



# RESPONSIBLE BUSINESS REPORT 2024

# CONTENTS

3	President's Letter
4	Executive Summary
7	Recognitions + Achievements
9	Sustainability Strategy and Goals
11	Northwood Hospitality Sustainability in Action
14	Our People



# PRESIDENT'S LETTER

At Northwood Hospitality we are committed to having a robust Corporate Responsibility program that incorporates Responsible Business strategies into our business to increase both the sustainability and the value of our portfolio.

Northwood Hospitality continues to drive our sustainability and responsible business strategies through initiatives which seek to capture portfolio-wide analysis of energy, water, and waste, implement energy-efficient technologies and deferred maintenance projects, evaluate renewable project feasibility, increase building certifications like LEED® and ENERGY STAR®, and study additional opportunities to track environmental impact.

Northwood Hospitality recognizes the value and importance of a diverse workforce and will continue to identify and attract a workforce of the best available talent at every organizational level.

As part of this longstanding commitment to responsible business, Northwood Hospitality has policies in place that govern our approach to human rights and human trafficking. NWH works collaboratively with peers, industry associations, nonprofit organizations, and other external experts to help combat human trafficking. NWH requires all team members to complete human trafficking awareness training to help them recognize and respond to potential situations of human trafficking they may observe. NWH also provides human trafficking awareness posters and other resources to reinforce the training and raise further awareness that hotels may be unwilling venues for both sex and labor trafficking.

On behalf of our entire team, I am proud of the work Northwood Hospitality has done to get to this point. I am excited to share our 2024 Responsible Business Report with you.

Sincerely,

Javier Rosenberg, President



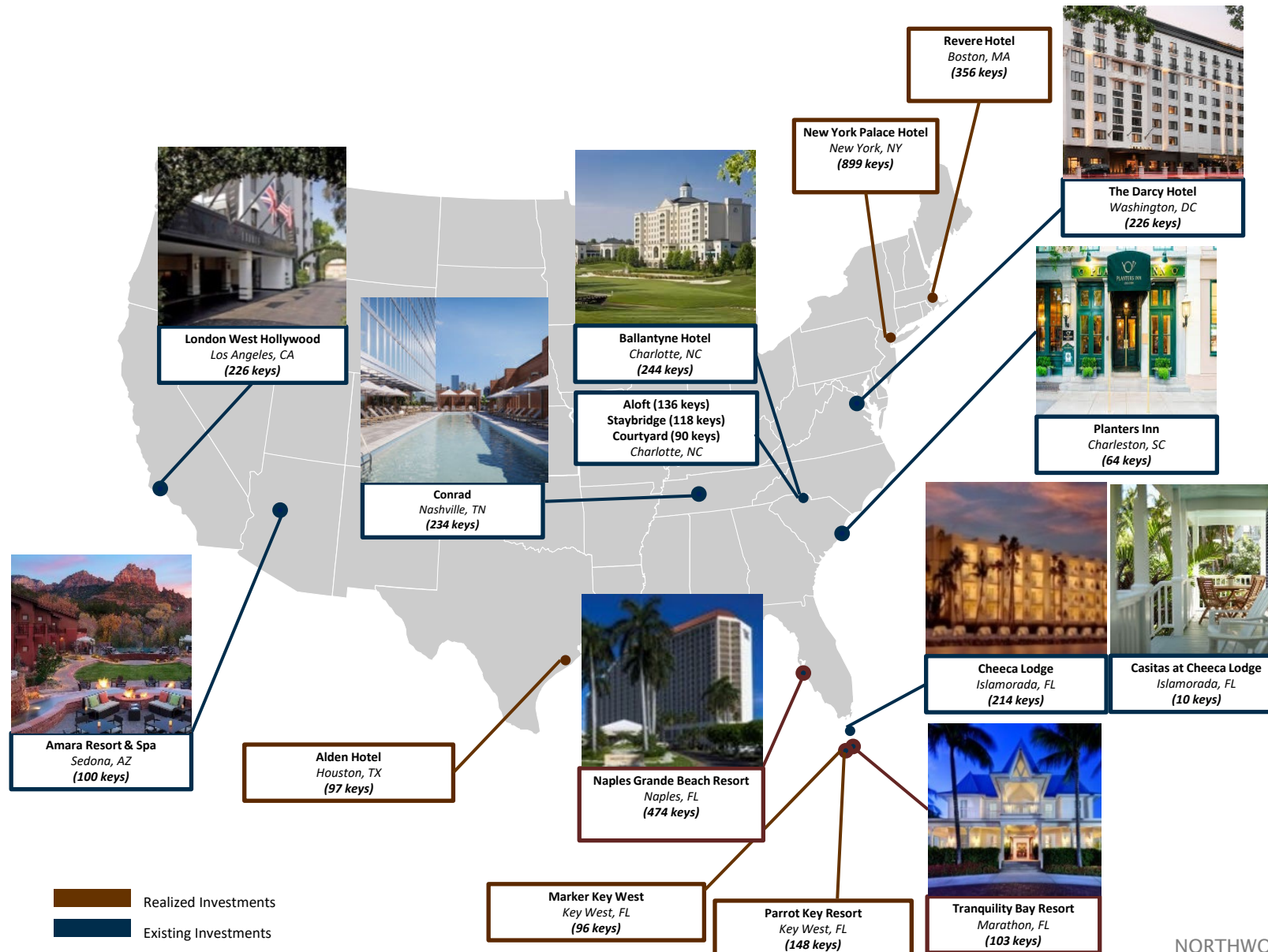
*Javier Rosenberg*

# EXECUTIVE SUMMARY



# WHO IS NORTHWOOD HOSPITALITY?

Northwood Hospitality is a wholly owned subsidiary of Northwood Investors, a privately-held real estate investment advisor founded in 2006. Northwood Hospitality is an independent hotel management company that performs property and asset management and oversees the execution of capital projects at Northwood’s hotels. Northwood Hospitality has expertise in managing independent gateway urban hotels as well as resort hotels and has significant experience operating branded and limited-service hotels across a wide array of markets. The full-integrated company includes revenue management, human resources, finance, accounting, VIP sales, procurement, food & beverage, and sales & marketing teams.



# OUR VALUES

## Integrity

We are honest, fair, accountable and respectful

## Collaboration

We are better when we are together

## Leadership

We are empowered to act and make the right decision for our guests and our business

## Passion

We are passionate about hospitality and serving our guests with pride

## Balance

We are focused on a balanced approach for our teams, families, and communities



# RECOGNITIONS + ACHIEVEMENTS





Aloft Charlotte Ballantyne



AHLA

# RESPONSIBLE STAY

Northwood Hospitality is a proud endorser of the American Hotel and Lodging Association's Responsible Stay initiative, which focuses on a commitment to sustainability in four key areas: energy efficiency, reduction of water usage, reduction of waste and responsible sourcing. NWH also serves on the AHLA Sustainability Committee, driving collaboration across the industry on sustainability initiatives.



In 2024 4 properties earned Energy Star certification. Northwood Hospitality has earned Energy Star certifications more than 30 times since 2012.



PARTNER OF THE YEAR

Our parent company, Northwood Investors, was awarded the Energy Star 2024 Partner of the Year Award for outstanding contributions to energy efficiency for 2023 by the Environmental Protection Agency (EPA).

PREVIOUS WINS: 2021, 2022



# SUSTAINABILITY STRATEGY & GOALS



Northwood Hospitality's sustainability strategy is rooted in seeking to achieve operational efficiency, cost savings, and risk mitigation, which drive the potential for stronger asset performance.

**Utility Benchmarking:**

Northwood Hospitality captures utility benchmarking across all properties to provide greater insight into portfolio operational efficiency.

**GOALS**

Goal setting is essential for driving positive change, fostering innovation, and ensuring the long-term viability of Northwood Hospitality's sustainability program. Our goals enable Northwood Hospitality to establish a sustainability roadmap, measure year-over-year progress, hold ourselves accountable, and better manage sustainability-related risks and opportunities.

**Energy use (kWh/m) reduction**

- 2025 target 1% from 2024

**Water use reduction**

- 2025 target 1% from 2024

**Waste kg reduction**

- 2025 collect full year data to provide 2026 target



**Sustainable Building Certification:**

We believe building certifications like LEED®, ENERGY STAR®, etc. increase property NOI (net operating income), drive accretive value, and appeal to guests. Northwood Hospitality believes these achievements unlock stronger asset performance and enhance the potential for higher returns for our investors. We will continue to pursue certifications, and in 2025 all hotels in the portfolio will achieve certification with Green Key Global which is a best-in-class sustainability process and practice certification for the hotel and lodging industry.



# NORTHWOOD HOSPITALITY SUSTAINABILITY IN ACTION



# ENVIRONMENTAL CONSIDERATIONS

Northwood's ongoing commitment to sustainability is evident through the incorporation of strategies that increase both the sustainability and value of its Hospitality portfolio. Northwood Hospitality is a member of the American Hotel and Lodging Association's Sustainability Committee, incorporating the group's industry-leading sustainability practices into portfolio operations and management practices. These include initiatives such as:



Water conservation practices, including high-efficiency faucets, high-efficiency shower heads, low-flow or high-efficiency toilets, water-efficient laundry practices, linen and terry reuse programs, water-conscious landscaping techniques, efficient pool maintenance, and more.



Energy efficiency programs, including LED lighting, door sensors, key-access light controls, HVAC set-point optimization, occupancy sensors, room vacancy efficiency optimization, and more.



Waste and plastic reduction efforts, including keyless mobile entry, bulk amenities in guestrooms, recycling programs, and more.



## COMMUNITY IMPACT

- › Combatting human trafficking training for all NWH employees
- › Community service projects
- › Employee philanthropy and match program
- › Employee volunteer compensation program
- › Charitable program to provide financial assistance to employees in need
- › Leadership development program

# PROPERTY HIGHLIGHTS

## The Ballantyne, a Luxury Collection Hotel Charlotte, North Carolina

- Gingerbread Lane is a gingerbread house building contest aimed at raising funds for Levine Children’s Hospital in Charlotte. Contestants, from novice to professional bakers around the community, submit their creations for display. Community attendees and guests attending can donate a minimum of \$1 per vote for their favorite creation. All proceeds are donated to the hospital. Over the last 15 years, this fundraiser has earned more than 160k for children in need.
- The CMPD Annual Toy Drive partners team members and guests with the local police department to provide toys to families in need throughout the local area.



## Charlotte, North Carolina properties

- Our team members across 4 Charlotte, NC – area hotels participate in a school supply drive every year, partnering with a local elementary school to provide supplies to kids in need.
- The teams also put together hygiene kits each year that support Soldier’s Angels GO CAMO care packages.

## Home Office Denver, Colorado

- Our team in Denver volunteered with Habitat for Humanity to help build homes and help at the warehouse to prepare materials used on Habitat homes in our community.
- Our team in Denver also volunteers to pack meals for children through Food For Thought, an organization that packs meals for children to have during the weekend - a time where many children don’t have access to meals outside school.

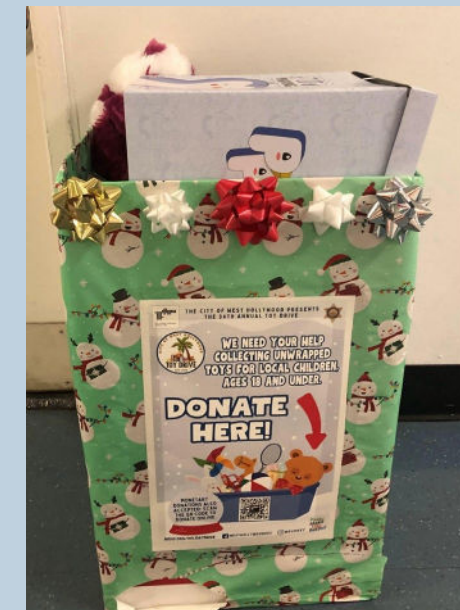


## The London West Hollywood, California

- Team members participate in the Annual City of West Hollywood Toy Drive, with all donations benefiting children in the city of West Hollywood.

## Conrad Hotel Nashville, Tennessee

- Our team serves meals at Room In The Inn in Nashville several times throughout the year. Room In The Inn provides shelter to people experiencing homelessness in the local area. Every October the property hosts “Socktober” sock drive, donating hundreds of pairs of socks to Room In The Inn each year.



# OUR PEOPLE



# EMPLOYEES

Northwood Hospitality's employees are the bedrock of our culture and drive success through their ability to thrive, innovate, and flourish. We recognize that the cultivation of our culture and work environments is not a destination but an ongoing journey—one that demands dedication and foresight. Northwood Hospitality is committed to investing in and cultivating a positive and inclusive workplace environment, which is crucial for long-term growth and prosperity.

## EMPLOYEE ENGAGEMENT

Since our founding, Northwood Hospitality has steadfastly committed to our team members, as they are integral to our success. We conduct an annual employee engagement survey and act on the feedback provided by our team members.



## SURVEY HIGHLIGHTS

1,023 RESPONSES | 68.2% RESPONSE RATE

**+17.7%**

above industry benchmark

*"team members are likely to recommend as a great place to work"*

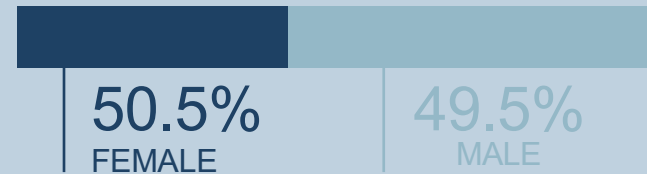
## METRICS



### AGE COHORTS

18-24: 11.01%  
 25-34: 27.80%  
 35-44: 23.61%  
 45-54: 18.17%  
 55-64: 14.38%  
 Over 64: 4.40%

### GENDER RATIO



As of 12/31/2024.

0%  
NON-BINARY

**+13.4%**

above industry benchmark

*"team members feel as though they are valued"*

# BENEFITS

At Northwood Hospitality, we understand that the contribution of each team member makes our accomplishments possible. Northwood's benefits package aims to provide a comprehensive program of competitive benefits to attract and retain the best team members.

Through our benefits programs, Northwood Hospitality strives to support the needs of our employees and their dependents by providing a benefit package that is easy to understand, easy to access, and affordable for all our employees.



## BENEFITS

- › PTO, Sick, Holiday, and Personal Leave
- › 401(k) Matching
- › Healthcare, Dental and Vision
- › Parental & Family Medical Leave
- › Sunshine Fund
- › Team Member and Friends & Family discount program

## PROFESSIONAL DEVELOPMENT AND TRAINING

Northwood Hospitality invests in employee professional development to increase job-related skills and enhance organizational contributions. This includes our robust leadership development program, Northwood Hospitality U and supporting courses like professional certifications, certificate programs, workshops, and memberships in professional trade organizations through conferences and seminars.

