

PEOPLE ARE OUR CAPABILITY *Each of our guests, associates, and partners are important to our continued success. Encourage personal and professional growth. Celebrate individuals and the stories they share.*

HEARTS THAT SERVE *Revel in the art and dignity of service. Inspire each other and give back to our communities. Act humbly and treat everyone graciously.*

ONLY EXCELLENCE *Pursue greatness, distinction and always seek to exceed expectations. Passion and teamwork drive our advantage. Recognize achievements large and small..*

STAY NIMBLE *We are quick to embrace change and innovation. Communicate and listen to ideas openly and suggest thoughtful solutions. Find opportunities that make us bigger, better, and stronger.*

and OWN IT *Do the right thing – we keep our promises and act with integrity. Everyone is accountable and shares outcomes honestly and directly. We roll up our sleeves and get the job done.*

HERSHA

Principles we believe in.

