

Status Hospitality Group

Q3 2024 Newsletter



Fairfield Inn Provo, UT

Q3 RECAP

2024 QTR 3 STR DATA	OCC Index	ADR Index	RevPAR Index
Q3 2024 Portfolio Average Index	103.06	105.70	111.41

2024 Qtr 3 Portfolio Average Change %	Q3 2024 Our Portfolio OCC Chng %	Q3 2024 Comp Set OCC Chng %	Q3 2024 Our Portfolio ADR Chng %	Q3 2024 Comp Set ADR Chng %	Q3 2024 Our Portfolio RevPar Chng %	Q3 2024 Comp Set RevPar Chng %
	-3.25	-3.57	-2.43	-0.88	-5.47	-5.43

As we approach the end of the year, our combined hotel portfolio's STR performance has shown some challenges, with a slight decline in year-over-year growth. Occupancy, ADR and RevPAR have experienced modest reductions, reflecting broader industry trends amid shifting market conditions. Despite these challenges, our combined portfolio continues to capture a fair share of market demand. Occupancy has fluctuated this year, however many of our properties are maintaining a competitive edge in their respective markets. This resilience speaks to the strength of our brand and the continued demand for our offerings.

Given the current economic uncertainty, we are placing a strong focus on cost control to maintain profitability. Through strategic cost-saving measures such as optimizing staffing, reducing overhead, and streamlining operations, we are protecting our bottom line while maintaining the quality of service our guests expect. At the same time, we continue to leverage dynamic pricing strategies and enhance the guest experience to ensure our properties stay competitive.

While the market remains unpredictable, our portfolio's ability to adapt and focus on efficiency positions us well for continued success. We remain optimistic about the future and confident in our ability to navigate these uncertain times with agility and focus.



Q3 RECAP

We are beyond thrilled to announce that SpringHill Suites Provo has earned the **Most Improved Intent to Recommend award for 2023!**

This incredible achievement reflects the hard work, passion, and dedication of Keely Wilson and her amazing team in elevating the guest experience.

We couldn't be prouder of this recognition—it's a true testament to the outstanding service and commitment our staff brings every day. A huge thank you to everyone who made this possible—this award is a direct result of your efforts! We're excited to continue this momentum and achieve even greater success ahead!





This quarter, we bid a heartfelt farewell to our General Manager, Danira Arellano. Her leadership and dedication left a lasting impact, and we wish her the very best in her next chapter.

At the same time, we're thrilled to announce Jenny as our new General Manager! Having been with the hotel since its opening, Jenny brings a wealth of experience and a deep understanding of our team and vision. We're excited to grow bigger and better under her leadership and can't wait to see all that we'll achieve together.

Here's to new beginnings and continued success! 🎉

This quarter, our Q3 Sales Meeting emphasized the power of teamwork and creativity. The focus was on getting to know each other better, fostering stronger connections, and sharing innovative ideas to drive success. Through open discussions, we explored new strategies and ways to support each other in reaching our goals. The meeting was an inspiring reminder that our collective efforts and fresh perspectives are what fuel our growth. With renewed energy and a unified vision, we're ready to tackle the rest of the year together! 💡 ✨



This QTR marked a special milestone as we celebrated Hampton's birthday—a day to honor the journey and growth of the brand. It was a moment to reflect on our achievements, appreciate the hard work of our teams, and look ahead to an even brighter future. The celebration was filled with excitement, gratitude, and a shared commitment to continuing the legacy of excellence that defines Hampton. Here's to many more years of success and innovation!



Honoring Excellence: National Housekeeping Week Celebration

This National Housekeeping Week, we proudly celebrated the incredible efforts of our housekeeping team—the heart of our hotel. Their hard work, dedication, and attention to detail ensures every guest enjoys a clean, comfortable, and welcoming stay.

Throughout the week, we hosted events and activities to show our appreciation, including team lunches, fun giveaways, and heartfelt messages of gratitude. It was a time to recognize the vital role housekeeping plays in our success and to thank each team member for their commitment to excellence.

To our amazing housekeeping team: your work does not go unnoticed. Thank you for making our hotel shine, day in and day out! 🌞



Getting to know you.. Lisa Beachum

Lisa Started in hospitality as a Breakfast host at Holiday Inn in Provo, now Ramada. She is now the General Manager of the Fairfield, Provo!

She worked with Gary for roughly 3.5 years at the beginning of her hospitality career (before Status) and has now been with Status Hospitality for 3 years.

In the Status family she has worked at La Quinta(now Ramada) Sleep Inn and Fairfield Inn. Lisa has 6 children and has been married for 13 years this March! She worked for Disneyland hotels for 3 years. Lisa is also a licensed Cosmetologist and does her own nails!



Favorite Things!

Color: Purple

Movie: Beauty and the Beast

Cartoon Character: Stitch

Animal: Dog

TV Show: Gilmore Girls, Vampire Diaries

Snack: Gardettos

Candy: Watermelon Laffy Taffy

Ice Cream: Cookies and Cream

Favorite place to shop: Amazon

Drink: Mountain Dew

Restaurant: Olive Garden or Texas Roadhouse

Favorite Saying: "It is what it is!"

