



Hyatt Hotels Corporation Diversity & Inclusion

Our Goal

To lead our industry by being an employer and hospitality company of choice
for an increasingly diverse population

For the past several years, we've made great strides in our diversity initiatives and programs. We've seen that commitment validated through the recognition received from community organizations, major publications and other individuals. Whether individuals are our neighbors, guests, employees or business partners, our commitment says everything about the quality of Hyatt as an organization that truly values diversity.



Over the last few years we have introduced and implemented diversity initiatives and programs that have taken our company from awareness, to implementation, and to full integration in our business strategy. Linking diversity to the challenges we face help us maximize the talent of our people and foster their innovation to help us compete more effectively in all markets, increase customer satisfaction in our increasing diverse clientele, recruit and retain a more diverse workforce, be responsive to business climate changes, and take full advantage of our diversity business linkages

Our commitment to Diversity is best evidenced by our focus on company-wide diversity initiatives. Our diversity initiatives, which fall into five key elements – Commitment, Accountability, Training, Measurement and Communication – maintain and enhance Hyatt's image as an Employer of Choice, Business Partner, and Community Ally throughout the communities we serve.

As an Employer of Choice, Hyatt provides equal access to employment and promotional opportunities to today's diverse labor force. As a Business Partner, Hyatt establishes, supports, and maintains sound relationships with minority community business leaders and enterprises. Finally, as a Community Ally, Hyatt pursues and participates in national and local community outreach efforts and initiatives.

The adage "what gets measure, gets done" is relevant and significant to our diversity & inclusion initiatives and programs. Highlights include benchmark comparison 1998 - 2009.

- Ethnic minority general managers more than doubled from **9% to 20%**
- Female general managers almost doubled from **6% to 10%**
- Business with minority and women owned vendors tripled from **9% to 27%**
- Team Stay Fit at Hyatt has raised over \$480,000 in its first two years as a team (2007 and 2008) for the Make-A-Wish Foundation (Chicago Marathon), National Multiple Sclerosis (MS150 Bike Rides) and the National Breast Cancer Network of Strength (5K walk. run to Empower).

Collectively, Hyatt's North America's almost 40,000 employees are approximately 59 percent ethnic minority and 50 percent female. The management breakdown is 37 percent female and 37 percent minority based. (Data derived from recent 2008 EEO-1 consolidated report.)

- **Hyatt Hotels Corporation and Make-A-Wish Foundation® –**

Continuing with Hyatt's longstanding commitment to making a difference, Hyatt established a partnership with the Make-A-Wish Foundation®, an organization that grants wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. The spirit of the alliance is to have each Hyatt property worldwide help to generate funding and support to grant at least one wish for the benefit of kids, families and communities.



- **Supplier Diversity –** for CY2008, we finished at 27% expenditures with minority and women vendors. We are committed to pursuing, developing and supporting strategic partnerships with minority and women businesses, who share our values.

- **Diversity Council -** Established in October 1998, Hyatt's Diversity Council is a 23-member group comprised of executives throughout the company. It serves as a sounding board for new initiatives, identifying issues and recommending ways to address them. It maintains Hyatt's commitment to diversity and inclusion by supporting company-wide diversity initiatives. Over the years, the Council has been the catalyst and/or served as a consultant to our programs and initiatives, including: Diversity MBOs, Diversity Plan, Make-A-Wish Foundation partnership, Team Stay Fit at Hyatt, F.O.R.C.E. Program, Mélange, Supplier Diversity Program and most recently Creating An Inclusive Culture Training Class and Women@Hyatt program among others.

Most recently, the Diversity Council meetings provided members with the opportunity to develop a greater scope of strategic thinking. With both internal and external changes considered, the Council energized their work around a shared commitment to the important and compelling challenges and opportunities that Hyatt must concentrate on. This year, the Council will participate in a series of webinars discussing pertinent issues to the company.

- **Hyatt Hotel Fund for Minority Lodging Management Students -** This endowment fund was established in 1988 and it seeks to honor the best and brightest minority students enrolled in hospitality management programs by providing financial support. Despite the economic challenges, the Fund will allow us to grant scholarships to 17 students in 2009. By the end of this year we will have granted over 300 scholarships totaling over \$450,000.

- **Hyatt's Family of Responsible and Caring Employees (FORCE) Program**

- FORCE is a volunteer program that allows Hyatt associates worldwide to participate in local community outreach and volunteer efforts on paid company time. We are proud of the contributions made by our employees to their communities throughout the years.



- **Domestic Partner Benefits (DP) –** Our DP Benefits take a more inclusive look at domestic partnerships to recognize dedicated relationships characterized by such things as sharing the same address, financial interdependence and joint ownership of a home or automobile. Over the last several years, we have updated our policies that greatly expand the benefits available to employees with domestic partners and eligible dependents, including: medical leave, bereavement pay, employee relations, and relocation expenses. In addition, we made modifications to our Gold Passport program's terms and conditions to expand the ability to combine points when redeeming an award and to transfer points in the event of the death of a member to include domestic partners.

- **Historically Black Colleges and Universities-Hospitality Consortium (HBCU-HC)** – As a way to enhance our partnership with the HBCU-HC and to provide opportunities to more students, Hyatt provided a grant to HBCU-HC member schools to aid in sponsoring attendance at the National Society of Minorities in Hospitality Conference. As a result, Hyatt supported over 200 minority students at 6 HBCU's awarding almost \$20,000. In addition, T-shirts were provided and a challenge offered to encourage spirit amongst the universities and promote camaraderie. This included fun picture taking while traveling to/from the conference and uploading them to Hyatt's Facebook Page.
- **Groundhog Job Shadow Day** – In 1998, Hyatt joined America's Promise, The American Hotel and Motel Association (AH&MA), the National Restaurant Association (NRA) and the Hospitality Business Alliance (HBA) by participating in Groundhog Job Shadow Day (GJSD). Students across the country get an up-close look at the different careers and opportunities available in the hospitality industry. The most significant and valuable aspects of Groundhog Job Shadow Day are the connection between academics and careers that students learn by making their class-work more relevant; building community partnerships between the schools and our hotels; and introducing students to the benefits of the lodging industry to help them prepare to join the workforce for the 21st Century.
- **Diversity Awareness & Sensitivity Training – “Creating an Inclusive Culture” and “Workplace Values”**, With the collective input from the Diversity Council members, we developed an implemented a new diversity training class. The new training class provides the next level of diversity and leadership development for our managers and supervisors. This training class allows our managers and supervisors to focus on the conscious and unconscious messages (MicroMessages) they send that are critical to driving associate morale, performance and productivity. It also provides a forum to discuss challenges and opportunities when dealing with a diverse workforce, work environment and guests. We expect that by focusing on these messages, our managers and supervisors develop skills and techniques necessary to gain our associates' loyalty and trust. In the process creating an environment that attracts and retains talent.

Additionally, it helps them develop a self-reflective action plan to create a more inclusive team; **“Valuing Differences”**, management development training focused on valuing styles, abilities, and motivations regardless of race and gender; **“Focus on Abilities”**, ADA training for hotel staff emphasizing special needs of peers and customers; **“Spanish - Hyatt Style”**, Management cross cultural communications training to improve communications and relationships among employees and guests; **“English as a Second Language” (ESL)**, communications training for non-English speaking employees to improve communications and relationships among employees and guests.

- **Community / Industry Relations** – Team Stay Fit at Hyatt started out with a bang in 2009 by participating in the National Breast Cancer Network of Strength (BCNoS) 5K walk. run to Empower on Mother's Day. Over 350 Hyatt employees, friends and family members joined the thousands of participants on Mother's Day. The MS150 Bike Rides and the Chicago Marathon preparation are well underway. For more information, please visit <http://www.teammakeawish.com/> or <http://www.bikems.org/> to join a Hyatt Team in your respective cities.

Also, as a way of enhancing our commitment to be an Employer of Choice, Business Partner and Community Ally, we sponsor several conferences, conventions and organizations each year. The following is a preliminary list of diverse conferences, conventions and partnerships we have or will be sponsoring in 2009. We will update this list on HyattConnect.com throughout the year as opportunities arise.

- National Society of Minorities in Hospitality (NSMH)
- National Hispanic Corporate Council (NHCC)
- US Pan Asian American Chamber of Commerce (USPAACC)
- League of United Latin American Citizens (LULAC)
- National Association for the Advancement of Colored People (NAACP)
- National Association of Black Hotel Owners & Developers (NABHOOD)
- Association for Latino Professionals in Finance & Accounting (ALPFA)
- Hispanic Hotel Owners Association (HHOA)
- International Association of Hispanic Meeting Professionals (IAHMP)
- US Hispanic Leadership Institute (USHLI)
- International Gay & Lesbian Travel Association (IGLTA)
- National Gay & Lesbian Chamber of Commerce (NGLCC)
- National Council of La Raza (NCLR)
- National Urban League (NUL)
- Multicultural Foodservice & Hospitality Alliance (MFHA)
- The Human Rights Campaign (HRC)
- National Minority Supplier Development Council (NMSDC)
- National Coalition of Black Meeting Planners (NCBMP)

In addition, as validation of our efforts, Hyatt has been asked to participate in advisory boards, panels, conferences, and conventions to discuss best practices. Some of these events/organizations include: NHCC Spring members' meeting, NSMH Conference, City of Chicago Compliance Department, Roosevelt University's Hospitality Management class, University of Denver Advisory Board, NGLCC Procurement Council, NMSDC Hospitality Council, MFHA Advisory Board, AH&LA Multicultural Committee, Chicagoland Inclusion and Diversity Association among others.

- **America's Promise** - Hyatt Hotels Corporation is joining forces with a national crusade to build the character and competence of our nation's youth. That is the mission of America's Promise—The Alliance for Youth, an organization founded in 1997 at the Presidents' Summit for America's Future in Philadelphia at which five living presidents challenged Americans to contribute time, talents and treasure to support America's children. Retired General Colin L. Powell is the founding chairman. The Alliance encourages ongoing commitment to the Five Promises necessary for children to become successful adults, including:
 1. **Caring Adult:** Provide an ongoing relationship between a caring adult and young person, including weekly meetings and structured interaction.
 2. **Safe Place:** Provide safe places for kids during non-school hours with structured activities.
 3. **Healthy Start:** Give kids a healthy start on success through programs that provide health coverage, health and nutrition education, and primary medical care.
 4. **Marketable Skill:** Help kids develop a marketable skill through effective education, plus after school jobs, job shadowing or internship programs.
 5. **Opportunities to SERVE:** Offer kids an opportunity to give back through community service, with a focus on helping other kids.

AWARDS AND RECOGNITIONS

Hyatt continues to receive recognition as one of America's best companies for our diverse population in rankings based on information about recruiting and employment practices.

- US Department of Commerce, Minority Business Development Agency recognized Mark Hoplamazian with the CEO Leadership Circle of Excellence Award for our efforts in Supplier Diversity, 2009
- **DiversityInc Magazine - 25 Noteworthy Companies, 2009**
- Human Rights Campaign – 100% on Equality Index, Best Places to Work for the LGBT Equality, 2009
- **Latina Style Magazine – Top 50, Opportunities to Hispanic Women in the Workplace, 2009**
- Hispanic Trends Magazine – Top 50 Corporations for Supplier Diversity, 2009
- **The Black Collegian Magazine – Top 100 Employer, 2009**
- Savoy Professional Magazine – Top 100 Companies to Work for African-Americans, 2009
- **Equal Opportunity Magazine – A Top 50 Employer. Readers' Choice, 2009**
- Careers & the disABLED Magazine – A Top 50 Employer. Readers' Choice, 2009
- **Hispanic Business Magazine – Top 60 Diversity elite. Best Companies, Best Practices, 2009**
- Council of State Administrators of Vocational Rehabilitation (CSAVR) recognized Hyatt for its commitment, training and employment of people with disabilities.
- **BusinessWeek Magazine – Top 100 Most Desirable Employers, 2009**
- Salvador Mendoza recognized by Black Meetings & Tourism with the APEX Award for Distinguished Service, 2009
- **The 2006 PlanetOut Travel Award for “Best Hotel Collection”.**
- The President's Roundtable and Black CEO Summit nominated Hyatt as a finalist in the category of Hotels/Marketing to receive the “2006 Diversity Trailblazer Award”.
- **The Hispanic Network Magazine - Best of the Best 2005 – “Best Companies for Supplier Diversity”.**
- The Pailin Group (Professional Search Consultants), ranked Hyatt number 18 on the
- **“Diversity Dynamos - Top 20 Companies Taking the Lead in Diversity” list. The List appeared in the February/March 2005 issue of Jungle magazine.**
- Essence Magazine recognized Hyatt in their 2005 “Great Companies to Work” list.
- **Vista Magazine recognized Hyatt as one of “America's Top Family Friendly Companies for Hispanics” in 2005.**
- Hispanic Magazine recognized Hyatt in their “Corporate 100 – The One Hundred Companies Providing the Most Opportunities for Hispanics” list.
- **Advocate Magazine named Hyatt as one of ten companies to their list of top gay-friendly employers in the country.**
- The National Association for the Advancement of Colored People presented Hyatt with an Exhibitor's Award for our exemplary efforts and continued commitment to the organization.
- **Hispanic Engineer & US Black Engineer magazines profiled Hyatt's diversity program as part of their respective stories on “Great Companies for Hispanics” and “Great Companies for African Americans,” commending companies “that have...reached out to the minority institutions to obtain top talent.”**