



AMERICAN HOTEL &
LODGING ASSOCIATION

Hotel Industry Wins in 2023

The AHLA team worked tirelessly with members, policymakers, and association allies to protect and promote the hotel industry. Our federal, state, and local advocacy efforts led to:

- A clarification in Paycheck Protection Program (PPP) eligibility guidelines that will save hoteliers an estimated \$14 billion
- A \$9 increase in the continental U.S. per diem rate that will generate an estimated \$300 million for hoteliers
- The release of an additional 64,716 H-2B temporary nonagricultural worker visas for FY24
- The introduction of resort fee transparency bills in the House and Senate
- A serial “tester” litigant dropping lawsuits challenging hotels’ ADA compliance
- Unite Here removing its ballot measure that would have mandated Los Angeles hotels house homeless people next to paying guests
- Three states not passing damaging franchising legislation
- Two states passing bills to prevent local governments from targeting small business hotel owners and employees with costly new red tape
- Twelve states stopping or defeating legislation that would have prevented local governments from regulating short-term rental properties by the same standards as hotels
- Illinois lawmakers passing a “Be Kind” bill that boosts protection for hotels that remove or refuse to serve verbally abusive or disruptive customers

Other achievements include:

- Launching The Hospitality Show in Las Vegas that netted 3,800 attendees and 300 vendors
- Bringing back our Hotels on the Hill fly-in event, where 200 hoteliers from 30 states lobbied their lawmakers
- Holding the first AHLA Responsible Stay Summit
- Distributing AHLA Foundation’s inaugural No Room for Trafficking Survivor Fund grants to four organizations
- Signing an agreement with Hotel Association of Canada to launch Green Key Global certification throughout North America
- Expanding our On the Road event series to 17 locations nationwide

Your AHLA membership directly supports these crucial initiatives and much more. Questions? Email membership@ahla.com

**30,000+
Hotel Members**

**MEMBERSHIP GROWTH:
Independent
Hotel Rooms
Up 40%**

**General
Managers
Network
Grew 3X**

**Owners
Network
Grew 2.5X**

**1,000,000
AHLA.COM
Page Views**

**Social Media
Followers
Up 19,000**