

Nomination: 7174

Playa Hotels and 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 do not wish to list additional contacts

Page: Entry Information

Entry Title

Playa Hotels and 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

Playa Hotels & Resorts is a leading owner, operator and developer of all-inclusive prime beachfront resorts in popular vacation destinations. Playa currently owns and/or manages a total portfolio of 26 resorts located in Mexico, Jamaica, and the Dominican Republic.

Originally intended to be an ownership company, Playa has transformed into a management company operating iconic global brands such as Hyatt, Hilton, and Wyndham. Our values and our belief that human capital is our greatest asset have remained steadfast. Playa is committed to contributing to the communities where associates live and work and giving back to those communities in numerous ways.

When Playa began managing resorts, each property was operating independently within its country. Because of this, the properties and associates were not benefiting from sharing ideas with colleagues around the world. We worked hard and collaborated as one team to centralize processes and procedures, share best practices throughout the organization, manage our talent development, and provide numerous growth opportunities for our associates.

b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

With a focus on the health and wellness of our associates, Playa implemented a program to U.S. corporate employees called Playa in Action. The program rewards employees for making healthy choices and includes a variety of challenges in areas such as movement and exercise, hydration and mental health.

Playa in Action features an incentive point scale for completed health exams, wellness challenges, assessments and education. Employees who scored at least 400 points and completed an annual physical earned an insurance discount for 2023.

Associates can track their progress online or in our new Employee Wellness app, which gives on-the-go access to employee's benefits.

In the area of financial wellness, Playa launched a well-being platform featuring one-on-one coaching with a financial advisor, helpful videos and articles, and monthly webinars. In addition, Playa implemented a year-round Medicare resource to guide our associates, answer their questions and help with enrollment for all who are eligible.

We also continued our strong commitment to giving back to the communities where our associates live and work. Playa provides a variety of community service opportunities, including beach clean-ups and school-supply drives, and donates to F.R.I.E.N.D.S. Farm, Angel Tree Toy Drive, Salvation Army Toy Distribution and Kids in Distress.

And no employee-relations campaign is complete without consistent, engaging acknowledgements and celebrations for work well-done, special anniversaries, national holidays, diversity and inclusion, and extraordinary recognitions. Playa associates participate in a wide array of fun and rewarding activities such as annual parties, boat trips, and talent shows.

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

Playa Hotels & Resorts is synonymous with service from the heart. Similarly, our core values are centered around love and support – and this is what sets us apart. Our employees know that they are appreciated and respected, and they offer genuine personal accounts about the mutual love between our company and its associates here: https://www.youtube.com/watch?v=_lwgiievOMbE&t=20s

Every Playa employee at all levels of our organization understands that during even the most difficult times in our history, and in the hospitality industry at large, our company consistently puts the needs of its associates first.

We also prioritize giving back to the communities where our employees live and work. Playa Hotels & Resorts associates are bigger than just our properties and offices. Everyone is proud to be part of a much larger, supportive community.

And further proof of our company's continuing growth and improvement lies in Playa Hotels & Resorts' increasing retention rate. Over the past three years, our percent of voluntary terminations has gone down 12 percent – from 14 percent in 2020 to just 2 percent of voluntary terminations in 2023.

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

Every year Playa employees complete an engagement survey, and in recent years the response rate has averaged an impressive 90 percent. These survey results show that nearly all of our associates feel respected, motivated and proud. Most respondents also noted they enjoy work-life balance and feel diversity is part of company culture. A quick snippet of the results:

- 2023 Employee engagement survey: (Full results report attached)
- o 100% believe their manager treats them with dignity and respect
- o 98% are proud to tell people where they work
- o 97% believe diversity is very much a part of company culture
- o 95% believe their company supports balancing work and family/personal responsibilities
- o 92% believe their organization motivates people to work hard and put in extra effort

Another source of employee pride comes from Playa Hotels & Resorts' multiple Top Workplace awards. Some recent examples include:

Winner of South Florida Top Workplaces 2023 by the Sun Sentinel newspaper <https://topworkplaces.com/award/sunsentinel/2023/35-124/>

2023 Best Places to Work in Virginia! by Virginia Business magazine <https://www.virginiabusiness.com/article/13th-annual-best-places-to-work-list/>

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

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)

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17545/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzU0NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm99ItemsPDF%20%281%29.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17546/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzU0NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm998bpHvgpdWNgC8D4HehqzJFJpxxMKAo?ItemsPDF.pdf>)

Would you like to add an additional supporting document?

No

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