

Q2 2025- Newsletter

Brought to you by Status Hospitality Group, LLC

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Q2 Highlights

Results:

Q2 2025 Summary – Status Hospitality

Slogan: *Ready, Set, GO!*

Theme: *Stay Ahead, Stay Inspired!*

Q2 brought mixed results across the U.S., as concerns over tariffs and the shifting political climate led to a slowdown in international, corporate, and government travel. Despite these headwinds, the **Utah market** continued to demonstrate resilience and strength.

Portfolio Average Performance Highlights

- Occupancy Index: 104.85
- ADR Index: 105.06
- RevPAR Index: 112.59

Our portfolio outperformed in all key metrics, indicating strong positioning and market share gains.

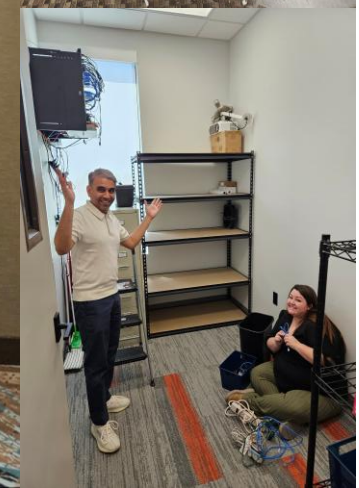
Operational Focus

To prepare for upcoming challenges and seize future opportunities, we placed a strong emphasis on:

HR Training: Investing in team development and leadership.

Spring Cleaning Week: Deep operational refresh to improve property standards.

Brand Service Week: Reaffirming brand standards and elevating guest experience



So Long, Farewell..

This QTR we said farewell to two great key team members!

After nearly 8 years with Status hospitality, Alex Hammond decided to move out of Utah to pursue his next steps in life! We are so grateful to him for his time helping Status Hospitality to build the new procedures and foundation we are working with today! We wish him all the best in his future!

We also said Farewell to Keely Wilson, General Manager of the SpringHill Suites, Provo! Keely also decided to move out of state and pursue her life dreams with her family! We wish her all the best in her future!



Grand Re-Openings!



After a long conversion renovation, we celebrated the first ever Spark by Hilton in Utah- with a ribbon cutting ceremony! We also celebrated a Grand Re-Opening event for the Holiday Inn Express, American Fork after extensive renovations!



Brand Service Weeks 2025



Over Q2, our brands have a focus week celebrating the heart of our hotels
our incredible team members.

Their dedication, passion, and commitment to excellence drive everything we do.
Thank you for showing up every day with energy, integrity, and heart.





Getting to know you.. Amy Peterson!

I thrive on strategy, mischief, and just enough patience to keep life thrilling. Whether I'm plotting my next chess move, orchestrating a perfectly timed prank, or waiting for the right moment to reel in a fish—or a joke—my life is a constant adventure. My two dogs are the ultimate troublemakers and loyal sidekicks. My niece and nephews keep me on my toes, reading fuels my imagination, Criminal Minds hones my detective skills, and Disney convinces me that breaking into song mid-conversation is totally normal. I can't wait to watch my life's blooper reel, and honestly, I wouldn't change a thing.

Amy has worked with Status Hospitality for two years (plus a little extra!). She started with us as the FOM for the Fairfield Inn & Suites, moving to the General Manager of the Fairfield Inn & Suites. After a long journey, she helped lead the team as we officially converted to a Spark by Hilton!

Favorites!

Color- Orange
Movie- Anything Disney
Animal- Horses and Dogs
TV Show- Criminal Minds
Snack- Chips & Salsa
Candy- Caramello
Favorite place to shop- Coach
Drink- Coffee
Restaurant- Chilis

"Stay Gold Pony boy"