

VESTA TIMES



VESTA VALUES

- Be In The Know
- Communicate & Collaborate
- Own It
- Think Ahead
- Make It Personal
- Spark Success
- Be An Inspiration



CHAIRMAN'S MESSAGE

Rick Takach, Jr. | Chairman & CEO

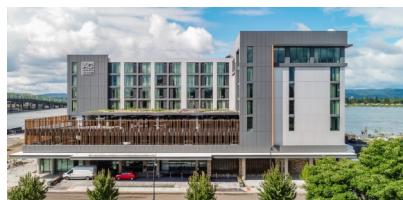


In this issue there is a section dedicated to Vesta Hospitality's Recognition Awards. Every year we announce the hotels, teams and individuals that show excellence based on specific criteria for each category of award. I enjoy taking the time to acknowledge the above and beyond service provided by each of our team members. I also want to recognize how much I appreciate every team and every employee. I am immensely grateful for the dedication and service provided in every hotel and at the corporate office. The hotel business is a people business and because of the exceptional people that work with Vesta Hospitality, every day we are able to deliver on our Mission of Great Teams, Great Experiences, Great Results. A huge

Thank You to everyone for always delivering superior hospitality and working so cohesively as a team to realize our mission. I am proud and appreciate you all.

Vesta is growing, in June we opened the AC Hotel by Marriott on the waterfront in Vancouver, Washington and acquired the Surfsand Resort and Wayfarer Restaurant in Cannon Beach, Oregon. Sometimes growth seems slow the development team at Vesta is working hard to grow the company so that more opportunities are available in the future for all our team members. It's our goal to increase our portfolio and add hotel investments that meet our strategic initiatives. Please join me in welcoming to Vesta our two new teams at our two newest hotels and restaurant.

PORTFOLIO UPDATE



Vesta's AC Hotel by Marriott is officially completed and open for business at the Vancouver Waterfront! The opening went exceptionally well with occupancy soaring just four days after opening. The team did a phenomenal job at keeping up with the pace. The hotel has 85 employees and they all are working together as a team to learn new systems and provide stellar service. Of course, with any opening, there is a learning



curve and our teams are working together to help each other thrive in both the hotel and restaurant. Guests are already raving about the hotel: "Beautiful property and well executed for being brand new, well done!"; "Great hotel, clean and fresh. Super friendly and accommodating staff. All of them"; "The building layout is classy, including the rooms and the lobby. The dinner

was very good. The customer service was excellent from every employee. I'd like to especially thank Luke for his kind and friendly service when I originally inquired about staying."

In June, the Surfsand Resort and Wayfarer Restaurant in Cannon Beach, Oregon joined the Vesta portfolio. The hotel and restaurant are a popular destination for people traveling to the Oregon coast. The hotel has 95 rooms and a host of unique resort activities including a nightly bonfire that is presented by a bonfire butler and the hotel's kite concierge teaches guests how to fly a kite. Welcome to the Vesta family!



VESTA TEAMS GALLERY



Gabriela Cruz Castro celebrating 10 years of service at Homewood Suites La Quinta, CA



Justin, a courteous driver at the Cannery Pier Hotel, standing by their 1962 Rambler



Cooks at the Embassy Suites Hotel in Jacksonville, FL



Lobby Attendant Lety and Room Attendant Jose at the Homewood Suites La Quinta

ERICK TRACHSEL REJOINS VESTA AS VICE PRESIDENT OF SALES & MARKETING

In June, Erick Trachsel joined the Vesta corporate team as Vice President of Sales & Marketing. Erick had been with Vesta for 5+ years as the Director of Sales & Marketing at the Riverhouse on the Deschutes in Bend, Oregon. He has held a number of positions in the hotel industry including Regional Director of Sales for Aimbridge Hospitality and has a demonstrated track record of success.

Erick is knowledgeable, approachable and hard working. His passion for sales, his work with diverse hotel portfolios and experience with Vesta make him a great fit for this position.



LINH DEPLUDGE PROMOTED TO NEWLY CREATED POSITION

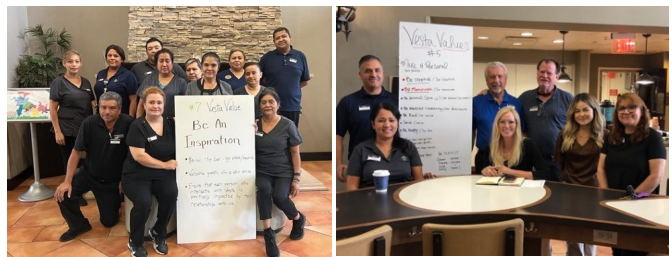


Congratulations Linh DePledge on her recent promotion to Director of Brand and Communications - Pacific Coast Hotels. In this newly created position, Linh will be responsible for marketing communication for our three Pacific Coast destination hotels, Cannery Pier Hotel & Spa, Surf-sand Resort, Wayfarer Restaurant and Best Western Agate Beach.

Linh joined the Cannery Pier Hotel and Spa in December 2019 as Director of Sales & Marketing and was promoted to General Manager in January 2021. She has more than 25 years marketing and branding experience and has used her skills to assist the insurance, telecom and high-tech industries. Linh has an incredible talent in marketing; recently, her creativity and originality were instrumental in repositioning the Cannery Pier Hotel & Spa.

VESTA VALUES IN ACTION AT THE HOMEWOOD SUITES LA QUINTA

The Vesta Values help our teams understand how to live our brand and support our mission and vision every day. When we practice these actions and develop these Values, we drive results for ourselves, our individual hotels and Vesta overall. All of the Vesta Values work together in harmony and fulfill the Vesta mission.



The team at Homewood Suites La Quinta has embraced the Vesta Values and incorporates them into their daily morning huddles. After the General Manager, Kevin Swenink, reports on the daily information, the team reviews an assigned weekly Vesta Value. Jill Schvaneveldt, Director of Sales, made posters for each Vesta Value and as a team they discuss the fundamentals of the Value and ways it impacts their daily lives. Great job Team La Quinta!

EMBASSY SUITES JACKSONVILLE CELEBRATES THE END OF SUMMER WITH A LUAU



The team members at the Embassy Suites Jacksonville were invited to join guests at the hotel's luau themed, end of summer evening reception. The team members had an opportunity to enjoy the evening reception, relax and get to know their co-workers outside their work commitments.


VESTA RECOGNITION AWARDS

Vesta Hospitality’s 2021 Recognition Award Winners were announced in June. The hotel teams and individuals that earned these awards demonstrated exemplary dedication to the success of their respective hotels and an unrelenting commitment to our Vesta Values. Congratulations to all our 2021 award winners.

CONGRATULATIONS
2021 Vesta Recognition Award Winners

Guest Satisfaction Scores: Hyatt Place Westminster, Embassy Suites Brunswick & Homewood Suites La Quinta
Outstanding Achievement RevPar (RGI): Homewood Suites La Quinta
Most Improved Profit Margin: Fairfield Inn Westminster
Hotel F&B Award - Full Service Hotel: Embassy Suites Jacksonville
Hotel Accounting Award: Best Western Plus Agate Beach
Hotel Front Office Award: Embassy Suites Jacksonville
Hotel Housekeeping Award: Embassy Suites Brunswick
People’s Choice Award: Cannery Pier Hotel & Spa
Hotel Maintenance Award: Embassy Suites Jacksonville
Community Involvement Award: Hyatt Place Westminster
Leadership Award: Dawn Milton - Embassy Suites Jacksonville
iDrive Award - Driving Vesta Safety Practices: Embassy Suites Jacksonville
Sales Department Award: Best Western Savannah
Director of Sales of the Year: Jill Schvaneveldt - Homewood Suites La Quinta
General Manager Sales Leadership Award: Stephanie Shores - La Quinta Inn & Suites Vancouver
General Manager of the Year: Josh Conrad - Best Western Plus Agate Beach
Hotel of the Year: Embassy Suites Jacksonville

CONGRATULATIONS
2021 Vesta Recognition Award Winners



Vesta’s 2021 Hotel of the Year
Embassy Suites Jacksonville, Florida

BEST WESTERN NORTHWEST LODGE HOUSEKEEPING RECOGNITION

Congratulations to the housekeeping team at the Best Western Northwest Lodge in Boise, Idaho for receiving an excellence in housekeeping award from Best Western Hotels & Resorts. The team works diligently to ensure their guests are greeted with clean, comfortable accommodations and their efforts have paid off with this outstanding service award.



CELEBRATE SERVICE WEEK

Vesta Hospitality’s annual Celebrate Service week was a success. Vesta hotels around the country participated in celebrating the hard work and dedication of our associates. Each hotel planned a week full of fun events and themed parties to honor teamwork and have fun.

Picture left; Celebration luncheon at the Quality Inn & Suites Garden of the Gods in Colorado Springs, CO



THANK YOU, YOUR OPINION MATTERS!

Thank you to all team members that took the time to complete the employee survey last quarter. Your opinion matters! All comments are currently being reviewed. Companywide, we had a 54% response rate; the Best Western Savannah had the highest response rate of 94%! Our company overall company score was 86%.

Survey results are confidential and were conducted through the 360 Intel platform to ensure anonymity.



GREAT TEAMS
GREAT EXPERIENCES
GREAT RESULTS

Did you know that Vesta Hospitality is on Instagram, Facebook and a LinkedIn? Follow us for updates and the latest company news.



IDRIVE : GREAT IDEAS

Do you have a great idea that will improve the success of your hotel? Ideas can range from training initiatives, sustainability, guest service, sales, team member programs, property improvements, tools and equipment modifications, or any other innovative and creative changes. Ideas can have an impact on experiences, processes or offerings.



The iDrive: Great Ideas incentive program encourages team members to participate in the hotel’s success, to communicate and collaborate, to be part of improvements and changes for coworkers, guests, visitors and vendors, keeping in the spirit of Vesta’s mission. All Vesta Hospitality team members are eligible to participate regardless their position or hire date (no restrictions apply).

Share your ideas with your manager to participate in the 2022 iDrive: road to excellence program or send your GREAT IDEA directly to tellvesta@vestahospitality.com.

All submissions will be reviewed by Vesta’s executive team and the monthly winner chosen based on the following criteria: new idea, easy to implement, makes the hotel team more efficient, enhances the guest experience, and/or could apply to multiple hotels.

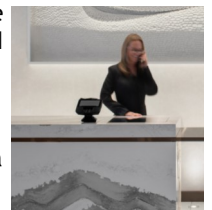
Monthly winners will each receive a \$25 gift card. And at the end of the year, one GREAT IDEA winner will be chosen and receives a \$500 gift card. In addition, their idea will be implemented in all Vesta hotels, leading change for the entire company.

COMMUNICATE WITH US— SHARE YOUR IDEAS, THOUGHTS OR CONCERNS

One of our Vesta Values is Communicate & Collaborate, as stated in our Values handbook; “The foundation of great teamwork is great communication and collaboration. When we collaborate, our team works together to answer requests and find meaningful solutions. When we engage in conversation with our guests and team members, we listen with attention and intention and speak with both honesty and diplomacy. We work to understand the perspective of others and show them that they are both heard and understood. At Vesta, when we **Communicate and Collaborate** successfully, we acknowledge, appreciate, engage and empathize; we interact with purpose.” In our ongoing efforts to build upon this Value, Vesta has set up two communication tools to share information, listen, and respond.

Hotline: 360.952.8940 Email: tellvesta@vestahospitality.com

So, whether you have some information to share, an idea to explore, a concern you would like to report or a compliment to give, we look forward to hearing from you.



TEAM MEMBER SPOTLIGHT—AMY EVENSON, BEST WESTERN PLUS AGATE BEACH

Amy Evenson has worked at the Best Western Plus Agate Beach for seven years, a year before Vesta Hospitality purchased the hotel. Amy started her career at the hotel as a room attendant then inspector and she currently is lead inspector proving that commitment, attention to detail and hard work pay off.

Amy enjoys her job and loves that with each day the needs always change and it is always an adventure; making guests happy is what keeps her motivated in her job. Working alongside her co-workers, Amy feels welcomed and appreciated. Joshua Conrad, General Manager, says that “Amy is an exceptional team member because of her attention to detail and she gets along with everybody”. Mark Hemmer, President of Vesta Hospitality, adds, “she is a terrific team member”.

Because Amy likes to be knowledgeable about everything, she feels drawn to the Vesta Value, **Be in the Know**. Amy likes working with Vesta because “they care about the people”.

On her time off, Amy likes to do acrylic painting and bake; she loves her kids, family and of course, her work family.

