

AHLA Independent Property Benefits

As the largest U.S. lodging association uniting all segments of the industry, AHLA protects and supports independent hotels through federal and state advocacy, provides valuable resources, and connects you to industry peers and leading service providers and suppliers.

ADVOCACY

- Federal advocacy on your behalf, including workforce expansion issues such as H-2B visa reform and frivolous litigation protection ("drive-by lawsuits")
- State and local advocacy on your behalf and through collaboration with local associations on legislation and regulations including short-term rentals, data privacy, and labor issues such as overtime and scheduling, taxes and emerging ESG issues
- Timely industry updates and alerts that keep you informed and equip you with the tools to act on behalf of your property

RESOURCES (see more on the back)

- Exclusive offers and discounts on training, certifications, industry-related products, and services such as healthcare
- Access to the same resources as big brands, including industry research and AHLA staff who can provide expert answers and guidance on regulatory matters, crisis management, and more
- Best practices and tools to support your business through our established programs focused on [sustainability](#), [human trafficking prevention](#), [health and safety protocols](#), and [workforce development](#)

CONNECTIVITY

- Networking opportunities with AHLA membership, which represents over 80% of the U.S. hotel industry, through our national and local events
- Placement possibilities on AHLA's social media and at signature events to increase visibility for your property
- Opportunities to increase your network, reach, and influence through participation in AHLA's [networks](#) and prominent [committees](#)

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.



American Hotel & Lodging Educational Institute

Members of AHLA receive **15% off** on all training, education, and professional certification programs via AHLEI. AHLEI offers the only certification programs in the hotel industry that are portable, industry-recognized, and endorsed by the AHLA.



Job Descriptions BROUGHT TO YOU BY AN AHLA GOLD PARTNER

AHLA can provide job descriptions, such as front desk agent and housekeeper, to help independent hotels look for new employees.



IncentiFind Commercial Real Estate Incentive Database

BROUGHT TO YOU BY AN AHLA ALLIED+ MEMBER

Easily identify tax credits, grants, fee waivers, rebates, and bill credits available for your property with IncentiFind's comprehensive database. These credits can help reduce bottom-line costs, plus support efforts to implement green measures like energy efficiency, renewables, and water conservation.

- AHLA members receive a special rate of **\$350 per report**.



Hotel Employee Travel Program BROUGHT TO YOU BY AN AHLA ALLIED TECH MEMBER

Offer your employees exclusive discounted rates at a collection of distinctive independent and branded hotels in 75+ countries. AHLA members receive preferred membership including complimentary enrollment into the Dynamic Rate Program for the first year, and a 50% discount on any renewal. To join, visit hotelemployeerate.com and add Promo Code "AHLA" upon check-out to redeem your preferred AHLA benefits.



NetSuite BROUGHT TO YOU BY AN AHLA CORPORATE PLATINUM PARTNER

NetSuite serves tens of thousands of customers with a unified financial system for omnichannel inventory and order management, ecommerce, CRM, marketing, and more! AHLA members receive preferred pricing.



Elavon BROUGHT TO YOU BY AN AHLA ALLIED+ MEMBER

Secure and simplify your payment processing with cutting-edge technology through Elavon's subscription program. Get merchant acquiring, payment gateway, transaction security, and two payment devices – all for a fixed discounted monthly price.

"The American Hotel & Lodging Association has played such a vital and irreplaceable role in strengthening the entire hotel industry throughout the local, state, regional, and national levels for every single vertical within our space. Through its endless advocacy efforts, broad educational offerings, and consistent collaboration across all of its members, AHLA ensures that the voices of hoteliers like me are heard on critical issues ranging from workforce development and regulatory reform to sustainability and public safety."

– Brandon McConnell, Corporate Executive, Delavan Lake Lawn Management LLC

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