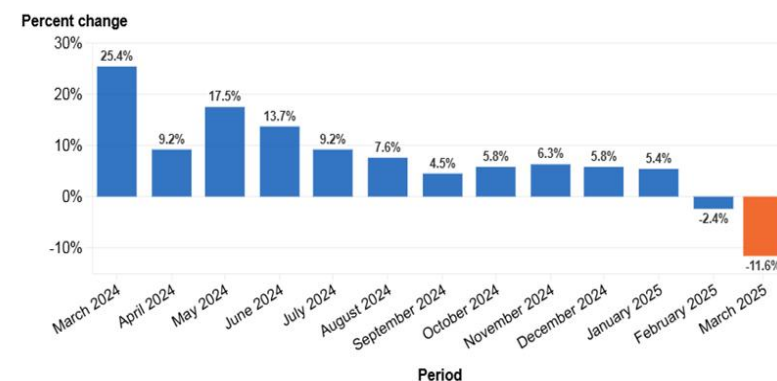
This helps to support that we are, in most locations, maintaining at or above our fair market share.

We recognize some shifts in demand for our markets- as well as seeing less travel due to uncertainty in the economic climate. In addition, CoStar reports: *“The U.S. is already seeing a decline in international travelers, Sacks said. According to National Travel and Tourism Office data, overseas visitor arrivals into the U.S. in March dropped 11.6% year over year.”*

In this uncertain time, we remain confident in the strong tourism market for our locations and are confident we will remain steady. As always, we will continue to take an aggressive approach to cost management, revenue management, sales, and always continue to watch our business closely to proactively prepare for all shifts in the market.

### Effects are already evident

Overseas visitor arrivals to US, year-over-year change



Source: National Travel and Tourism Office, Tourism Economics' Trump & the Travel Industry Webinar



## Key Highlights of Q1, 2025

**Q1 Slogan: Growing Together!** Theme: “Empowering Innovation, Inspiring Growth- Together we Thrive in 2025! Focusing on building a unified team, fostering innovation, and setting the foundation for growth. This included leadership training, team-building activities, and early-year alignment.

**New Property Openings:** On January 28th, we excitedly opened the **first Utah Spark by Hilton hotel** in a long-awaited conversion of our Fairfield Inn, SLC to the stunning new Spark by Hilton. Special thanks to Alex Hammond, Amy Peterson and her wonderful team & Hector Barrera and the entire ATD team for their hard work to Make this Happen!

**Customer Experience Improvements:** We are excited to see some great momentum towards our 2025 “Award Winning” year! We are starting strong with an average year over year increase of 1.52% for the portfolio in the top GSS Score. Shout out to Brian Larsen and his incredible team at the Holiday Inn, South Jordan with an incredible Q1 increase in Overall Experience of 21.19 points!!!

**Awards & Recognition:** IHG awards were issued to two incredible teams in our portfolio for the 2024 year. Congratulations to Nichole Mancinas and her team at the Holiday Inn Express, Richfield for winning the most prestigious award for the brand Torchbearer- 2024!!! Congratulations to Jennifer Garcia and her team at the Holiday Inn Express, Palm Desert for securing the Spirit of Hospitality award for 2024. Congratulations also to the Hampton Inn & Suites, Spanish Fork for winning the Chamber of Commerce Emerging business of the year award for 2024!







# Gary Patel.. Celebrating 50 years of Legacy

## Celebrating a Visionary Leader – Happy 50th!

In Q1- we proudly celebrated the 50th birthday of our incredible leader, Gary Patel! His unwavering guidance, steady support, and bold vision have shaped not only the success of our company but also the growth of every individual who's had the honor of working alongside him. Through decades of dedication, Gary has built a legacy defined by integrity, innovation, and inspiration. We thank him for leading with heart, for believing in people, and for always pushing boundaries toward a brighter future. Happy Birthday, Gary, here's to 50 remarkable years and the many more ahead!





## **Leadership Summit 2025: A Historic First!**

We're thrilled to share the success of the first-ever Leadership Summit, a landmark event that brought together passionate changemakers, visionary thinkers, and incredible leaders from across our company. Held at the beautiful Embassy Suites, the summit set the tone for future innovation and collaboration.

The event featured inspiring keynote speeches from Jonathan Nabrotzky, who challenged attendees to escalate from management to leadership with focus and determination, and Shaillesh Ghimire, who offered powerful insights into leading with purpose and clarity. Their words resonated deeply and sparked meaningful dialogue throughout the day.

A heartfelt thank you to the incredible team at Embassy Suites for their hospitality and flawless coordination—your efforts were key in making this inaugural summit an unforgettable experience!

Here's to many more leadership moments ahead!



**While we are blessed with many incredible and deserving leaders throughout our organization, we highlighted several individuals for their amazing contributions. Congratulations to 2024 award winners:**

**For Outstanding Contribution- Terry Harris & Miguel Garcia  
Excellence in Sales Leadership- Mike Treasure  
Shining Star of the Year- Carrie Howard  
Executive Housekeeper of the Year- Lupia Gutierrez  
Maintenance Excellence- Jose Lara Fuentes & Bronson Sly  
Maintenance Personnel of the Year- Victor Salazar  
Front Office Manager Excellence- Erin Armitstead  
Front Office Manager of the Year- Lori Littlefield  
General Manager Excellence in Action- Rebecca Sly  
Whatever it Takes- Brian Wiscombe  
General Manager Excellence- Terra Dressler  
General Manager of the Year- Keely Wilson**





# Getting to know you.. Tejay Patel!

Tejay has worked with Status Hospitality for a combined total of 5 ½ years. Tejay worked at the Holiday Inn, SLC as a Front Desk Agent, the Super 8 SLC as General Manager and the Ramada, Provo as the General Manager! In July of 2024, he rejoined the Status Hospitality team as the General Manager of the Holiday Inn Express, Heber! Fun Fact: when Gary promoted Kimberly Shepherd to her first Management position, it was Tejay that trained her in management requirements!

Tejay is curious, driven with a passion for learning and growth. He values loyalty, hard work, humor and enjoys bringing these qualities to his personal and professional pursuits. When he is not working, you can find him on the golf course, or spending time with his loved ones!



## Favorites:

Color- Green	Snack- Hot Cheetos
Movie- 8 Mile	Drink- Dr Pepper
Animal- Turtle	Restaurant- Benihana
TV Show- Top Chef	Book- Atomic Habits by James Clear

# “Never give up!”

