



A non-profit transforming the way hotels engage with local communities through education.



A woman with dark hair and visible tattoos on her arms is shown in profile, writing on a whiteboard with a red marker. She is wearing a light blue t-shirt. The background is slightly blurred, showing what appears to be a classroom or meeting room setting.

# ABOUT US

We partner with hotels to create pop-up schools that provide people in local communities with the knowledge and skills they need to build a career in hospitality.

In doing so, Saira Hospitality creates **dedicated, engaged workforces, improves community diplomacy and significantly reduces staff turnover for hotels**, while providing life-changing employment opportunities for those who need it most.

# 250

SAIRA GRADUATES  
TO DATE

# 10%

TOTAL AVERAGE  
TURNOVER OF  
SAIRA EMPLOYEES

# 100%

ROI FOR OUR  
HOTEL PARTNERS



## PAST PARTNERS

AUTOGRAPH  
COLLECTION™

BITTER END  
YACHT CLUB



FOUR SEASONS  
PRIVATE RESIDENCES  
LOS CABOS AT COSTA PALMAS™  
AN IRVINGCLAY DEVELOPMENT

HABITAS

The Standard

ROSEWOOD  
HOTELS & RESORTS

Virgin LIMITED  
EDITION

# WHAT WE DELIVER



## AUTHENTICITY

Today's guest craves authentic, local and memorable experiences, making it more important than ever that hotels embed themselves in their local communities.



## EDUCATION

Many local communities lack the basic education infrastructure to help its members benefit from entry-level opportunities created by new hotel openings.

## LOWER TURNOVER

In 2018, industry turnover reached 74%, with the average cost to replace an entry-level employee standing at \$5,864. Saira Hospitality employees average a turnover of just 10%, significantly less than industry statistics.



## COMMUNITY

Gaining the trust of the local community is essential. Without it, hotels can face protests, delays in opening and negative PR.





# CHALLENGE MEETS SOLUTION

Hotel operators seek increased staff retention, community diplomacy and well-trained local talent



Local communities need knowledge and skills to build successful careers in hospitality

# OUR IMPACT



## STUDENT IMPACT

Our experiential approach builds trust, confidence and relationships with both the hotel and each other. Each student is set on a path of personal and professional growth, providing them with an education and recognised qualification at the end of training.



## HOTEL IMPACT

We help hotels have a positive impact on the local community before opening. Our training program creates multi-skilled staff that deliver an authentic, high-quality guest experience, while building a high retention rate. We're registered in the United States as a 501 c3 non-profit organization, so partnering with Saira may also have tax benefits.



## SOCIAL IMPACT

By offering local communities access to free education, we are creating new employment opportunities and laying the foundations for economic growth. We are also building a higher-skilled workforce that will inevitably attract more business and investment to the regions surrounding our partner hotels.



# OUR APPROACH

We work closely with our partners to understand their brand values and culture before creating a bespoke training program.

We seek the 'hospitality gene' in candidates: an inherent kindness and desire to serve that will fit in well with our program and our partner hotel culture. As a result, by the end of the training program partner hotels have a pool of well-trained, local talent to hire from.

# 1 BUILDING PARTNER RELATIONS

We aim to establish a relationship with each of our partners at least six months prior to opening.

# 2 CONTENT PREPARATION

We get to know your brand culture and values to curate a bespoke, high-quality curriculum spanning the duration of the programme.

# 3 PROJECT HIRING & LOGISTICS

We source students, identify the training location and guest speakers, and teach local trainers.

# 4 STUDENT SELECTION

We implement a four-step application process over a two-month period, to ensure only the students with the most potential are accepted to a Saira pop-up school.

# 5 TRAINING

Our content spans multiple topics and focuses on improving soft skills through experiential learning.

# 6 GRADUATION & HIRING

Upon graduation, hotel partners have a pool of well-trained local talent to hire from pre-opening, laying the foundations for a positive brand presence.





# OUR CONTENT

Our content covers the breadth of skills needed for a successful career in the hospitality industry and is designed to set students on a path of personal and professional growth. From service qualities and loyalty programs, to wellness and emotional intelligence, we tailor-make our curriculum to focus on improving communication and soft skills through experiential learning.

We also have a long-term partnership with Cornell University's online learning platform, eCornell, to be able to offer our students the opportunity to receive a recognition from Cornell University after completing their online module, Service Excellence.

*Saira*  
HOSPITALITY

# PAST PROJECTS





**2**

WEEK POP-UP

**73**

TOTAL  
GRADUATES


**100%**

PARTNER ROI

## HABITAS, NAMIBIA

We partnered with Habitas to create a two-week pop-up hotel school before the brand's launch in Namibia. We received more than 300 applications and interviewed 190 students for 75 spaces on the program.

Habitas will hire up to 60 students from the Saira programme during their opening period for entry and mid-level roles. We are now working with Habitas on two additional openings in early 2020.



*“Saira’s holistic approach to hospitality was fun, inspiring and refreshing – the program was engaging and the team was fantastic to work with. We are looking forward to working with them again on the next pop up.”*

– Haylie Gordon, Property Operations Manager, Virgin Management Ltd

A scenic view of a rocky coastline with turquoise water and a clear blue sky. The rocks are layered and weathered, with some sparse vegetation on top. The water is a vibrant turquoise color, and the sky is a clear, light blue.

**8**

WEEK POP-UP

**75**

TOTAL  
GRADUATES

**9%**

TURNOVER SINCE  
OPENING

## **VIRGIN LIMITED, ROSEWOOD HOTELS, AUTOGRAPH COLLECTION AND BITTER END YACHT CLUB, BRITISH VIRGIN ISLANDS**

After Hurricanes Irma and Maria left hundreds without electricity, homes and employment in the British Virgin Islands in 2017, Saira Hospitality partnered with numerous hotels across the islands to launch two eight-week pop-up hotel schools on Virgin Gorda and Tortola. We received more than 225 applications to the program, accepting 95 students to fill six classes, which were hosted by local trainers.

The curriculum spanned technical training, general industry knowledge and communications, as well as covering topics such as sustainability, nutrition, personal finance, entrepreneurship and leadership.

*"I've learned so much through Saira Hospitality and made huge connections – ones that will provide me the opportunity to turn around and contribute to the community."*

– Dia, Student, British Virgin Islands





**7**

WEEK POP-UP

**60**

TOTAL  
GRADUATES


**10%**

TURNOVER

## FOUR SEASONS, COSTA PALMAS

In 2017, we produced a seven-week program to educate and train locals from the La Ribera community for positions at Costa Palmas Beach Club, managed by Four Seasons. We interviewed over 100 locals for 70 spaces on the program, which translated into 60 jobs for graduates overall.

In addition to equipping students with the skills and knowledge needed to excel in their role, we also organized excursions to luxury hotels and restaurants where students could experience high-level service first hand. Guest speakers were brought in, which included leaders from Bunkhouse Hotels, Auberge Resorts, Conbody and Thompson Hotels.



*"I never thought we would have found so much local talent within the community. Working with Saira had a very high return on investment and we would love to work together again in the future."*

– Lorenzo Mietitore, Club and Operations Manager,  
Four Seasons Resort Costa Palmas



A large photograph of a resort pool area. In the foreground, there's a tall palm tree on the left. The pool is rectangular with a greenish-blue tint. There are lounge chairs and white umbrellas around the pool. In the background, there's a sandy beach, more palm trees, and a large, rocky mountain under a clear blue sky.

9

WEEK POP-UP

42

TOTAL  
GRADUATES


13%

TURNOVER

## BUNKHOUSE HOTELS, TODOS SANTOS

The Tres Santos development and Hotel San Cristóbal faced challenges from politicians, local fisherman groups and the expatriate community after a series of misunderstandings around the use of land. To build relationships with the local community, the developers undertook numerous initiatives including a nine-week Saira pop-up hotel school.

We were able to offer free education to 42 locals, all of which went on to achieve 85% or higher in their final examination. We had 25 entry and mid-level positions to fill at Hotel San Cristóbal, 100% of which were recruited for from Saira graduates. 40 of the 42 graduates now work in hospitality.



*“Saira Hospitality is real and life-changing,  
and I’m excited to see where we can take it  
in the future with you.”*

– Liz Lambert, Founder, Bunkhouse Hotels



# A PLACE CALLED HOME, LOS ANGELES

In late 2015 Saira launched a successful pilot project at A Place Called Home in downtown Los Angeles, where there is great need for opportunity and education among inner-city adults. Five students were taken through a six-week pop-up hotel school led by Harsha L'Acqua, Saira Hospitality's Founder & CEO.

The programme included weekly guest speakers from brands including W Hotels, Palihotels, Andaz and Ace Hotels. Following the programme, several graduates were offered entry-level positions by the brands.



# OUR STORY

From a young age Saira's Founder & CEO, Harsha L'Acqua, was strongly influenced by her father's philanthropic work with Mother Teresa and always sought to merge her deep-rooted dedication to philanthropy with her passion: luxury hospitality.

After years working for international hotel brands including Six Senses Resorts and Residences, Fullerton Hotel and Aman, she enrolled in the MMH graduate program at Cornell University's School of Hotel Administration, where she began developing the concept for Saira Hospitality. It was here that Harsha realized the strong correlation between hospitality and philanthropy. Both are linked through the hospitality gene, the gene of service: service to the guest and service to humanity.

Saira Hospitality won first place at Cornell University's Business Plan competition in 2014, and the rest is history...



## HOW IS SAIRA FUNDED?

Saira is funded by the hotel partner or partners, often from a combination of marketing, PR, CSR & HR budgets. Training is free of charge for the students or offered at a minimal cost or deposit. Work opportunity tax credits can also be explored, offering the hotel employer between \$1,200 to \$9,600 per employee hired from certain demographics.



## WHERE DO YOU FIND TRAINERS?

To reduce costs and for the sake of longevity and greater impact, local trainers are identified, interviewed and trained to deliver the Saira content. It takes approximately one month to teach our trainers.

## FREQUENTLY ASKED QUESTIONS



## HOW DO YOU SELECT STUDENTS?

Saira looks for the “hospitality gene” in potential students, individuals from ages 16-60 who both want and need the opportunity. To ensure they are the right fit for the brand partner, students are interviewed in person, online, in group settings and through video before being accepted into the program.





*Saira*  
HOSPITALITY

**THANK YOU**