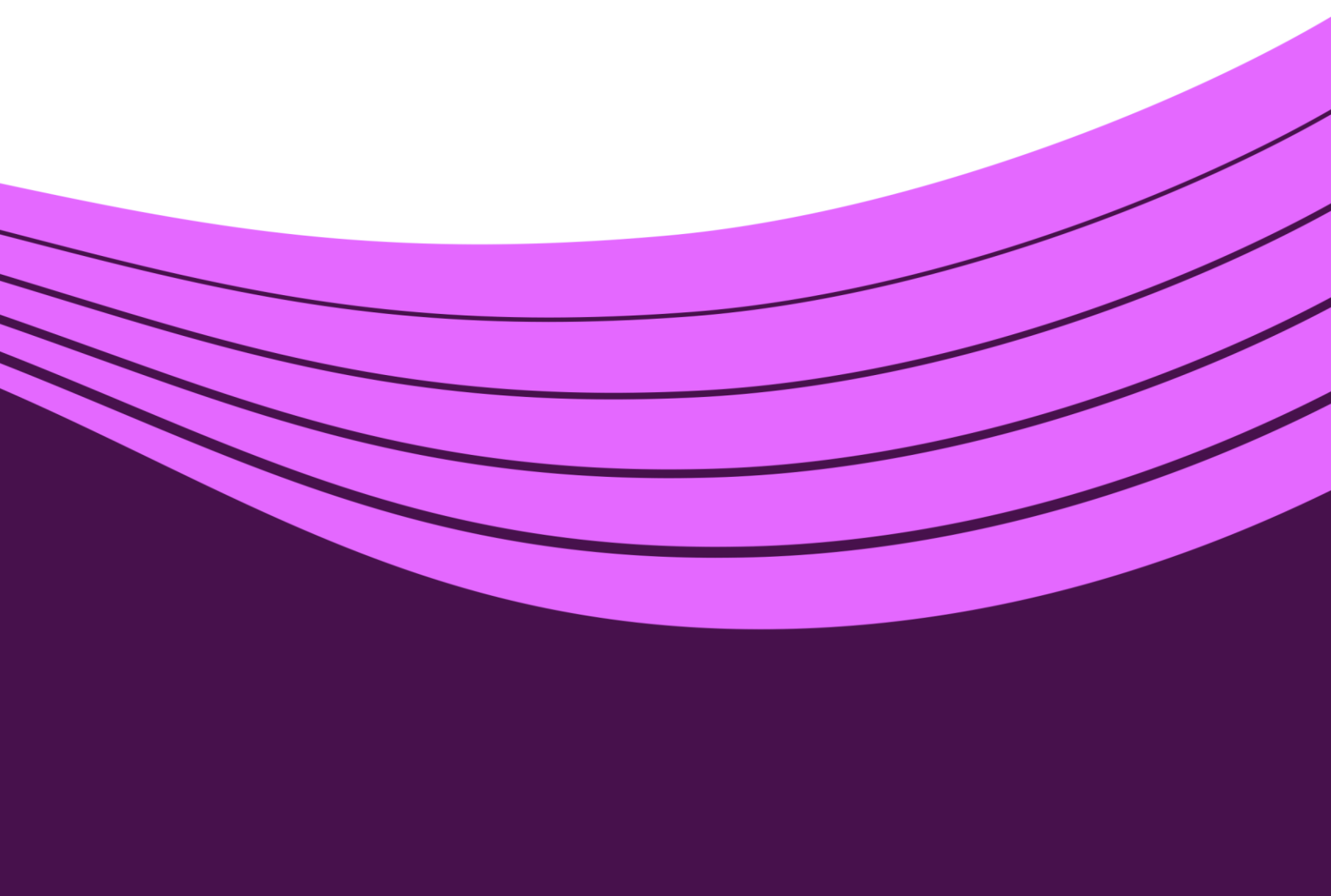




GUIDE


Welcome In: DEI Best Practices for Hospitality



Why DEI in Hospitality Matters


Championing diversity, equity, and inclusion (DEI) initiatives in the hospitality industry has long proven to be important, not only for the sake of guests and customers but also for business outcomes and the retention of the employees at these organizations. Here are seven reasons why DEI matters in hospitality:

1 Reflecting **Global Diversity**




- Hospitality is inherently global in welcoming guests from diverse backgrounds, cultures, and identities.
- Embracing DEI measures ensures that establishments make guests of all origins feel acknowledged and valued.

2 Enhancing Customer **Experience**




- Having staff members of various backgrounds allows them to bring a diverse set of skills to the table and enables them to better understand the unique needs of guests, leading to deeper customer satisfaction and loyalty.

3 Fostering **Innovation**




- When employees feel respected and included, they are more likely to contribute their ideas and viewpoints freely, which drives innovation in all aspects of the industry.

4 Attracting and Retaining **Talent**



- The Bureau of Labor and Statistics deduces that the turnover rate in the hospitality industry is around 70-80%.
- Inclusive work environments improve employee morale, leading to higher job satisfaction and lower attrition.

5 Meeting Legal and Ethical **Obligations**




- Establishments should ensure compliance with antidiscrimination laws and uphold ethical standards in their operations to make customers and employees feel safe and wanted.

6 Driving **Economic Growth**



- Research shows that companies with diverse workforces are more likely to outperform their competitors financially.
- In the hospitality sector, embracing DEI initiatives can lead to expanded customer bases and greater profitability over time.

7 Promoting **Social Responsibility**



- Organizations can contribute to building more equitable societies, where everyone has equal opportunities to thrive and succeed, by championing DEI initiatives in the workplace.

Source: Mike Jackson, "Top 7 reasons why embracing diversity, equality, and inclusion in hospitality is essential", Mar 2024, <https://www.discoverduemoo.com/blog/post/top-7-reasons-why-embracing-diversity-equality-and-inclusion-in-hospitality-is-essential/> / "8 Reasons for Employee Turnover in Hospitality" Roosted, <https://www.roostedlr.com/8-reasons-for-employee-turnover-in-hospitality/>.

Hospitality Advances with the Seramount Partnership



McDonald's

How McDonald's Is Dismantling Economic Barriers Through Business Diversity

Case Study

Building Accountability Initiatives for Diverse Supplier Programs

McDonald's launched the Mutual Commitment to Diversity, Equity, and Inclusion initiative (MCDEI) to support diverse-owned businesses in local areas. At a supplier and vendor convening, Seramount experts facilitated a panel of CDOs on accountability and best practices for supporting diverse-owned suppliers, showcasing how the McDonald's/Seramount partnership supports the progress of MCDEI and their members.

Impact:

More than 20 US-based suppliers have joined the MCDEI pledge, committing to a set of goals by which they hold themselves accountable for advancing diversity, equity, and inclusion. These goals include implementing an overall DEI strategy, increasing overall representation of underrepresented talent in leadership and staffing, and investing in innovation with new partnerships and programs designed to make a measurable difference in talent pipelines and succession planning.



MGM Resorts

MGM RESORTS

How MGM Resorts Formalized a Commitment to Marketplace Leadership

Case Study

Seeing Increased Impact Through ESG Strategy

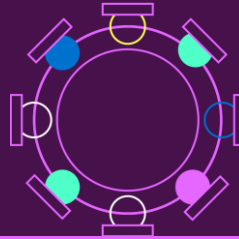
Grounded by their core beliefs, MGM's "Focused on What Matters: Embracing Humanity and Protecting the Planet" philosophy articulates a commitment to a set of priorities and goals that can have an enduring impact on the world.

Impact:

MGM has had an extraordinary impact on their workplace and the communities in which they operate. By partnering with Seramount and using our resources and expertise they have reached their goal of 10% biddable domestic procurement from diverse suppliers by 2025, establishing a new goal of 15%. More Than 10% of the organization's workforce are members of an Employee Network Group. They have also made significant progress toward their environmental sustainability goals, earning a Double A ranking from the CDP and becoming the first gaming company to sign on to the UN's CEO Water Mandate.

Source: Seramount insights and research.





Insight-Powered Solutions Trusted by Talent and HR Leaders

TALENT SOURCING

**Identify, Engage,
and Hire Top
Early Career
Talent**

Branding and recruiting platform that surfaces engaged, prepared candidates more efficiently, effectively, and at scale

ASSESSMENT AND STRATEGY

**Uncover the Real
Levers to Unlock
Enduring Employee
Engagement**

Actionable intelligence into the employee experience powered by innovative technology and over 40 years of workforce data and insights

RESEARCH AND ADVISORY SERVICES

**Set Strong DEI
Foundations and
Build Adaptable
Roadmaps**

Expert guidance rooted in research and experience to support and advance your strategic talent and DEI priorities in every environment

LEARNING AND DEVELOPMENT

**Create a
More Resilient,
Connected
Workforce**

Impactful content designed and delivered to deflect productivity and positive behavior change at every level

We partner with **600+** corporations,
government entities,
and nonprofits **globally**.

Including **~50%** of the
Fortune 100 and
~25% of the Fortune 500.



202-747-1000 seramount.com