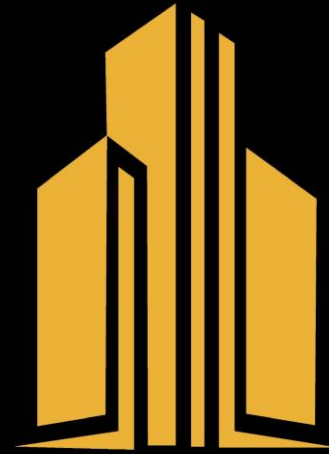


Q3-2025 NEWSLETTER

Brought to you by
Status Hospitality Group, LLC
Published: November 2025



STATUS HOSPITALITY GROUP

Whatever it Takes

INVESTMENT • DEVELOPMENT • MANAGEMENT • CONSULTING

Q3 HIGHLIGHTS

🌟 Status Hospitality Update

Slogan: Work IT!

Theme: Innovation, Precision, Excellence in Every Detail!

📊 Portfolio Performance Highlights

Our portfolio continues to shine! **September** delivered *record-breaking revenues* for several locations and *outstanding results across the board* — a testament to the hard work, creativity, and dedication of our incredible teams.

Key Performance Metrics (Combined Portfolio):

Occupancy Index: 106.60

ADR Index: 104.44

RevPAR Index: 113.44

✅ We outperformed in all major categories, strengthening our market position and proving that *excellence truly lives in the details*. These results reflect not only our commitment to performance but also our ability to adapt, innovate, and deliver exceptional guest experiences across every region.



Welcome to the Team, Lindsey Farrer!

We're thrilled to welcome Lindsey Farrer to our Corporate Office Team as Director of Operations – Northern Region! Lindsey joins us with an extensive background in hospitality, having built an impressive career with Status Hospitality.

Her leadership experience and passion for operational excellence will be a tremendous asset as we continue to grow and enhance our Northern Region operations. We're so excited to work with her in this new role!



Operational Focus: Celebrating Our Teams

Q3 HIGHLIGHTS

National Housekeeping Appreciation Week gave us the chance to celebrate the true backbone of our operations — our incredible housekeeping teams! Their commitment to cleanliness, comfort, and guest satisfaction keeps our properties shining and our guests smiling.

👏 A huge *thank you* to every team member for your hard work, precision, and passion — you make “Work IT!” more than a slogan, you make it a reality!

Looking Ahead

As we move into the next quarter, our focus will be on **setting the stage for a strong final push to close out 2025** and **laying the groundwork for continued success in 2026**. Together, we'll keep driving operational excellence, refining our strategies, and embracing innovation at every level — ensuring that we enter the new year stronger than ever.



Leadership: The Key Ingredient Behind Every Great Operation

In hospitality, the guest experience is everything, but behind every flawless check-in, every immaculate room, and every five-star review, there's one defining factor: **leadership**.

No matter how stunning the property, how luxurious the amenities, or how advanced the systems, the difference between *good* and *exceptional* always starts at the top. The right leader doesn't just manage- they inspire, empower, and elevate. They create a culture where excellence is the expectation, not the exception.

In hotel operations, results are visible in the smallest details — the folded corner of a duvet, the warmth in a greeting, the sparkle of a lobby floor. These details don't happen by chance. They happen because leaders set the tone. When leaders do **WHATEVER IT TAKES**, staying late to support the team, jumping in to serve a guest, putting that final “cherry on top”, they model the standard for everyone else to follow.

A strong leader in hospitality doesn't just drive performance metrics; they shape the guest experience, the team dynamic, and the very reputation of the property. They build a culture where each department, from housekeeping to front desk to food & beverage, operates as one- united by pride, precision, and purpose.

Because when leadership leads with passion, consistency, and heart, *everything else follows*. The guest feels it. The team feels it. And the results speak for themselves. At the end of the day, leadership is more than a role, it's the foundation of hospitality.



GETTING TO KNOW YOU.. BRIAN LARSEN!

A few of Brian's Favorite things:

Movie: Amelie
Cartoon Character:
Wallace & Gromit
Candy: Coffee Crisp

Drink: Passionfruit Tea
Restaurant: L'Express
TV Show: Parks & Rec
Color: Blue

Random thing: Partied with Lindsey Vonn in a VIP booth for my niece's bachelorette party in Las Vegas. I love travelling to Europe and have been to quite a few countries on multiple trips. A dream vacation would be to visit the North Pole region of Finland /Norway and experience the Aurora Borealis or a barge trip through one of the rivers in Europe.

I starting my career in the hotel industry back in 1986 at a casino/hotel in Lake Tahoe NV as a hotel cashier for Caesars. The industry has taken me around the US and Caribbean in various positions at hotel and corporate levels. Having lived in CA, NV, UT and Florida.

“It's Just Weather”

