



**VISION STATEMENT** – An extraordinary lodging company making a distinct difference in people’s lives.

**MISSION STATEMENT** – To be an extraordinary lodging company which develops and operates “best in class” hotels by focusing on exceeding the expectations of our key stakeholders - our guests, our team members, and our investors.

### **HOTEL EQUITIES’ VALUE STATEMENTS**

1. Do unto others as you would have them do unto you. (The Golden Rule)
2. You never get a second chance to make a first impression.
3. Guests aren’t always right, but they are always guests.
4. If it were my money, would I spend it?
5. Wherever you are, be there.
6. Demonstrate a “whatever it takes” attitude.
7. Practice balanced living in all areas of life – spiritual, family, career, financial, physical, social, and educational.
8. Perform random acts of kindness.
9. Learn from your mistakes.
10. Set goals.
11. Promote new ideas.
12. Deplore gossip.
13. Be consistent.
14. Everybody sells.
15. Celebrate successes.
16. Enjoy what you do.
17. All people matter to God.