

Quarter 4 – 2025 Newsletter

Status Hospitality Group, LLC



Setting the Stage: Professional Uniform Standards

First impressions matter. It is well proven that a clean-cut, professional uniform directly enhances the guest experience—and in turn, drives stronger revenue performance.

Imagine checking into a hotel and being greeted by a front desk agent wearing a cap and hoodie, seated casually, without a name tag or any clear indication they are affiliated with the hotel. Unfortunately, this is something we are seeing more frequently across our portfolio.

This topic continues to surface because it matters. Professional appearance is not optional—it is foundational. And it starts at the top. General Managers set the tone for their entire teams. When leadership prioritizes professionalism, teams follow.

It's time to make a deliberate shift from casual to professional.

Below is a brief summary from Forbes highlighting how professional dress directly impacts business performance:
[How Professional Dress Impacts Profitability](#)

- Elevates Brand Image: A polished appearance aligns with quality and excellence, signaling high standards and increasing guests' willingness to pay premium rates.
- Builds Guest Trust & Confidence: Professionally presented staff appear more competent and reliable, helping guests feel secure in their decisions and interactions.
- Enhances Perceived Service Quality: Guests naturally associate professional appearance with high-quality service, improving overall satisfaction.
- Drives Positive Online Reviews: Strong service impressions—often reinforced by professional presentation—lead to better reviews and increased bookings.
- Increases Upselling & Guest Loyalty: Guests are more receptive to recommendations from well-presented staff, encouraging both upsells and repeat stays.
- Supports Revenue Management: Professionalism reinforces our value proposition, supporting strategies like selling the right room, at the right time, for the right price.
- Professional appearance is not just about uniforms—it's about leadership, consistency, and protecting the integrity of our brand. Let's lead by example and raise the standard together.

Q4 Highlights

★ Status Hospitality Update

Slogan: Reset the stage!

Theme: TOGETHER TOWARDS

TOMORROW:

Innovate, inspire, Excel

📊 Portfolio Performance Highlights

Key Performance Metrics (Combined Portfolio):

Occupancy Index: 110.51

ADR Index: 98.43

RevPAR Index: 112.17

✓ Overall, our STR performance was solid, especially considering that Q4 is traditionally one of our slower periods. We captured our fair share in both occupancy and RevPAR, demonstrating strong demand and competitive positioning in the market. While we did give up some ADR, this approach helped support volume and sustain overall revenue performance.



Acquisition: Best Western Plus Provo

We are excited to welcome the Best Western Plus in the heart of Provo to our portfolio.

Thank you to everyone who came together to help prepare the hotel for operational readiness.

Congratulations to Bill Soni, the General Manager, and we look forward to the continued success of this location.



Q4 HIGHLIGHTS



**Welcome back!
Congratulations to
Keely Wilson on
stepping into the role of
General Manager at
Holiday Inn Express
Nephi.**



**Out with
the Old,
in with the
New!**

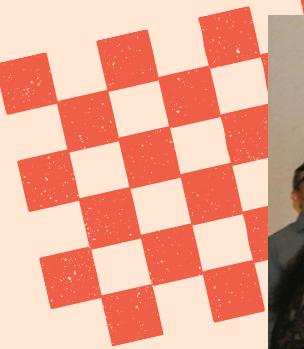


**Welcome and
Congratulations to Betty
McVay on stepping into
the role of General
Manager at the soon to be
Four Points, Rock Springs,
WY.**



**Congratulations to
Lisa and her team
on a successful
conversion from
Fairfield Inn Marriott
to Garner by IHG.**

Manager Event:



One of our favorite annual events is the Manager Appreciation Party—a time to enjoy great company, delicious food, friendly games, and exciting prizes.

Most importantly, it's our way of saying thank you and showing how much we truly appreciate our hardworking teams.



HILTON CONVENTION

ORLANDO, FL



The Hilton Convention delivered it all—valuable learning opportunities, amazing food, and meaningful team-building experiences that brought everyone closer together. It was an energizing event filled with collaboration, inspiration, and plenty of memorable moments, leaving us motivated, connected, and excited to bring new ideas back to our teams.

Food Drive

Our recent food drive was a meaningful way to give back, with donations supporting both our team members and a local food pantry.

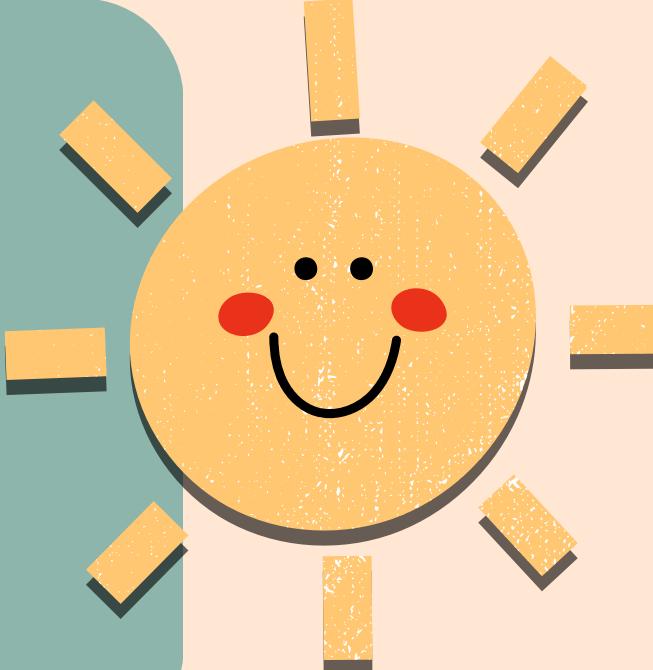
Congratulations to Brian and the Holiday Inn South Jordan team for collecting the highest number of items—an outstanding effort and a great example of teamwork and generosity!



Tree Decorating Contest

Our Tree Decorating Contest was full of creativity and holiday spirit, with many fantastic entries.

Congratulations to Hampton by Hilton, Tremonton for taking home the win and spreading festive cheer in style!





Spotlight

Getting to Know Casey Fonohema

Casey is the General Manager at Holiday Inn Express American Fork and brings decades of hospitality experience to her role. She began her career in 1998 in housekeeping at what was the Best Western - now Baymont - and quickly found her passion for the industry.

Casey stepped into her first GM role in 2008 at Super 8, later moving on to Microtel in Springville. Over the years, she has contributed her talents across several properties with in the Status portfolio, officially joining the Status team 4 years ago as the Front Office Manager at Holiday Inn Express Orem.

Outside of work, Casey is a proud boy mom who is learning to embrace-and love-life as an empty nester. Her greatest joy, however is being a grandma, which she proudly calls the best part of her life.