

Nomination: 5657

Playa Hotels & Resorts

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Playa Hotels & Resorts

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Playa Hotels & Resorts

Category

A01 - A31 Employer of the Year > A19 - Employer of the Year - Hospitality & Leisure

Employer of the Year Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

The leading owner, operator and developer of all-inclusive resorts in prime beachfront destinations, Playa Hotels & Resorts has a rich history of quality, growth and innovation. Our forward-thinking luxury resort brand owns or manages a portfolio of 22 resorts in Mexico, Jamaica and the Dominican Republic.

Founded in 2006 as an ownership company, Playa has since transformed into a management company, operating iconic global brands such as Hyatt, Hilton and Wyndham. Our values and belief that human capital is our greatest asset remain steadfast, and Playa is committed to contributing to every community where our associates live and work.

When Playa began managing resorts 16 years ago, each country involved operated independently. During that time, our associates couldn't benefit from idea-sharing with colleagues from the company's other properties. In recent years, Playa has worked hard and collaborated as one team to centralize processes and procedures, share best practices, manage talent development and provide growth opportunities for the people who make it all happen: our associates.

b. Outline the organization's employee-relations achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Since its beginnings in early 2020, Covid-19 not only led to loss, fear, sadness and uncertainty, it also created a number of human resources (HR) challenges for all companies. The hotel industry was brought to a standstill as cases increased and travel was suspended. Playa HR's primary focus quickly transitioned to maintaining genuine concern for our associates' well-being, while balancing the company's needs and adapting to the challenges of an immediate, steep business decline.

One of the most impactful movements Playa instituted in 2020 was creating a GoFundMe account in honor of our first associate who died from Covid-19. The account helped support all Playa employees who were greatly affected by the novel virus. The initial goal was to raise \$35,000, and to date, the Playa family has raised more than \$144,000. These funds were distributed to associates who needed it most and covered medical bills and basic needs such as food, rent and mortgage payments.

Also in 2020, Playa created an Environmental, Social, Governance (ESG) committee. While we have always strived to create a better vacation, our company understands the world is much bigger than our all-inclusive resorts. Playa wants every day to feel like paradise, so we focus on our core values of humility, integrity, respect, diversity, responsibility and love—and we apply them to the world we share. By supporting our communities, our planet and our people today, we will create a brighter tomorrow. To learn more about Playa Cares initiatives, visit: <https://www.playaresorts.com/playacares>

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

While all great companies have strong values and forward-thinking philosophies, we believe Playa is different. Our associates can provide first-hand examples of how our company is run, how we act and represent our values and philosophies every day throughout all levels of our organization—from our President and CEO to our on-site associates who serve our guests. Here is a glimpse of how our associates feel about the mutual love between our company and its employees. https://www.youtube.com/watch?v=_lwgjevOMbE&t=20s

Our value of love truly sets us apart. During the most trying and difficult times in Playa's history, the hospitality industry and the world, our company put the needs of our associates first by raising funds for their medical bills and food. Playa also took this time to give back to the environments and areas our hotels impact, because Playa is bigger than just our properties. We are part of larger communities, and we genuinely care about that.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Link for GoFundMe - <https://www.gofundme.com/f/ppf6g-coronavirus-relief-fund>

• 2021 Employee engagement survey: global 88.6%, US 87.7% overall (Results report attached)

o 94.7% are satisfied with their organization as a place to work

o 95.4% are proud to tell people where they work

o 94.4% would recommend their organization as a great place to work

o 92.6% intend to be working at their organization for a long time

o 90.9% believe their organization motivates people to work hard and put in extra effort

Winner of 2021 Fortune Best Small & Medium Workplaces™ - <https://www.greatplacetowork.com/best-workplaces/smb/2021?category=small>)

2020 Gold Stevie Award – Employer of the Year and Bronze Award Effective Communication in Uncharted Times – HR Achievement Category ((https://stevieawards.com/search-past-winners-and-finalists?site_type=&year=&company_name=Playa+Hotels+%26+Resorts&award=&nomination_title=&country=United+States&category_group=&state=FL&category=&city=&submitted_by=&ind

2021 Gold Stevie Award – Employer of the Year (https://stevieawards.com/search-past-winners-and-finalists?site_type=&year=&company_name=Playa+Hotels+%26+Resorts&award=&nomination_title=&country=United+States&category_group=&state=FL&category=&city=&submitted_by=&ind

Winner of Sun Sentinel South Florida Top Workplaces 2020 -<https://www.sun-sentinel.com/business/jobs/fl-bz-south-florida-top-workplaces-2020-winner-list-20200918-comadjyprh53nlgczs4zwf3ou-story.html>, 2021 <https://topworkplaces.com/award/sunsentinel/2021/35-124/>

Webpage Link

<https://www.greatplacetowork.com/best-workplaces/smb/2021?category=small> (<https://www.greatplacetowork.com/best-workplaces/smb/2021?category=small>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://stevieawards.com/search-past-winners-and-finalists?site_type=&year=&company_name=Playa+Hotels+%26+Resorts&award=&nomination_title=&country=United+States&category_group=&state=FL&category=&city=&submitted_by=&industry=&items_per_page=10

(https://stevieawards.com/search-past-winners-and-finalists?site_type=&year=&company_name=Playa+Hotels+%26+Resorts&award=&nomination_title=&country=United+States&category_group=&state=FL&category=&city=&submitted_by=&industry=&items_per_page=10)

(https://stevieawards.com/search-past-winners-and-finalists?site_type=&year=&company_name=Playa+Hotels+%26+Resorts&award=&nomination_title=&country=United+States&category_group=&state=FL&category=&city=&submitted_by=&industry=&items_per_page=10)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.sun-sentinel.com/business/jobs/fl-bz-south-florida-top-workplaces-2020-winner-list-20200918-comadjyprh53nlgczs4zwf3ou-story.html> (<https://www.sun-sentinel.com/business/jobs/fl-bz-south-florida-top-workplaces-2020-winner-list-20200918-comadjyprh53nlgczs4zwf3ou-story.html>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://topworkplaces.com/award/sunsentinel/2021/35-124/> (<https://topworkplaces.com/award/sunsentinel/2021/35-124/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.gofundme.com/f/ppf6g-coronavirus-relief-fund> (<https://www.gofundme.com/f/ppf6g-coronavirus-relief-fund>)

Would you like to add an additional webpage link?

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

Terms and Conditions

I Agree