

AHLA Association Member Benefits

AHLA is proud to partner with state and local hospitality associations to unite and organize to further the hotel industry's interests across the nation. Join over 40 state and local hospitality and economic development associations to support hotel-friendly policies and regulations nationwide and participate in AHLA's industry-wide initiatives.

ADVOCACY

- Fight for responsible public policies to protect your business and ensure its growth
- Bring you to [Capitol Hill](#) to make your voice heard and facilitate hosting [Heart of the House](#) tours for elected officials
- Represent you at all levels of government - local, state and Federal
- Enable you to act quickly on critical advocacy issues via [HotelsACT](#)
- Stay up to date on industry issues with AHLA's Hotel Lobby, a weekly newsletter covering what you need to know

RESOURCES

- AHLA website and social media to increase visibility for your company
- Discounts from AHLEI for industry-specific [trainings and certifications](#)
- Campaigns that support your business (e.g. [Safe Stay](#), [Responsible Stay](#) & [No Room for Trafficking](#))
- AHLA's growing [Resource Hub](#) contains numerous resources to support your hotel's operations
- Key technology resources and insights from [HTNG](#) to improve operations and reduce costs
- AHLA's [New Member Welcome Kit](#), filled with helpful resources and one-pagers provided by our AHLA Premier Partners

CONNECTIVITY

- Engage efficiently with more than 80% of the US Hotel Industry to tackle industry-wide challenges and support the industry that supports you
- Attend virtual and live [events](#) (e.g. [FORWARD](#), [Hotels on the Hill](#), [The Hospitality Show](#), and more)
- A seat on [AHLA committees](#) to keep your finger on the pulse of the industry, make meaningful connections with important decision makers, and help shape the road ahead
- Encourage your General Managers to enroll in our [GM Network](#) to stay informed on industry data, emerging trends and legislative news

AHLA FOUNDATION

The AHLA Foundation's purpose is to advance the industry's workforce - both developing and supporting the current employees and attracting future employees. We also work to enhance the industry's reputation as an employer that creates access, opportunity and rewarding careers - for all.

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AHLA Foundation programs, resources, and initiatives immediately available to you and your teams:

Funding Opportunities The Foundation regularly pursues federal funding to support our workforce development programs and partners with select states on these proposals. Securing these funds allows for the development and implementation .

Stable & Inclusive Workplace Strong company cultures remain a business imperative for our industry to drive workforce recruitment, retention, and engagement of innovative programs.

NEW free series of industry-specific online educational videos for GMs, property leaders, and frontline staff. Contact [Gali Calderon](#) for more information.

No Room for Trafficking is an AHLA Foundation [initiative](#) that builds on the hotel industry's longstanding commitment to stop human trafficking and support survivors. Alongside our ready-to-use signage, company policies, and legislative resources, our training program can help equip your team members to identify and report suspected human trafficking for free both online and in person. We can also support non-profit organizations in your community through grants from our Survivor Fund that invests in programs helping survivors thrive on their path forward.

FORWARD is a movement to build community, develop leaders, and create game-changing events that advance women in hospitality. Join the [FORWARD/Network](#), open to AHLA members working in the hospitality industry that are passionate about the FORWARD initiative to advance women in hospitality. Network members receive recent updates and information on both [FORWARD](#) and AHLA Foundation programs along with invitations to upcoming in-person and virtual engagements.

Advancing the Future & Current Workforce Invest in your teams to drive employee retention through our: 1) registered national [apprenticeship programs](#) with the Department of Labor that develop staff in Lodging Manager, Hotel Cook, and Maintenance roles, and 2) cross-industry [leadership mentoring](#) to support their individual career development. We also offer [academic scholarships](#) for hospitality degree-seeking students while continuing to equip our non-profit partners with resources to drive high school students' exposure to the industry's 200+ career pathways.

“ Our relationship with AHLA has been critical to the cultivation of a successful voice for hotel operators in Michigan. The AHLA team have been active collaborators with the MRLA on public policy and invaluable partners through their distribution of industry data and expertise. ”

– JUSTIN WINSLOW, PRESIDENT & CEO, MICHIGAN RESTAURANT & LODGING ASSOCIATION

“ Being able to coordinate efforts among other like-minded states, and tap into the expertise of AHLA's state and local government relations team, provides tremendous value as we develop and implement our advocacy strategy. Being able to rely on AHLA to lead the industry's federal advocacy while we direct state and local effort is a recipe for success to advance the hotel community's priorities and ensure our voice is heard at every level of government. ”

– MICHAEL JACOBSON, PRESIDENT & CEO, ILLINOIS HOTEL & LODGING ASSOCIATION

To check the AHLA membership status of your property or inquire about becoming a member, contact Travis McKie at tmckie@ahla.com or (804) 661-2067.