

# HOLLOWAY LODGING

OUR PEOPLE, OUR PLACE  
IN THE COMMUNITY





## COMPANY PROFILE

Holloway Lodging Corporation is a Canadian owned hotel company specializing in operating hotels in secondary, tertiary, and suburban markets across Canada.

We are committed to operating our business in a way that is not only profitable, but environmentally and socially responsible with a vision towards the future of our company, our team, and the communities we work in.

A photograph of the Aurora Borealis (Northern Lights) in a dark green hue, visible through the silhouettes of trees against a starry night sky. The text 'ENVIRONMENTAL IMPACT' is overlaid in white at the bottom.

# ENVIRONMENTAL IMPACT



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We continue to explore environmentally friendly capital initiatives to reduce our carbon footprint. Past initiatives include, but are not limited to:

- Lighting retrofits to LED lighting
- Building management systems and smart thermostats
- Laundry systems that reduce energy, water, and chemical usage.
- Dishwashers and chinaware for breakfast rooms to eliminate disposables. Temperature sensors by exit doors
- Replacement of single use bathroom amenities with bulk shampoo and body wash dispensers

Most recently, we made several energy upgrades at our Whitehorse assets, including new windows, exterior insulation and siding, and energy efficient PTACs resulting in notable reductions in energy usage.

For several years our hotels have actively participated in Green Key Global's Sustainability Certification Program. Green Key Global is a leading international environmental sustainability certification body that offers standardized programs and resources, designed specifically for the hotel and meetings industries.



Our Alberta hotels are also proud members of the Alberta Lodging Hotel Association's Green Icon Program, and we promote these best practices to limit waste, and reduce energy and water usage in all our hotels.



We are proud to say that all hotels in the Holloway portfolio have achieved their 'Travel Sustainable' badge on Booking.com. Booking.com's research shows that 73% of guests are more likely to book at a property that has sustainability practices in place.



Working with 'A Living Tribute', Holloway will also be commencing a new recognition program where we will have trees planted in the name of our annual award winners in areas where there is a need for reforestation or afforestation. The honoree will receive a commemorative card with GPS coordinates to the site of their tree planting.

This program is close to Holloway as many of our markets were impacted by unprecedented wildfires in 2023, and A Living Tribute also played a significant role in the re-forestation of Fort McMurray – a market we recently entered.



[alivingtribute.org](http://alivingtribute.org)





# COMMUNITY ENGAGEMENT

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Our communities are the foundation for our success, and our team members take great pride and enjoyment in being actively engaged with and giving back to their local communities.

- Whether it's our guests, our teams, or our community, as hoteliers, it's just in our genes to give back, and serve, and this is an important part of our culture.
- Holloway believes in building a better future and every year we award educational grants to our employees and their family members as part of our Scholarship program.



We encourage our teams to be an active and positive presence in their communities through volunteerism and charitable donations each year.

Below are just a few examples of how our teams give back, and every Holloway hotel embraces their own community initiative.

- In 2023, Holloway Lodging was a Silver level sponsor of the 1st Annual Bootleggers Charity Chuck Wagon & Concert Event in support of Grande Prairie Youth Emergency Shelter - Sunrise House.
- In London, Ontario our DoubleTree by Hilton team is celebrating their third year of stellar work with the Ronald McDonald house, providing dinner at different times throughout the year. The team in London took so much pride in this work that they expanded their footprint in the community to include the adoption of a nearby park to keep it clean for the community. They have also been inspired by their sister properties and donate linens to the Springfield Swans which are used to make beds in local animal shelters.
- In 2023 Holloway took over the management of a portfolio of hotels in Fort McMurray, Alberta. These teams are already proving to be a perfect fit for Holloway's focus on community. Their community focus and spirit are shown in several ways from caroling with seniors and the Rotary Club, providing donuts and coffee to all hospital staff working on Thanksgiving Day, to a park adoption / clean up program, a food bank drive and even planting trees on Earth Day. These examples only scratch the surface of environmental and community initiatives that this team participate in.



**Our teams passion for hospitality often extends to furry and feathered guests.**

This love of pets and animals has organically extended itself into our work within our communities. Our hotels work with local animal shelters or rescue organizations, donating old linens and towels, even their own time for volunteer dog walking and animal care at their local SPCA, or organizations like Bandaged Paws and Tsintah Siberian Husky Rescue in Grande Prairie.

**Some of our properties recently discovered a new way to make a big impact in their communities by donating their pool space to different organizations during the day.**

- In Slave Lake we open our pool doors to local seniors for a fun afternoon of exercise and socialization.
- Our Holiday Inn Grande Prairie donates pool time throughout the year to Rise Above – a local organization working with individuals who have special needs to give them swim / exercise therapy.
- At the Super 8 Fort St. John, our team continues to open their doors to Axis Family Resources by providing children with special needs free time and use of their pool.

Several properties have also donated pool parties to local youth sports teams as part of fundraisers throughout the year. The participants have fun, but it would seem our teams have fun and benefit from these activities even more.

**At the Holiday Inn Grande Prairie, our team was proud to host their first Halloween extravaganza!**

Specifically for young children, our team decorated and opened the function space as a safe place for kids to dance, play and trick or treat in their costumes with fun crafts and activities.

**In Whitecourt, Alberta, our two hotels partnered on several initiatives throughout the year.**

Our teams have proudly provided a Christmas hamper to the Whitecourt Food Bank. This year’s Christmas hamper will benefit Tennille’s Hope Soup Kitchen, which feeds the homeless and less fortunate in Whitecourt and the surrounding areas.

The team volunteered at Walmart for the Whitecourt food bank to collect donations from shoppers, and participated in the Run 4 Fun to commemorate the lives of four local RCMP officers who lost their lives while on duty.





In 2022, Holloway Lodging was honoured to be one of the sponsors and participate in the inaugural Grand Gathering Gala in Grande Prairie. Our work continued in 2023 with our Grande Prairie teams hosting monthly dinners at the Grande Prairie Friendship Centre. This monthly dinner has become a highlight for many on our team and we look forward to continuing this in 2024.



## WHEN DISASTER STRIKES

2023 was a year of unprecedented wildfires in Canada and the team at Holloway Lodging did everything in their power to step up and help those affected. Our hotels provided rooms for emergency service workers and evacuees alike. Function space and meeting rooms were converted into everything from play space for children, distribution centres for food, clothing, and other resources as well as command posts for the brave individuals fighting these disasters and working hard to get people back to their homes. Our teams held fundraisers, food, toy and clothing drives, and donated their own time, personal items and money to help those affected.

Our teams held BBQs, pool parties, games nights and several other events to create a safe space and make this traumatic time a bit easier for all the people who had been evacuated.

Holloway Lodging held a fundraiser during the 2023 wildfires and matched all funds raised to help evacuees by raising \$10,775, as well as made a special donation to the Grande Prairie Friendship Centre when we learned they were starting to run low on crucial supplies for evacuees.



**OUR  
PEOPLE**



*“We strive for our employees to feel a part of a community, and not just a workplace.”*

At Holloway, it is important to us that all team members and guests feel welcome at our properties.

As part of Holloway’s internal training programs, we provide dedicated training on promoting a respectful workplace as well as disability awareness. We believe in fostering a work environment where our team members are treated with respect and dignity and where they can develop a sense of ownership, pride and empowerment regarding their work.

**READY  
WILLING  
& ABLE  
PRÊTS  
DISPONIBLES  
& CAPABLES**

Holloway has also been a national partner of the Ready, Willing, and Able (RWA) Initiative since 2015. RWA is a government funded program that works to assist mentally or physically disabled workers with entering the workforce and overcome barriers to employment. Holloway has placed several qualified candidates through this program in our hotels.



In addition to our ongoing efforts to be Travel Sustainable certified through our partnership with Booking.com, we are also ‘proud’ to be Travel Proud certified at our Holloway properties. Research shows that more than half of LGBTQ+ travelers have had less-than-welcoming or uncomfortable experiences at a property where they were staying. Travel Proud is a step towards changing that. Our aim is to make sure that a truly welcoming stay awaits every single person at a Holloway hotel.





## OUR PEOPLE

Our strength lies in our people, and we are proud to be an equal opportunity employer.

- We believe in promoting a culture of meritocracy. We are a results-focused company, and we hire, train, promote and compensate employees based on their ability to do the job as well as their dependability and potential for advancement.
- Holloway has a strong track record of growing, developing, and internally promoting team members within our workforce into leadership roles as it crucial to us that these individuals understand our values and mindset.
- We are committed to always looking at how we can improve, challenging the status quo, and we value team members who take ownership of the challenges they face and take action.
- A diversity of perspectives is also crucial as we believe that each of us has a very narrow and limited perspective, and we need the input of others to build a more comprehensive picture of any situation and allow us to make the best possible decisions.
- Creating an environment where team members feel comfortable speaking their minds freely and openly – even when it is difficult- will always be a focus for us. Every company faces challenges, but the best companies confront those challenges in the open, head on.

We believe that this commitment to meritocracy, equal opportunity, action orientated team members, and diverse perspectives are critical to our success.