

Status Hospitality Group

Q4, 2024
Newsletter



Fairfield Inn & Suites, Orem

Q4, 2024 Recap!

2024 QTR 4 STR DATA	OCC Index	ADR Index	RevPAR Index
Q4 2024 Portfolio Average Index	108.61	106.60	119.12

2024	Q4 2024	Q4 2024	Q4 2024	Q4 2024	Q4 2024	Q4 2024
Qtr 4 Portfolio	Our Portfolio	Comp Set	Our Portfolio	Comp Set	Our Portfolio	Comp Set
Average Change %	OCC Chng %	OCC Chng %	ADR Chng %	ADR Chng %	RevPar Chng %	RevPar Chng %
	2.44	0.30	-1.49	-0.70	1.21	-0.70

October and November delivered stronger numbers than in previous years, contributing to an overall strong Q4. The 2024 market experienced significant shifts, particularly in busy markets where traditionally peak months were slower than expected. Conversely, the shoulder months saw notable growth, leading to a more balanced collection across approximately 9 months of the year, as opposed to the usual solid 5 months seen in Utah markets.

Despite the changes in seasonal patterns, the portfolio ended the year on a high note, with a strong index across all categories. This performance reflects adaptability and resilience, positioning the business well for the future while continuing to capture value in non-traditional periods.



We excitedly took over ownership in two new joint venture projects- the Hyatt Place, SLC and Embassy Suites, West Valley!



Our 2024 Manager Appreciation Event was a total blast with an 80s theme that brought out the fun and nostalgia! We had an amazing time singing, playing games, and yes, maybe enjoying a few drinks along the way! It was a celebration of our incredible managers and the hard work they put in to make our team a success.

A huge thank you to the fantastic team at the Holiday Inn SLC for hosting us — we're always so grateful for their hospitality. We truly look forward to this event each year to celebrate our amazing managers and everything they do to drive our success. #OneTeamOneGoal = FUN!!





Q4 is always a special time of year, offering the opportunity to celebrate the holidays and enjoy a slower occupancy period. At Status Hospitality, we truly love this time as it allows us to wrap up a fantastic year while reflecting on the hard work and accomplishments that brought us here. We take this moment to celebrate our incredible teams, whose dedication and passion have been at the heart of our success.

As we wrap up an exceptional year, we're filled with gratitude and excitement for the year ahead. With the mindset of #OneTeamOneGoal, we are ready to tackle new challenges, set new milestones, and continue our journey together. Here's to a strong finish and an even brighter start to the new year! We can't wait to see what we can achieve as one united team.



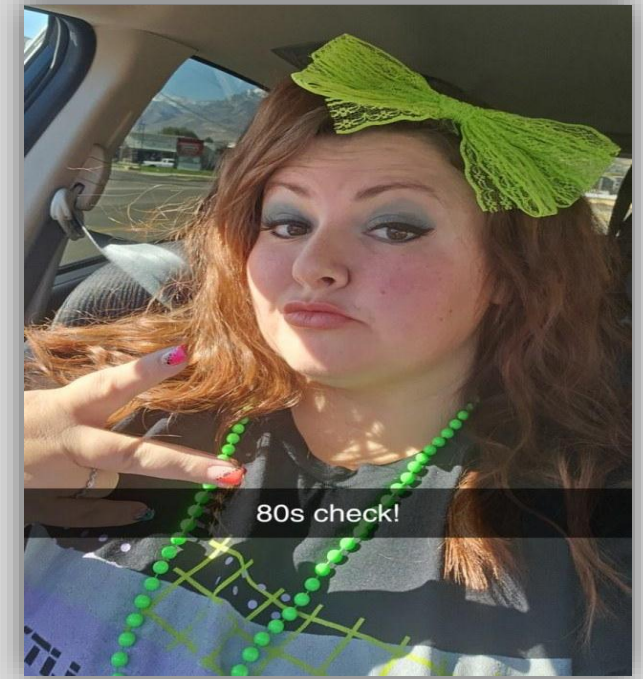
MERRY CHRISTMAS TO ALL

I am 4'11, the perfect definition of a pocket phone or a fun size candy bar. My happy place is sitting in the middle of nowhere enjoying a campfire with my family, while my dad plays guitar and everyone sings....poorly. I have created a mini me in my oldest daughter, which includes size and attitude. I can rap some days and most days I put up with my husband's bad dad jokes.



Getting to know you.. Mariah Davis!

"Magic is believing in yourself" - Johann Wolfgang von Goethe



FAVORITES

Color: Red

Animal: Horse

TV Show: Bobs Burgers

Snack: Chips

Candy: Nerd Gummy Clusters

Ice Cream: Cookies'n'cream

Favorite place to shop: Shein/Amazon

Book: The Hollow Kingdom

Drink: Dr Pepper

Restaurant: The Pizza Factory