

THE SALAMANDER BRAND PROMISE

SERVICE PROFESSIONALS

We will *deliver excellence* to our service professionals by providing a work environment purposefully designed to generate and support the success of our team members. We demonstrate this promise by preparing, empowering and developing service professionals, while upholding the highest standards of integrity, diversity and respect.

GUESTS

We will *deliver excellence* to our guests by exceeding their expectations at every opportunity. We demonstrate this promise by delivering authentic and transformative experiences that elevate their spirit and enhance their wellbeing in safe and private environments unlike any other in the world.

MEMBERS

We will *deliver excellence* to our members by creating member satisfaction at every turn. We demonstrate this promise by delivering incomparable service, respectful recognition and meaningful and abundant programming that will define our membership program as the best in the nation.

COMMUNITIES

We will *deliver excellence* to our communities by being an effective steward of our destinations. We demonstrate this promise by celebrating, supporting, enhancing and giving back to the people, places and things that make each of our surrounding communities great.

OWNERS

We will *deliver excellence* to our owners by exceeding their expectations financially. We demonstrate this promise through our consistent development and implementation of the processes and protocols that enable all parties to protect and promote the asset at all times.



VISION STATEMENT

*Salamander Hotels and Resorts'
Family embraces
Sheila C. Johnson's passion
for providing her guests
with luxurious and relaxing
escapes and retreats.*



THE SALAMANDER CORE VALUES

R

RESPONSIBLE

- 1) I will own the process of resolving opportunities
- 2) I am part of the sales force, an ambassador of my department, property and Salamander
- 3) I will know about daily operations and events

E

ENTHUSIASM

- 4) I will always smile
- 5) I will never say "no" without offering options
- 6) I will greet everyone, making eye contact

A

ACCURACY

- 7) I will "get it right" the first time

C

CLEANLINESS

- 8) My uniform and work area will always be clean

T

TIMELINESS

- 9) I will answer all calls within three rings
- 10) I will anticipate and identify needs before a request is made
- 11) I will be at shift line up on time everyday