



A new approach to nurturing  
undiscovered talent and  
supporting equitable  
recruitment in Far West Texas



# WHY SAIRA EXISTS

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We partner with the global hospitality businesses to launch life-changing, pop-up hospitality schools.

Our pop-ups source undiscovered talent within local communities and provide them with the essential skills to build lasting careers in hospitality.

Upon completion, our graduates interview with our hotel and restaurant partners before stepping foot on their new hospitality career.

Our work creates dedicated, engaged workforces, improves community diplomacy and significantly reduces staff turnover, while providing life-changing employment opportunities for those who need it most.

In Q1 2024, Saira Hospitality and Mobile Comunidad are partnering to deliver our work in Far West Texas.



Saira London learners, June 2022



## 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...

# OUR GLOBAL WORK



AUTOGRAPH  
COLLECTION®  
HOTELS



Virgin LIMITED  
EDITION

HABITAS

ROSEWOOD  
A SENSE of PLACE™



FOUR SEASONS  
HOTELS AND RESORTS

Jumeirah™  
HOTELS & RESORTS

# OUR SUSTAINABLE DEVELOPMENT GOALS

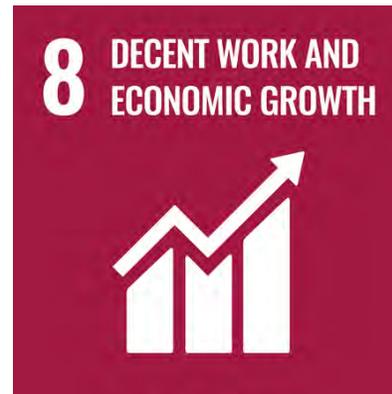
Saira's model has been developed in line with the United Nations Sustainable Development goals. Our purpose to uplift and educate communities around the world aligns with five key goals, ranging from quality education to the reduction of inequalities in each destination we work in.



Our global pop-ups support nationally appropriate social protection systems for the poor and the vulnerable



Our programmes ensure inclusive and equitable quality education and promote learning opportunities for all learners



We promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



Our work reduces inequality within and among countries. We also promote inclusivity, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



We encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of each partnership we create

# MOBILE COMUNIDAD x SAIRA HOSPITALITY

In Q1 2024, Saira Hospitality and Mobile Comunidad are creating a first-of-its-kind Hospitality Academy in Far West Texas. Aimed at empowering and educating the local community, our hospitality academy will teach essential, hospitality-focused life skills that improve communication, emotional intelligence and leadership skills.

Together, we are also incorporating Cornell University's E-Cornell programme, ensuring every learner graduates with a recognised certification in "Service Excellence".

After graduating the programme, our learners will be matched with local hotels who are seeing new talent in various front and back of house roles.



# THE SAIRA CURRICULUM

Our curriculum has been created over the past nine years and is comprised of seven core modules that have proven success the world over. Each four hour lesson is taught face-to-face by professional facilitators, ensuring optimum engagement from our learners.

- 1 You, Me & Hospitality
- 2 Emotional & Cultural Intelligence
- 3 Verbal and Non-Verbal Communication
- 4 Leadership, Motivation, & Ownership
- 5 'Rockstar Service' & WOW Experiences
- 6 Life Skills
- 7 Building your Brand

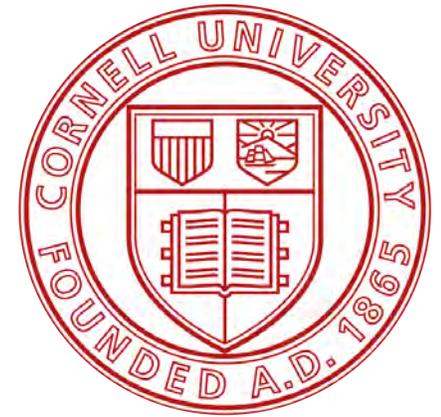


# INCORPORATING ECORNELL

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Saira Hospitality's face to face learning will be enriched by eCornell's **Service Excellence on-demand training** to help sharpen our learners skills and ensure they graduate with an accredited certification from a leading hospitality institution.

eCornell's Social Impact students come from many different backgrounds and their profiles vary. But there is one connecting force – equity. With their partners, eCornell seek to utilize their resources to create educational equity for people and communities everywhere – from high school to college and/or into a living wage job.



# SERVICE EXCELLENCE ON-DEMAND TRAINING

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- Consists of eight 30-45 minute lessons
- Target Audience:

This training is designed for anyone who works with customers. Learners may come from any industry where their job function demands that they routinely interact with and provide service to internal or external customers.

- The Cornell University Service Excellence On-Demand Training will provide our learners with a framework for critical thinking. It equips learners with tools that can be applied to any interactive situation involving internal or external customers.
- Applying a strategic approach to delivering customer service will improve our learners' effectiveness at assessing and delivering what customers need, when they need it. Armed with tools to read customers and manage constantly changing situations, learners will be more productive in their organization upon graduation.



# THE PROCESS

**1 BUILDING PARTNER RELATIONS**  
We aim to establish a relationship with each of our partners at least three months prior to launching a pop-up.

**2 CONTENT PREPARATION**  
Once we have identified our hiring partners, Saira will adapt our curriculum to ensure maximum suitability to these local partners. We will then dovetail our face to face learning with eCornell's Service Excellence modules to provide the most impact learning journey

**3 PROJECT HIRING & LOGISTICS**

We source learners that truly need the opportunity by partnering with local charities, mentorship schemes and government organisations. We then identify the training location and employ local trainers, project teams and guest speakers to deliver the programme.

**4 LEARNER SELECTION**  
We implement a four-step application process over a six week period, to ensure the learners with the most potential are accepted to a Saira pop-up school.

**5 TRAINING**  
Our content spans multiple topics and focuses on improving life skills through experiential learning.

**6 GRADUATION & HIRING**  
Upon graduation, hotel partners have a pool of well-trained local talent to hire from, laying the foundations for a positive brand presence.

418

SAIRA  
GRADUATES TO  
DATE

10%

TOTAL  
AVERAGE  
TURNOVER OF  
SAIRA  
EMPLOYEES

100%

RETURN ON  
INVESTMENT  
FOR OUR  
HOTEL  
PARTNERS



## SAIRA'S PAST PARTNERS

AUTOGRAPH  
COLLECTION™

BELMOND  
CADOGAN HOTEL  
LONDON

the hoxton

NO MAD

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.

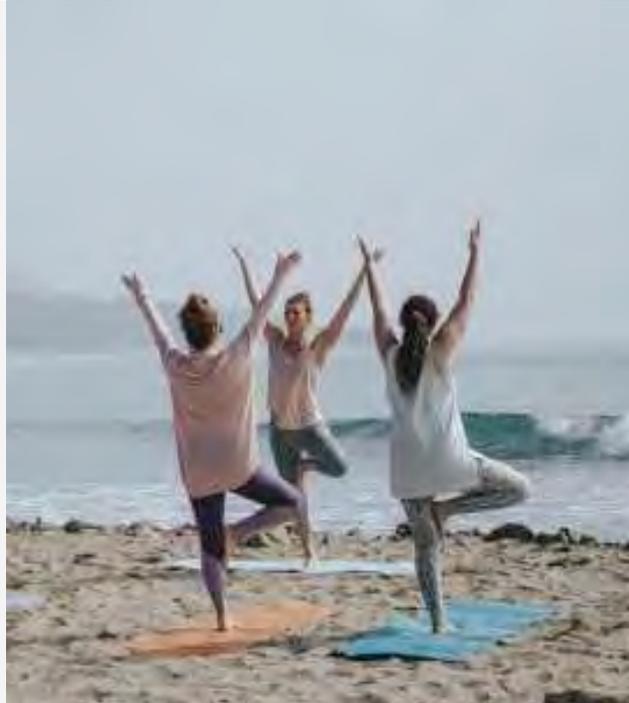


## EDUCATION

Many local communities lack the basic education infrastructure to help its members benefit from entry-level opportunities.

## LOWER TURNOVER

In 2020, 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.



## EQUAL OPPORTUNITIES

We offer career progression, increased confidence and life-changing training for all, from refugees to previous offenders and those who are unemployed or underemployed.

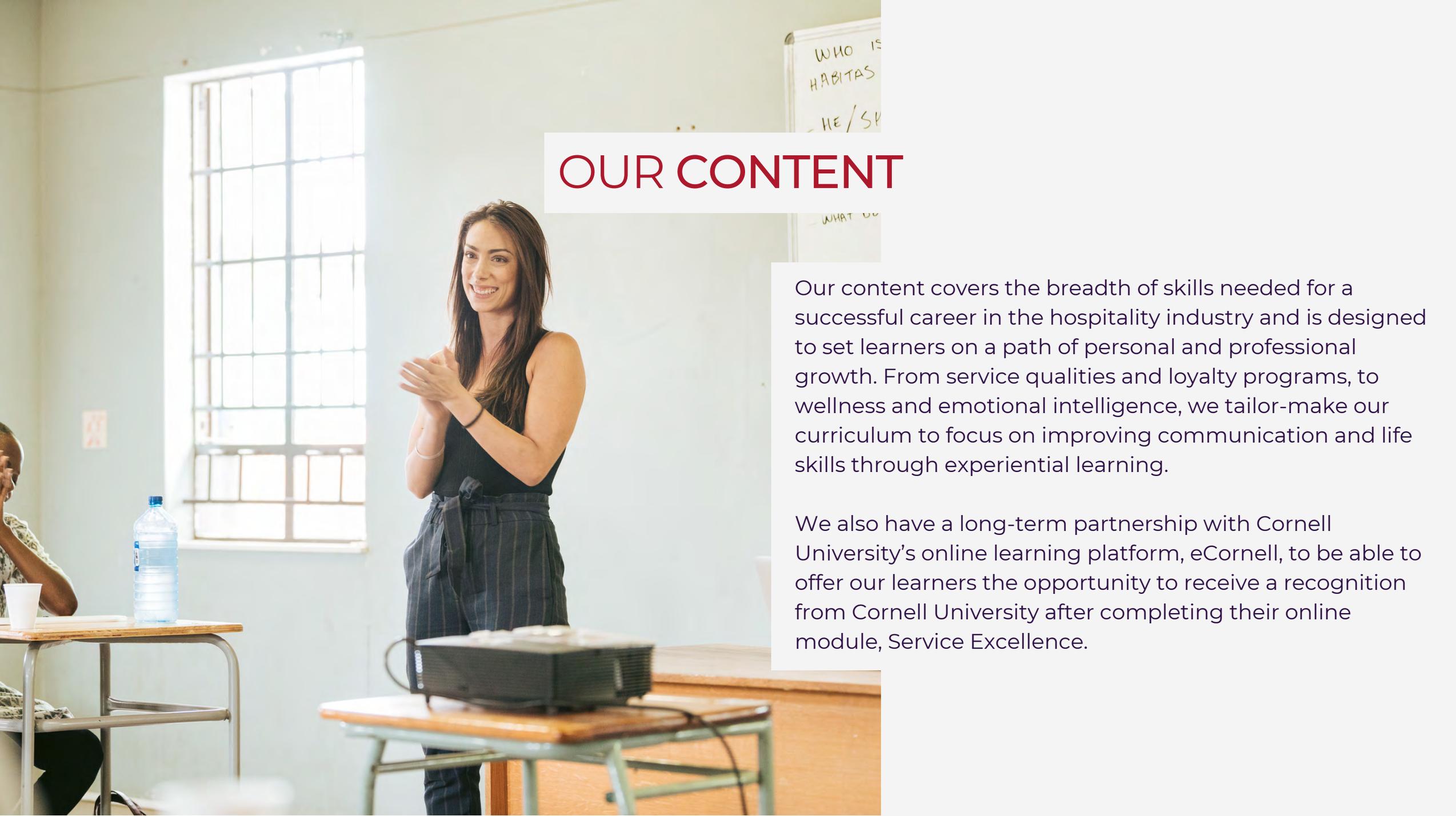




## OUR APPROACH

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

A woman with long dark hair, wearing a black sleeveless top and a dark, high-waisted skirt, stands in a classroom, smiling and clapping her hands. She is positioned in front of a whiteboard. The whiteboard has handwritten text: "WHO IS HABITAS" and "HE/SHE". To the left, a large window with a grid pattern allows natural light into the room. In the foreground, a black projector sits on a wooden desk. To the left, a student is partially visible, sitting at a desk with a water bottle and a cup.

# OUR CONTENT

Our content covers the breadth of skills needed for a successful career in the hospitality industry and is designed to set learners 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 life 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 learners the opportunity to receive a recognition from Cornell University after completing their online module, Service Excellence.

8  
WEEK POP-UP

32  
TOTAL  
GRADUATES

3  
PARTNERS



# AKRON, OHIO LEBRON JAMES FAMILY FOUNDATION & GRADUATE HOTELS

In January 2023, we partnered with The LeBron James Family Foundation (LJFF) to launch Training Camp by Saira Hospitality & Graduate Hotels. Training Camp is a first-of-its-kind collaboration that fuses the expertise of Saira Hospitality and Graduate Hotels to help train and inspire the local community in LeBron James' hometown of Akron, Ohio.

Saira Hospitality and Graduate Hotels partnered to create and deliver an eight-week training programme to support the opening of House Three Thirty and equip local residents in Akron with the skills and confidence needed to begin their new positions inside the exciting venue.

Saira utilised our global curriculum, focusing on communication, emotional intelligence, leadership and more, to ensure each learner was ready and excited to begin their career.



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



FOUR SEASONS

9

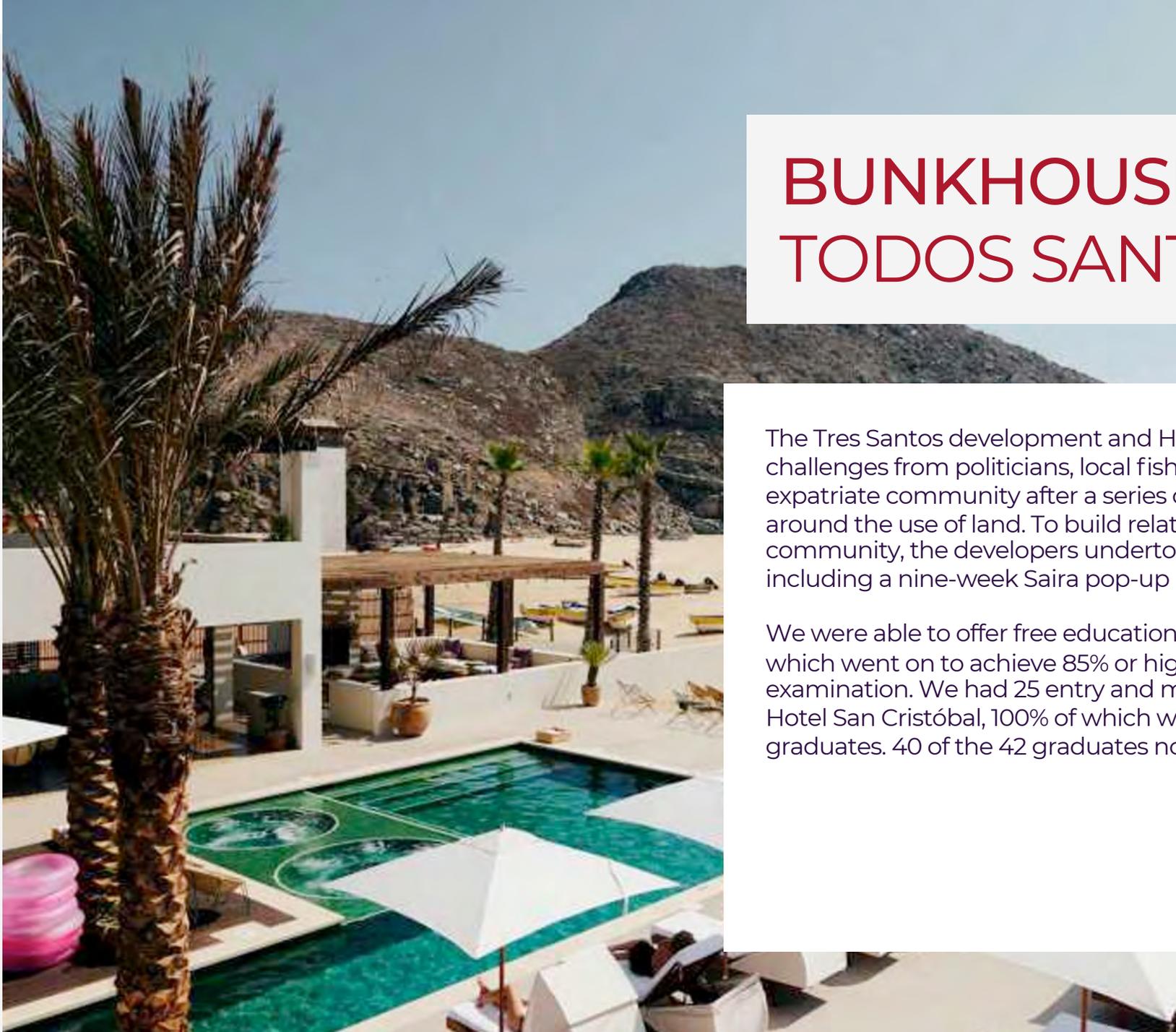
WEEK POP-UP

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.



2

WEEK POP-UP

73

TOTAL  
GRADUATES

100%  
PARTNER ROI

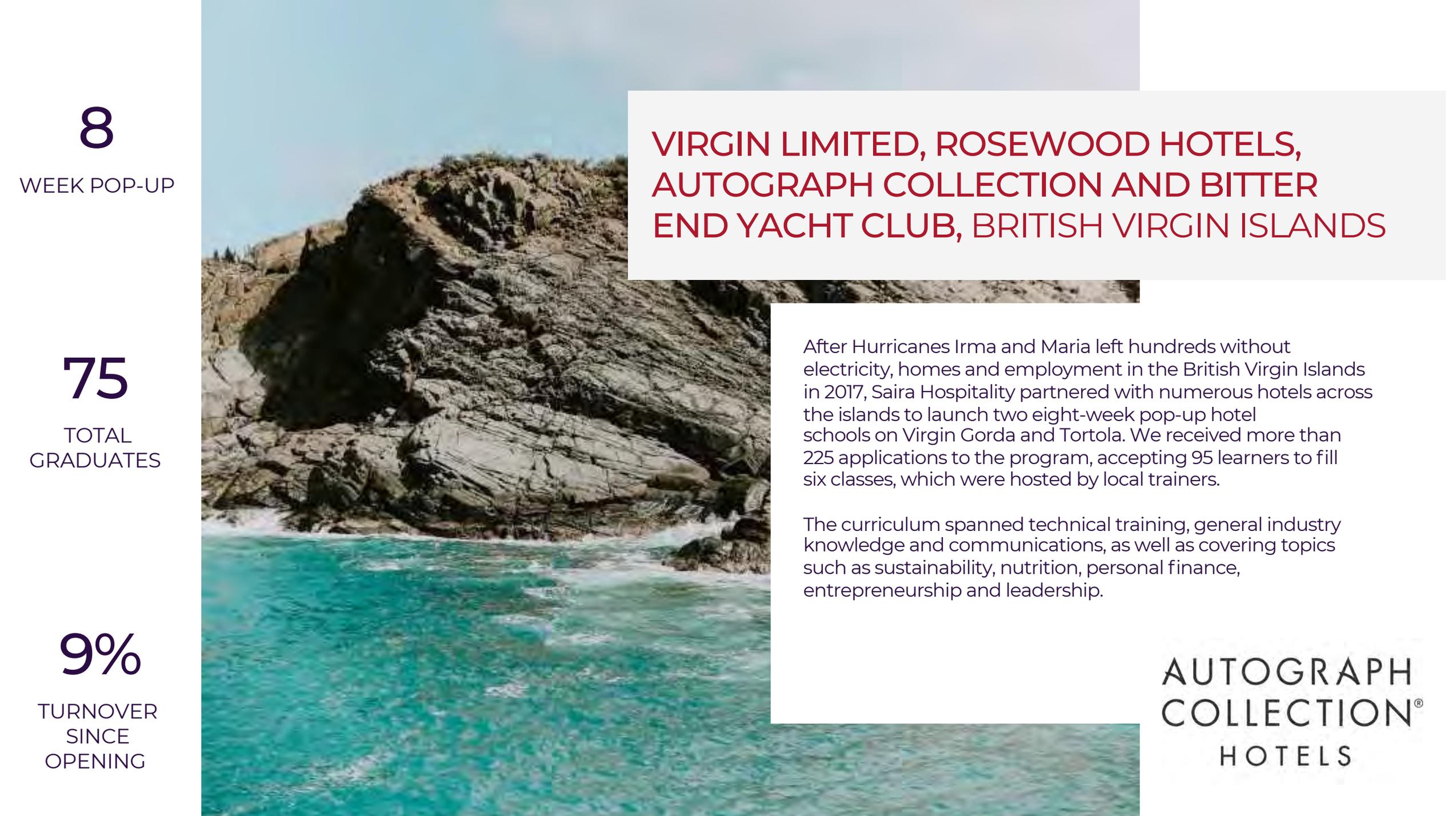
## HABITAS, NAMIBIA

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 learners for 75 spaces on the program.

Habitas will hire up to 60 learners 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 2022.



HABITAS



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 learners 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.

AUTOGRAPH  
COLLECTION®  
HOTELS

# SAIRA LONDON

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In 2022 we finally brought our work to London. After seven years of operating globally, we saw the current talent crisis as a calling to deliver our impact in the city that needs it the most (and the city that we now call home).

With the support of twelve forward-thinking brand partners, we created a programme tailored to a city with complex challenges and demands.

The success of our first two programmes in London laid the foundations for a permanent solution to an unprecedented issue. Saira London has arrived and 2024 will see the continuation of our impact and work in this beautiful city.



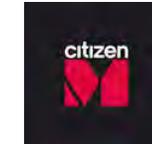
the hoxton



Inhabit



NOBU HOTEL  
LONDON PORTMAN SQUARE



PAN PACIFIC  
HOTELS GROUP  
A Member of UOL Group



edyn



Saira London Brand Partners, 2022

126 GRADUATES

70% GRADUATES INTO  
EMPLOYMENT

92% LEARNERS  
GRADUATED

96% GRADUATES WOULD  
RECOMMEND SAIRA

# MEET OUR PARTNERS & LEARNERS

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With each programme we naturally encounter so many amazing individuals that we love to shine a light on. From our hotel partners to our amazing learners, click the images to hear from our growing community in London.



MEET FoH GRADUATE PETER



EXPERIENCE OUR GRADUATION



EXPERIENCE OUR IMMERSION DAY



MEET OUR PARTNERS AT THE OTHER HOUSE



MEET CULINARY GRADUATE, RAMADAN