



Our Methodology

2022

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areas
spirit®

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Context



00. CONTEXT

Our spirit, the engine that has powered us since the beginning.

Through years of experience perfecting what we do, we have carefully crafted an unparalleled strategy for the travel hospitality. We call it **Areas Spirit**.



A methodology at the scale of our impact

The methodology unifies us, guiding us as we make a positive impact on our **team members, partners, guests** and, ultimately, the **planet and all its people**.



00. CONTEXT

Framework



01 Team Members



The Spirit of Belonging

A perfectly aligned team on a mission to fulfill the needs of millions of local customers at a global scale.



The Spirit of Belonging

-  Culture & engagement
-  Rewards & recognition
-  Attracting & recruitment
-  Health & wellbeing
-  Learning & development



Fulfilling the needs of millions of local customers at a global scale requires a perfectly **aligned team** with a **shared vision**.

And with 19,000 team members from more than 10 countries, unity means everything. That's why we foster a **culture of motivation and engagement** through our team initiatives.



01. TEAM MEMBERS

We **recognize a job well done** and our internal development programs reward team members with opportunities for growth in their career paths. Through it all, we maintain a commitment to our **Diversity, Equity & Inclusion Policies** at every level.

And we make sure our team members know their worth. Internal communication is crucial and we work to **keep our team connected** and make **every member's voice heard** with our planned Global People Engagement Survey.





02 Partners

The Spirit of Collaboration for Growth

Collaborating to bring
the local and the personal
into an international sector



The Spirit of Collaboration for Growth



Close relationships with landlords



Best portfolio of brands



High quality network



Industry



Growth



In all our collaborations,
we bring the local and the
personal into a sector defined
by the international.

We use our human touch to grow with our
partners, building strong, long-lasting, one-on-
one relationships. We bring forward experience,
business intelligence and operational excellence,
all governed by our policy of transparency.



02. PARTNERS

Our global presence puts us on the cutting edge of trends and innovations, and we constantly seek new opportunities for growth and continuous improvement.

We share this knowledge in our reports and leverage it to co-create original concepts that capture the specificity of each destination according to each partner's needs.

Our unique logistics know-how combines with excellent levels of service across the world. It's how we've earned our close relationships with top suppliers and brands, and our proven track record shows it.



03 Guests

The Spirit of Excellence

Enhancing guests' travel experiences by holding ourselves to the highest standard.



The Spirit of Excellence



Food safety



Culinary offerings



Digitalization



Sales growth



Continuous improvement



03. GUESTS

We take pride in elevating the expectations of travelers by holding ourselves—and our service—to the highest standard.

From farm to table, our best-in-class people, tools and processes ensure efficiency and extraordinary service at every step of our operations.



03. GUESTS

No two destinations are alike, and no two travelers are the same. We are always **listening to our guests** through **initiatives** like our Global Guests Satisfaction Survey, and our proactive, results-oriented methodology makes their desires a reality. **Our expansive portfolio** of innovative, bespoke **solutions** speaks to our perceptive, localized and **customer-centric approach**.

From the ground up, we make each guest's experience unforgettable. It starts with our **high quality** supplier network, proven logistics know-how, and expertise in product management and concept engineering, and it all comes together **at the moment of service** by our trained, motivated and productive staff coupled with our state of the art, experience enhancing digital tools.

By catering to **each guest's needs**, from healthy and nutritious options to renowned chefs and 150 globally recognized brands, we **set a new standard** for satisfying travel experiences.



04

People & Planet

The Spirit of Responsibility

Our work has a global impact, and with that comes a **global responsibility**. Using locally-sourced ingredients and promoting nutritious dining options are just part of how we are **creating a better future** for our environment and our society.



04. PEOPLE & PLANET

Behind the scenes, our ESG program Areas for Change is guiding us toward a sustainable future by **reducing waste, energy use, and greenhouse gas emissions** throughout our operations, while enriching the lives of all our team members.

The health of our business and our planet go hand in hand. And that's how we are **growing: for profit, for good.**



04. PEOPLE & PLANET

There are many ways to be an entrepreneur.
Ours is based on understanding every opportunity
as a lever of **positive change**.

What change means to us:

- 1 It means creating **new connections** to generate **positive impact**
- 2 It means accelerating the **transition** to **sustainable** food experiences
- 3 It means a **new vision** for the **travel industry**, moving toward a better future



We present our program





A change for
the **status quo**



For the **people**








For the **planet**



For the **future of travel**

In a nutshell




-  Culture & engagement
-  Rewards & recognition
-  Attracting & recruitment
-  Health & wellbeing
-  Learning & development

-  Close relationships with landlords
-  Best portfolio of brands
-  High quality network
-  Industry
-  Growth

-  Food safety
-  Culinary offerings
-  Digitalization
-  Sales growth
-  Continuous improvement



A change for the status quo

-  For the people
-  For the planet
-  For the future of travel

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