

AHLA FOUNDATION ANNOUNCES \$5 Million Commitment for Diversity, Equity & Inclusion



Diversity, equity, and inclusion (DE&I) are central to the Foundation's mission of helping people build careers, improve their lives, and strengthen the lodging industry.

The AHLA Foundation is committing \$5 million to advance DE&I across the hotel and lodging industry and to create and execute on a five-year strategic plan.



Diversity, Equity & Inclusion Action Plan

VISION

Our vision is to build an industry as diverse as the guests we serve.

MISSION

We are committed to developing an industry blueprint that strengthens businesses, elevates employees, and better serves our communities.

GUIDING PRINCIPLES

Diversifying representation at all levels to better serve our guests, associates, and communities.

Elevating inclusive leadership across corporate entities, properties, franchisees, and supplier networks.

Driving accountability and transparency to achieve measurable diverse, equitable, and inclusive (DE&I) results.

STRATEGIC PRIORITIES

Driving DE&I at the leadership level.

Driving DE&I across talent levels.

Developing a DE&I blueprint for the industry.

DE&I Action Plan Timeline

Years 3-5

- Introduce additional apprenticeship programs
- Facilitate opportunities to support diverse hotel owners
- Partner with organizations to offer additional training opportunities and certificates

Year 2

- Rollout job resources, including executive coaching, and more
- Build a networking platform for ongoing collaboration and sharing best practices within industry

Year 1

- Develop industry mentorship program
- Introduce leadership academy for executives
- Launch national ad campaign to highlight opportunities for life-long careers in the industry
- Unveil industry resources with sample policies and procedures to increase DE&I across all levels of the industry

Across All Years & Programs

- Convene industry stakeholders and partners
- Unveil new tools, research, and resources
- Define baseline data on industry DE&I efforts and create industry transparency and accountability

Core Foundation Programs

- Grow lodging manager & culinary apprenticeship programs
- Expand access to professional development scholarships for all hotel employees
- Provide full-ride scholarships to opportunity youth in target markets
- Launch scholarship programs for students attending 2-year hospitality schools

AHLA Foundation DE&I Task Force

The Foundation established a DE&I Task Force comprised of senior leaders and line-level employees from across the industry and leveraged their insights and feedback to develop the comprehensive action plan.

Greg Juceam PRESIDENT & COO, G6 HOSPITALITY,
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Julienne Smith SENIOR VICE PRESIDENT, UPSCALE DEVELOPMENT
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DeShaun Wise Porter GLOBAL HEAD OF DIVERSITY, INCLUSION
& ENGAGEMENT, HILTON

Kate Walsh DEAN AND E. M. STATLER PROFESSOR OF THE SCHOOL OF
HOTEL ADMINISTRATION, CORNELL SCHOOL OF HOTEL ADMINISTRATION

Tambari Pianwi AHLAF EMPOWERING YOUTH PROGRAM
GRADUATE, FURLOUGHED EMPLOYEE, THE LINE HOTEL

Tiffany Holland APPRENTICE GRADUATE AND FRONT OFFICE
SUPERVISOR, AIMBRIDGE HOSPITALITY