

WHATEVER IT TAKES!

QTR 4, 2021

SH
Status
Hospitality



U.S. Hotel Industry Reached 83.2 Percent of Pre-Pandemic RevPAR in 2021

By
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HENDERSONVILLE, Tennessee—With improved performance as 2021 progressed, the U.S. hotel industry reported total-year revenue per available room (RevPAR) that was 83.2 percent of the pre-pandemic comparable, according to the latest data from STR.

2021 U.S. Hotel Performance

Percentage change from 2019

Occupancy: 57.6 percent (down 12.6 percent)

ADR: \$124.67 (down 4.8 percent)

RevPAR: \$71.87 (down 16.8 percent)

In addition to 2020, U.S. hotel occupancy failed to reach 60 percent for just the second time since 2011. On a nominal basis, 2021 ADR was the fourth highest on record. The country's RevPAR level was the second lowest in eight years behind only 2020.

Among the Top 25 Markets, Tampa reported the highest occupancy level (68.4 percent), which was still down 5.2 percent from the market's 2019 benchmark.

None of the Top 25 Markets experienced an occupancy increase over 2019.

Markets with the lowest occupancy for the year included Minneapolis (44.4 percent) and San Francisco/San Mateo (47.7 percent).

Miami posted the largest ADR increase over 2019 (up 14.7 percent to \$223.49), while Norfolk/Virginia Beach registered the highest growth in RevPAR (up 7.7 percent to \$72.31).

The steepest RevPAR deficits were in San Francisco/San Mateo (down 64.2 percent to \$72.97) and Washington, D.C. (down 48.9 percent to \$57.86).

In aggregate, the Top 25 Markets showed lower occupancy but higher ADR than all other markets.

RECAPPING QTR 4, 2021

2021 QTR 4 STR DATA		OCC Index	ADR Index	RevPAR Index
2021 QTR 4 Portfolio Average Index		106.91	105.51	114.96

2021 Qtr 4 Portfolio Average Change %	Q4 2021 Our Portfolio	Q4 2021 Comp Set	Q4 2021 Our Portfolio	Q4 2021 Comp Set	Q4 2021 Our Portfolio	Q4 2021 Comp Set
	OCC Chng %	OCC Chng %	ADR Chng %	ADR Chng %	RevPar Chng %	RevPar Chng %
	33.62	30.78	25.82	30.23	68.70	71.48

On November 30th, 2021, we officially opened the doors for Status Hospitality managed property, *Holiday Inn Express & Suites, Palm Desert!*



We welcomed several new General Managers to our team this quarter!

Lisa Beachum- Fairfield Inn, Provo
 Brian Wiscombe- Hampton Inn, Provo
 Emma Hardman- Holiday Inn, SLC
 Kadin Hatch- Hampton Inn, Sandy

We also welcomed Alex Hammond to the Corporate office team!

During the month of November, we celebrated Gratitude Month!

Throughout the month we had a daily gratefulness focus on our Facebook page, many of our teams decided to give back in the community with food drives, and we celebrated all our wonderful team members! It was a great month!!

Throughout the 2021 year, we faced many challenges. All locations struggled with being short staffed, we struggled with the labor market demands driving increased pay rates, we struggled with all vendors being short in supplies and back orders for months on end.

Though the struggles did not end in Q4, we were grateful to take a much-needed break with the slower season!

We are happy to announce that despite the struggles, we were able to recover roughly 85% of pre-pandemic revenue portfolio wide! A big thank you to all our valued team members that worked so hard during this tough year.



In October, we held our Annual Manager Appreciation Event! Thank you all for the wonderful memories!!



Getting to know you... Scott Sly

Scott Sly is currently the Director of Maintenance for Status Hospitality. Scott has worked for Status Hospitality since 2016, when we purchased the Holiday Inn Express in Orem where he was working as the Head of Maintenance. Scott moved from that hotel to an Area Supervisor, Scott was then promoted to the Director of

Maintenance for the company!

Scott enjoys camping and fishing in his spare time, and spending the weekends on his property in Scofield, UT. Scott has been married for 42 years

and has 3 children and 9 grandchildren.

SCOTT'S FAVORITES!!

Cartoon- Bugs Bunny Color-Blue Candy- Reese's

Ice cream- Cookie Dough Snack- Ruffles Animal- Dog

Saying/Quote- If I wanted a dummy to do it, I would do it myself

