

QUARTERLY NEWSLETTER



Status Hospitality Management, LLC

4th Quarter 2019

Farewell 2019 & Welcome 2020!

It's hard to believe that 2019 is coming to an end. This year had its ups and downs and lots of learning moments for all of our hotels and our corporate office. Though we did not grow our portfolio in the 2019 year, there were many internal changes that happened throughout our company.

During the 2019 year we made some big changes in technology:

- We have also rolled out the majority of our hotels with **Quore**- the world's leading digital hospitality solution.
- We have rolled out Salesforce by Amadeus the world's #1 business app- within all locations with sales personnel.

During the 2019 year, we have completed major renovations and projects across the portfolio:

- Complete hotel renovation for Holiday Inn Express & Suites of Heber City
- Complete Perkins restaurant renovation
- Tile project in Fairfield Inn, Provo
- Brand breakfast upgrade for Hampton Inn Tremonton & Hampton Inn Provo

During the 2019 year, we welcomed some amazing new Management team members:

- Jayson Alexander- General Manager, Fairfield Inn, SLC
- Keely Wilson- General Manager, SpringHill Suites, Provo
- Jodi BarlowKauhi- Promoted to General Manager, Sleep Inn, Provo
- Shadow Shepherd- Promoted to Corporate Revenue Manager, Status Hospitality
- Jill Mower- Promoted to Payroll Admin, Status Hospitality

Upcoming Birthdays

- Terra Dressler - Jan. 11th
- Gary Patel - Feb. 13th
- Jodi BarlowKauhi- Feb. 19th
- Jayson Alexander- Feb. 28th
- Darcie Crowe - Mar. 3rd
- Stephanie Sundrud- Mar. 9th
- Shawntel Callister- Mar.15th



2019 YE Revenue/STR Performance

2019 YE STR DATA	OCC Index	ADR Index	RevPAR Index
2019 YE Portfolio Average Index	109.20	103.61	115.86

	Our Portfolio OCC Chng %	Comp Set OCC Chng %	Our Portfolio ADR Chng %	Comp Set ADR Chng %	Our Portfolio RevPar Chng %	Comp Set RevPar Chng %
2019 YE Portfolio Average Change %	2.71	-0.69	-2.39	-3.57	0.28	-4.25

Despite increase in supply in the market, as well as a slightly softer demand in the area, our portfolio on average has done well in grabbing our fair market share in Occupancy, ADR and RevPAR during the 2019 year. Major congratulations to our team and a huge thank you for all of their efforts.

Message to remember from our leader Gary Patel, as we move into the 2020

“Positive Changes for better deliverance”

“Good is NEVER Good enough”

“Back to the Basics of the hospitality business”

- Positive curb appeal
- Welcoming lobby/arrival experience
- Above and beyond service levels
- Superior accommodation that is clean and well maintained, safe and secure, quiet and comfortable with hospitable service.
- Memorable departure experience

Getting to know you.... Jessica Durrant!

Jessica is currently the General Manager for the Fairfield Inn of Provo. She has worked for Status Hospitality for 2 years and 5 months! Jessica was working at the Fairfield Provo when we purchased that hotel. She immediately impressed, and was asked to step into the General Manager position at the Ramada. When the position came available to work as a General Manager for Fairfield, Jessica was the obvious choice and she was given that position where she has excelled!

Jessica loves animals and she dreams of opening an animal rescue later in her life. She volunteers at animal shelters and has recently acquired a very large bearded dragon! Jessica and her husband love coffee and even plan their vacations around good coffee spots! She loves to laugh, loves pirates, mermaids and beautiful rocks and collects thousands of sports cards!

Some of Jessica’s Favorites-

Cartoon Character: Ariel **Color:** Purple **TV Show:** New Girl **Snack:** Pickles

Candy: Anything gummy/sour! I hate chocolate **Movie:** Coyote Ugly

Saying/Quote: “Happiness is not a goal; it’s a bi-product.” Eleanor Roosevelt

Book: I just read “Yes is the Answer” by Christine Trippi, I highly recommend it for all GM’s!

