



STR: March performance levels highest since pandemic's start

By Jena Tesse Fox |

Among the top 25 markets, Tampa, Fla., experienced the highest occupancy level at 77.1 percent.

The U.S. hotel industry showed its highest performance levels in March 2021 since the beginning of the pandemic, according to data from STR. Occupancy for the month reached 54.6 percent, up from 45.3 percent in February. Average daily rate reached \$106.08 and revenue per available room hit \$57.87.

Occupancy and RevPAR were the highest for any month since February 2020, while ADR was the highest since March 2020. While year-over-year percentage changes show significant increases because of comparison with a pandemic-affected period in 2020, the country's performance levels remained well below the pre-pandemic comparable of March 2019: occupancy (-20 percent), ADR (-19.7 percent) and RevPAR (-35.8 percent).

ANNUAL MANAGEMENT TRAININGS

We met in February 2021 for our annual General Manager meeting. We had a wonderful event with some new faces! Due to the incredibly unique struggles that 2020 brought us, we could not help but to award all of our incredible Managers with a “Hero” award for all their incredible hard work during one of the most difficult years in Hospitality. We are so grateful for all of our HEROS!



In March, we gathered together all of our amazing Executive Housekeepers together for our annual training! We discussed best practices, ideas to work through the hiring crisis and plans to utilize new tools and technology such as Quore! We

celebrated all of our team members, and



awarded the Executive Housekeeper of the year award to Ana Lara from the Holiday Inn Express & Suites of Orem for her years of dedication and deliverance.

Also in March, we gather together all of our Lead Maintenance personnel. We took a unique spin on our training this year and featured a more hands on training approach. We started off with a maintenance theme relay race then tackled some preventative maintenance checks in the

guest rooms, and learned about rebuilding a pool pump! We celebrated all of our awesome team members and awarded Ms. Erin Armitstead from the Hampton Inn & Suites, Spanish Fork with a Rising Star of the year award! We also recognized Bronson Sly from Holiday Inn Express & Suites of Orem for his years of dedication, organization and leadership by giving him the 2020 Lead Maintenance of the year award!

We are so grateful to all of our wonderful team members and management teams!



Congratulations to Ana Lara, Winner of the 2020 Executive Housekeeper of the Year award!



Congratulations to Bronson Sly, winner of the 2020 Lead Maintenance Engineer of the Year award!



Congratulations to Erin Armitstead, Winner of the 2020 Rising Star of year award!

Special thank you to Keely Wilson and team for hosting our General manager event, and to Jessica Durrant and team for hosting both the Housekeeping and Maintenance team meetings. Also, thank you to all those that helped plan and make these events happen!

RECAPPING Q1 2021

2021 QTR 1 STR DATA		OCC Index	ADR Index	RevPAR Index
2021 QTR 1 Portfolio Average Index		102.51	108.67	114.28

2021 Qtr 1 Portfolio Average Change %	Q1 2021 Our Portfolio	Q1 2021 Comp Set	Q1 2021 Our Portfolio	Q1 2021 Comp Set	Q1 2021 Our Portfolio	Q1 2021 Comp Set
	OCC Chng %	OCC Chng %	ADR Chng %	ADR Chng %	RevPar Chng %	RevPar Chng %
	-5.79	7.25	-6.58	-10.28	-0.12	-3.27

During QTR 1 of 2021, we were excited to see some increased demand throughout our portfolio! We were less excited to find that we are having a much more difficult time hiring team members than ever before.



Hotels were one of the first industries affected by the pandemic after travel was forced to a virtual halt in early 2020, and it will be one of the last to recover.

All of our locations are now using HelloGM services



In March 2021, we closed on a joint venture hotel purchase, for the Fairfield Inn & Suites 45th South!

The impact of COVID-19 on the travel industry so far has been nine times that of 9/11.

Are we prepared for 2021 summer months?

85% of our overall profit is made in the summer months. Average occupancy can easily reach the high 90's during these months. Are you and your team prepared and capable of handling this high demand period?

How to have a successful summer:

- Adequate Staff
- Sufficient operation supply
- Implementation of additional practices to appreciate and motivate your employees (as we all know they are working extra hard)
- Consider unique ways to provide additional needed support to your operation during high demand times
 - Runner for Housekeeping staff
 - Back up for Front Desk during PM shifts
 - Providing FOM dedicated office time
- Superior accessibility during this high demand period
- Watch rates, inventory and events like no one's business

UPCOMING BIRTHDAYS & ANNIVERSARIES

APRIL!

9th- Happy Birthday Gabby Guercio!

15th- Happy Anniversary Jill Mower! 8 Years with Status Hospitality!

MAY!

13th- Happy Anniversary Keely Wilson! 2 years with Status Hospitality!

16th- Happy Birthday Kimberly Shepherd!

25th- Happy Birthday Terry Harris!

JUNE!

3rd- Happy Birthday Jessica Durrant!

10th- Happy Anniversary Jayson Alexander! 2 years with Status Hospitality!

14th- Happy Birthday Maeleen

GETTING TO KNOW YOU... Jodi BarlowKauhi

When Jodi was little she wanted to be a school bus driver. She always got in trouble for volunteering to make snack to bring to school or church activities. Jodi sings and was an all-State award winner all through High school and was a part of the dedication choir at the "this is the place" monument and sang on national televisions. Jodi is #7 of 10 children and is an aunt to 30!! Jodi enjoys service and is always doing for others. She is especially passionate about social work and foster care.

Jodi started work at the Sleep Inn of Provo as the FOM in November of 2018. She was quickly promoted to GM in April of 2019.



Jodi lives her life by this quote:

"If you take care of your employees they will take care of your guests and your business will take care of itself."

JODI'S FAVORITES:

Shape: Triangle (mountains)

Cartoon Character: Wilma

Flintstone

Snack: Anything potato

Candy: Peanut butter &

Chocolate

Movie: My Fair Lady or

Newsies

Color: Orange

Ice cream: Vanilla (Blank canvas)