

CONRAD
SEOUL

the luxury of being yourself



Melting Pot of Diversity

AMCHAM HR Workshop 2013

*“Korea’s New Era of Diversity and
Gender Equality in the Workplace”*

By Nils-Arne Schroeder

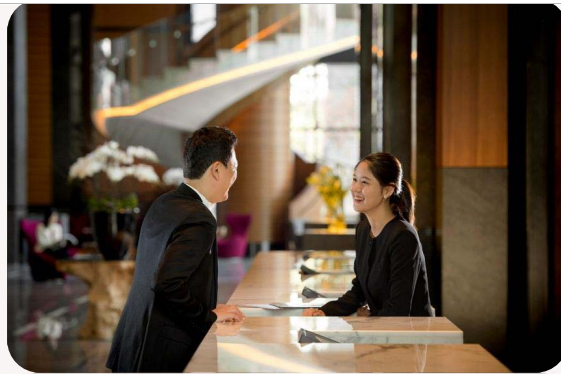
General Manager of Conrad Seoul

LI MACAO COTAI STRIP MALDIVES MECCA MIAMI NEW YORK PUNTA DEL ESTE SAN JUAN SANYA HAITANG BAY SEOUL SINGAPORE TOKYO ALGARVE BALI BANGKOK
BEIJING BRUSSELS CAIRO CHICAGO DALIAN DUBAI DUBLIN HONG KONG INDIANAPOLIS ISTANBUL KOH SAMUI MACAO COTAI STRIP MALDIVES MECCA MIAMI NEW YORK
PUNTA DEL ESTE SAN JUAN SANYA HAITANG BAY SEOUL SINGAPORE TOKYO ALGARVE BALI BANGKOK BEIJING BRUSSELS CAIRO CHICAGO DALIAN DUBAI DUBLIN HONG KONG



DIVERSITY
means
a lot more...

In Hotel Business



Hilton Worldwide has

90+

Countries

3,900+

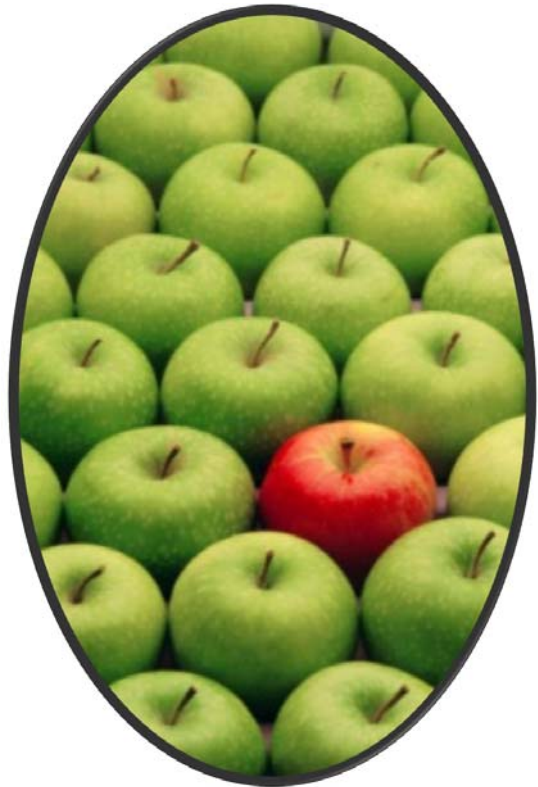
Properties

140,000+

Employees

10 years ago...

People were reluctant to be
DIFFERENT



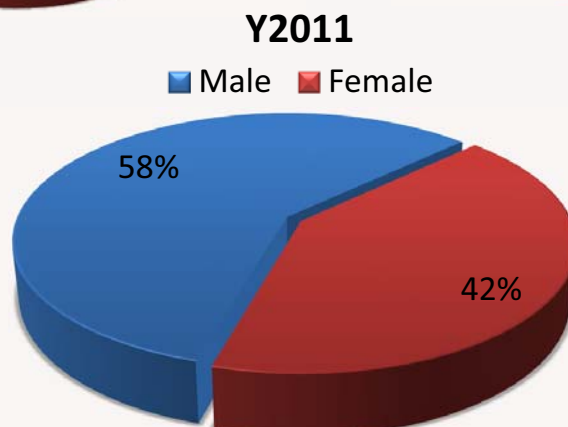
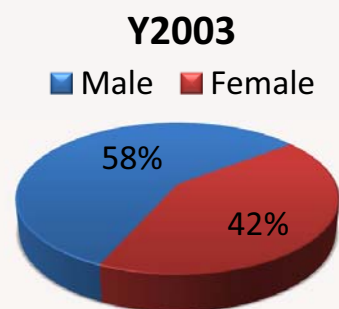
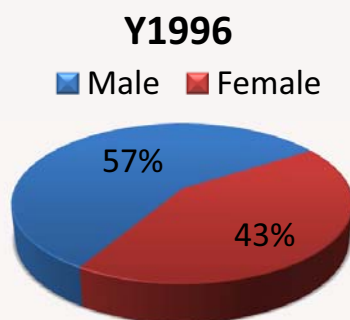
Now...

One has to be different to
STAY AHEAD



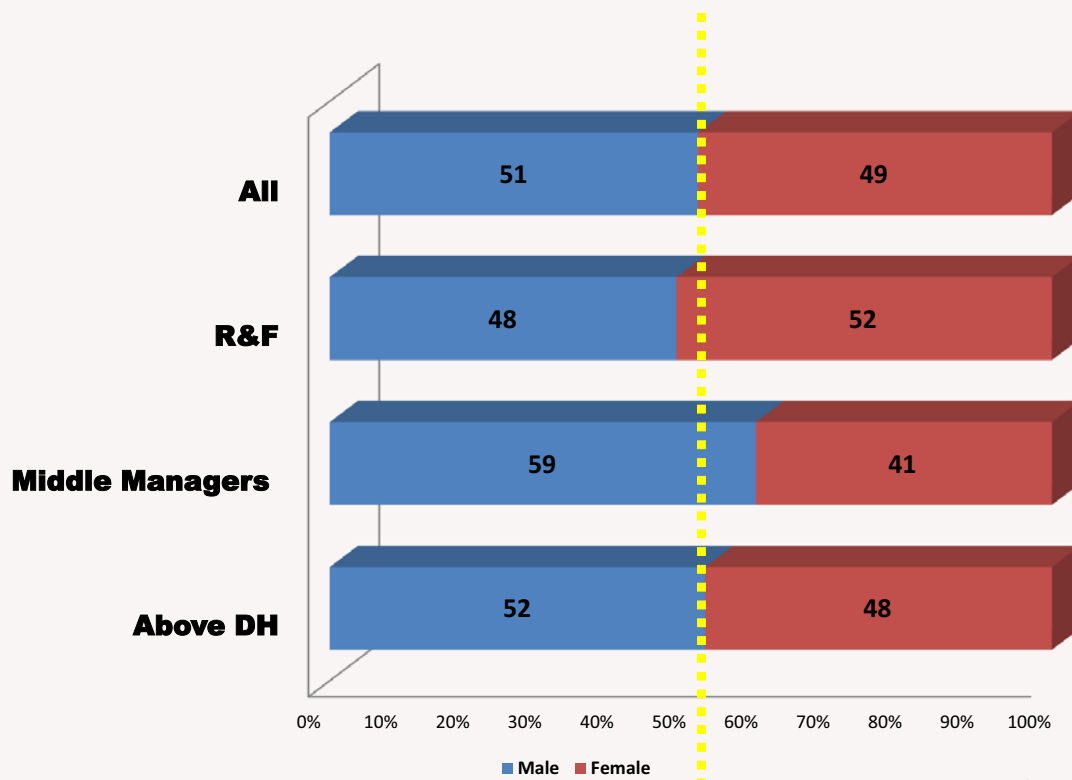
How to manage DIVERSITY

Gender Distribution _ Hotel Industry in Korea



Sourced by National Statistical Office

Gender Distribution _ CONRAD SEOUL

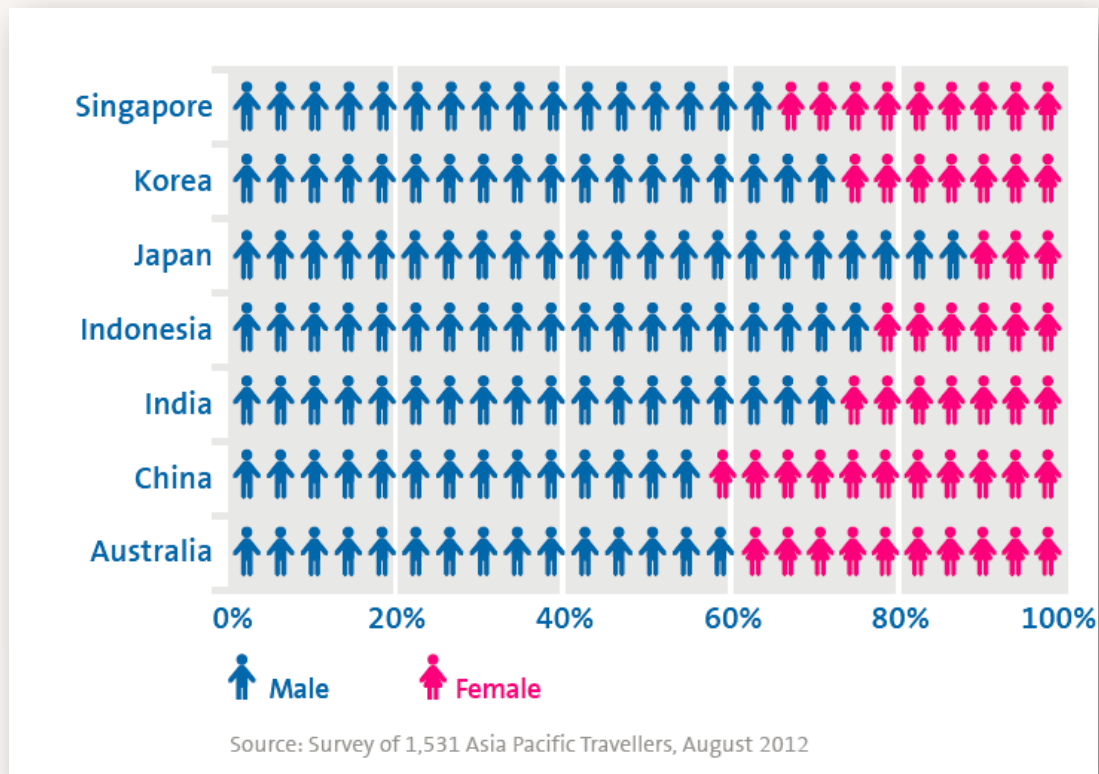


As of February 2013

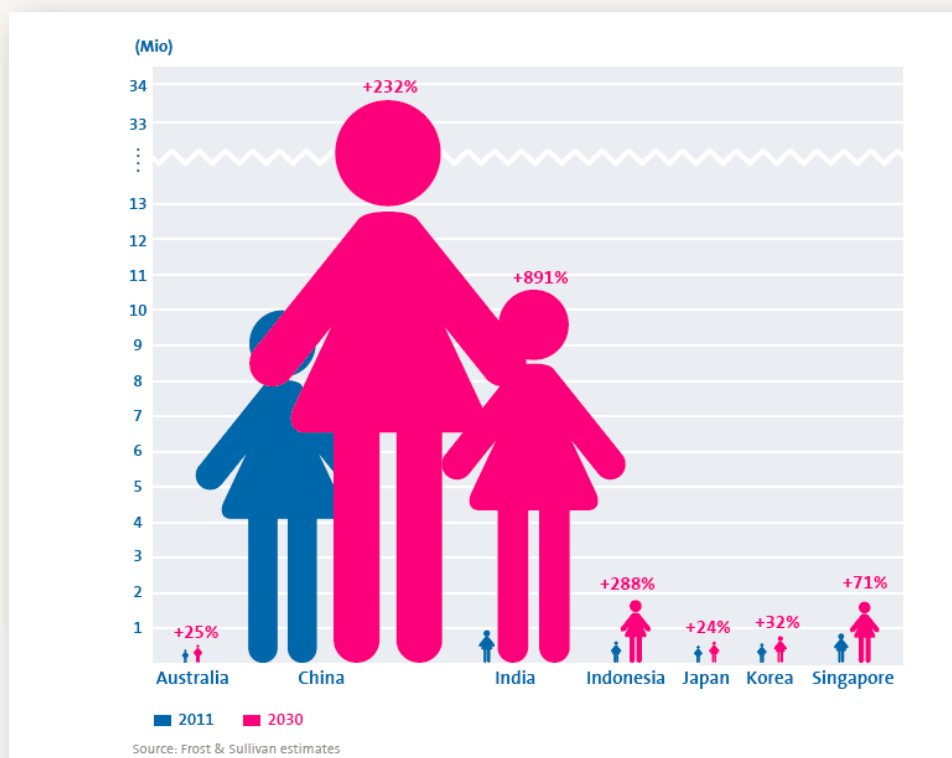


Next Generation “Z”

Business Travellers by Gender in 2012



International Business Departures by Women 2011 ~ 2030



With Diversity, we are singing in harmony.

