



THE INSIDE SCOOP

February 2026

Your monthly newsletter brought to you by Vesta Hospitality

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Why PCI & PII Training Matters

Every day, our guests trust us with their personal and payment information—credit card numbers, addresses, IDs, and more. **PCI (Payment Card Industry)** and **PII (Personally Identifiable Information)** training helps ensure we protect that trust.

For hotel team members, this training isn't just about technology or compliance—it's about people. A single mistake, like writing down a credit card number, sharing information too freely, or leaving a screen unlocked, can put a guest at risk for fraud or identity theft.

Call to Action:

Please complete your PCI/PII training if you haven't already. It's not just a requirement—it's a promise to our guests that their information is safe with us.

Protecting data protects people.

Vesta People

Team Spotlight: Silvia Rojo, Homewood Suites in La Quinta, California

What can we say about Silvia? There are truly endless wonderful things that could be said about her. Silvia is the definition of amazing. She pours her heart into everything she does, always going above and beyond to make sure her work is done with care, love, and pride.

Silvia has an incredible ability to “Think Ahead”, ensuring the kitchen is always prepared and ready to serve our guests with excellence. Her dedication is unmatched after 16 years, she doesn’t just know the job, she knows our guests. She remembers the familiar faces that return year after year and takes the time to personalize their experience, making them feel seen, welcomed, and appreciated.

Silvia’s commitment, kindness, and passion leave a lasting impression on everyone around her. She is not only an essential part of our team, but also the heart behind the care we give our guests. Silvia truly embodies each and every Vesta Value.



Vesta Hotels

Living the Vesta Value: Own it Guest Review at the Cannery Pier Hotel

I am writing to share my sincere gratitude for the outstanding service I received during my recent stay at the Cannery Pier Hotel from Dec 28 to Jan 1.

I unfortunately misplaced my passport during my stay—a situation that was incredibly distressing. However, thanks to the quick thinking and dedication of your team, specifically Jessi and Jessica, the passport was recovered and returned to me promptly. Forgive me if I have the names incorrect, but hopefully from the date of Jan 1, you can see who was on staff that morning.

Being a couple of hours away at the Portland Airport, trying to get home, you can imagine this was a bit of a nightmare. They were able to enlist housekeeping to find the passport in the room where I dropped it (shortly after checking with my husband to be sure he had his) and sent me a photo of the ID page, which allowed me to board.

The professionalism and empathy shown by your staff turned a potential nightmare into a testament to your hotel’s commitment to guest care. It is rare to find such a high level of integrity and proactive service, and I wanted to ensure their efforts did not go unnoticed. This is on top of the excellent service we received at the hotel and spa.

Please extend my thanks to the entire team. Because of this experience, Cannery Pier will be my first choice whenever I return to the area, and I will be sure to recommend your establishment to my colleagues and friends.

Best regards,

Heather B



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The Power of First Impressions

In hospitality, first impressions happen fast—often within the first 5 to 10 seconds. Long before a guest reaches the front desk or their room, they’re already forming opinions based on what they see, hear, and feel.

That’s where the 10-5 Rule comes in.

At 10 feet: Make eye contact and smile.
At 5 feet: Greet the guest with a friendly hello or acknowledgment.

It's a simple practice, but it carries a powerful message: You are seen. You are welcome. And here's the key—first impressions aren't just the front desk's responsibility. Whether you work in housekeeping, engineering, food & beverage, sales, or back of house, every interaction contributes to the guest experience. A warm smile in the hallway, a friendly nod in the lobby, or a genuine greeting can turn an ordinary stay into a memorable one.



Guests may forget the room number—but they'll always remember how we made them feel.

At Vesta, hospitality starts with human connection. Let's continue to lead with presence, warmth, and intention—one first impression at a time.



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