

20
25

THE YEAR IN REVIEW



AMERICAN HOTEL & LODGING ASSOCIATION

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AHLA: 2025 THE YEAR IN REVIEW

A LETTER FROM AHLA PRESIDENT & CEO, ROSANNA MAIETTA

AHLA is proud to be the national voice of the American hotel industry – an industry critically important to the economic vitality of the United States. Hotels are the heart of the tourism sector, employing millions of people and welcoming millions of guests every day.

While 2025 was a challenging year for the industry, the team at AHLA was singularly focused each and every day on improving the operating landscape for our members. We became even more proactive in telling the industry's story to every possible audience. Over the course of the year, AHLA representatives have delivered the industry's message on stage with the President, at witness tables in Congressional hearing rooms, at press conferences and interviews with national media, and in countless meeting rooms in federal agencies, state capitol buildings, and city halls.

AHLA remained focused and delivered results. With a new administration and Congress, we moved quickly to build relationships and reinforce existing alliances. We strengthened, expanded, and formed new coalitions with other business groups that shared our goals, not only in Washington but nationwide. We made headlines about the industry's workforce challenges and economic resilience.

Internally, we reorganized to expand and fortify our advocacy and communications work. The appointment of our Chief Operating Officer, Kevin Carey, to be President and CEO of the AHLA Foundation brings the Foundation's work into even greater alignment with AHLA. We strengthened our leadership team with the addition of a Chief Advocacy Officer, Brett Horton; a Chief Communications Officer, Ralph Posner; and a Chief of Staff, Khristyn Brimmeier.

Our federal advocacy work prioritized tax reform and won long-term certainty, allowing the industry to grow and invest. We continue to advocate for policies that will protect the franchise model and ensure hotels can hire the workers they need. We are collecting and reporting data that show the effect of tariffs on our industry and the economy.

At the state level, AHLA educated legislators about hotels' vital role in regional and local economies as destinations, employers, and tax revenue generators. Recognizing that the industry faces many legislative and regulatory challenges beyond Washington, D.C., we launched Regional Priority Markets (RPM), an infrastructure to advocate for local policies that support and promote the hotel industry. Our work has paid off in victories for fair treatment of short-term rentals in several states; in preservation of the franchise model in New Jersey; and in meaningful progress against local wage ordinances that threaten individual hotels' survival.

In the face of real challenges to the hotel industry – softening demand, declines in revenue, continued uncertainty about tariffs, rising costs – AHLA is marshaling resources to **protect, promote, and unite** the hotel industry so it can continue to strengthen and grow.

AHLA is honored to represent every segment of this industry, anchoring the travel ecosystem that empowers Americans and international visitors to explore this country – a prospect that will be even more exciting in 2026 as we welcome travelers for America 250 and the FIFA World Cup.



As the year comes to an end, we celebrate our success and look forward to even greater achievements in 2026. Thank you for your partnership.


ROSANNA MAIETTA
PRESIDENT & CEO

2025 ADVOCACY WINS

In 2025, AHLA **protected** the hotel industry by advocating fiercely at federal, state, and local levels for pro-business policies that encourage growth and development, ensure a level playing field, and minimize burdensome regulations. Among our victories, AHLA:

Won federal tax certainty – the culmination of a two-year campaign -- as well as securing tax and regulatory parity with short-term rentals in several states

Engaged with the new administration on tariffs, workforce authorizations, and other policies that affect the industry in regular meetings with senior officials in the White House and federal agencies

Assembled large pro-business coalitions to fight back against onerous labor mandates in major cities and opening policymakers' eyes to hoteliers' economic realities



AHLA President & CEO Rosanna Maietta joins President Trump on stage in Las Vegas in support of the proposed No Tax on Tips legislation.



AHLA leaders meet with White House staff to discuss industry priorities. L to R: Jagruti Panwala, Mitch Patel (AHLA Chair), Rosanna Maietta, Taylor Budowich (White House Deputy Chief of Staff), Mit Shah, John Bortz, Anu Saxena, Chirag Shah.



AHLA President and CEO Rosanna Maietta speaks at a Protect L.A. Tourism press conference opposing a destructive city labor ordinance.

The Latest: Longest government shutdown in US history ends after 43 days as Trump signs funding bill



Led the charge in Washington to end the government shutdown that cost the hotel industry millions in lost revenue

Championed legislation to codify a commonsense joint-employer standard, an AHLA priority

Told the industry's story in testimony before Congress and state legislatures on the industry's condition and priorities

Preserved federal per diem rates at current levels in a tough economic and political environment

Blocked legislation that would protect short-term rentals from local oversight in several state legislatures

Expanded human trafficking prevention training laws to include short-term rentals in multiple states



AHLA

AHLA Foundation Vice President Eliza McCoy testifies before the House Homeland Security Task Force, highlighting the hotel industry's commitment to preventing human trafficking and the Foundation's No Room for Trafficking (NRFT) initiative.

AHLA **promoted** the hotel industry by being more visible in the news and with key influencers in and outside Washington. We collected, disseminated, showcased, and amplified the story of an industry that offers upwardly mobile careers to millions of workers; generates economic activity that supports hundreds of thousands of other businesses; funds local, state, and federal government services with billions in taxes; and offers safe, sustainable, welcoming places to stay to the entire world. This year, AHLA:

Led the way with industry data and reports that served as important **news hooks**, including the [Economic Impact of the U.S. Hotel Industry Report](#) and [Economic Impact Dashboard](#) with Oxford Economics, the [State of the Industry Report](#) with Accenture, and the [State of the Industry Partner Trends & Insights Report](#) with AHLA Partners as well as real-time data collected through Front Desk Feedback and Morning Consult surveys





AHLA Foundation President & CEO Kevin Carey speaks at a press conference on the Pennsylvania anti-human trafficking legislation introduced by Rep. Regina Young (right).



Neal Daftary, Green Key Global Vice President of Market Development; AHLA Chair Mitch Patel; and Jess Potashnik, AHLA Director of Brand Membership, showcase Green Key Global at The Hospitality Show 2025.



FORWARD participants share experiences and insights.

Highlighted the industry's impressive and important efforts to prevent human trafficking through AHLA Foundation's [No Room for Trafficking](#) Summit and with [press conferences in Boston and Philadelphia](#) to support legislation focused on human trafficking prevention training, aligning AHLA's advocacy work with AHLA Foundation's mission

Launched [Green Key Ready](#), an accessible entry point for hotels pursuing sustainability goals that will eventually let them join the [2,000 Green Key Global Eco-Rating-certified properties](#) across North America, advancing the goals of AHLA's [Responsible Stay](#) initiative



Built community and helped develop leaders through AHLA Foundation's growing [FORWARD movement](#) to advance women in hospitality

Marshaled the "Stay with LA Campaign" in the wake of Los Angeles wildfires

Created and expanded online resources for the industry and the general public, including the [Hospitality Law Database](#), [Safe Stay Resources & Messaging](#), the [Extended Stay Resource Guide](#), and the [Energy & Water Savings Guide](#)

Pushed regular information and commentary on the industry to national and trade media outlets, including CNBC, The Wall Street Journal, The Los Angeles Times, The New York Times, The Washington Post, Skift, and Hotel Dive

TELLING OUR STORY

THE WALL STREET JOURNAL.

\$30 Minimum Wage Has L.A. Hotel Owners in Revolt



HOTEL DIVE

What the Tax Relief for American Families and Workers Act means for hotels

AP

Airlines and hotels urge House action to prevent Thanksgiving 'travel chaos'

TravelDailyNews[®]
International

AHLA Foundation urges Congress to turn major events into long-term human trafficking prevention



Denver Mayor Mike Johnston joins Rosanna Maietta, AHLA Chair Mitch Patel, Kevin Carey and other industry leaders to launch The Hospitality Show 2025.



AHLA members meet with Rep. Stephanie Bice during Hotels on the Hill 2025.

AHLA **united** the industry through dozens of events and meetings around the country that brought hoteliers together for information, networking, and advocacy:

Welcomed more than 4,000 participants to [The Hospitality Show](#) in Denver, AHLA's third annual flagship event and its most successful yet

Brought members to Washington, D.C., for Hotels on the Hill and fly-ins for individual committees to meet with lawmakers

Convened Local Leaders Forums in Chicago, Honolulu, Philadelphia, Portland, and Washington, D.C., for robust conversations about the industry's challenges and opportunities and calls to action on emerging issues

Engaged more than 1,500 members at 63 committee and workgroup meetings focused on critical areas of hotel operations and management ranging from energy efficiency to workforce and labor to tort reform

Reintroduced a sold-out HTNG Tech Summit in Philadelphia to look at the opportunities and challenges AI presents to the hospitality industry

Hosted seven regional Hospitality Shows that convened a wide swath of local hoteliers, hospitality and travel industry allies, and elected officials for issues briefings, networking, and calls to action

2026 PROMISES ADDITIONAL CHALLENGES BUT EVEN MORE OPPORTUNITIES FOR SUCCESS. AHLA WILL CONTINUE TO PROTECT, PROMOTE, AND UNITE THE INDUSTRY AS IT PREPARES TO WELCOME VISITORS CELEBRATING AMERICA 250 AND EXCITED TO ATTEND THE FIFA WORLD CUP MATCHES. WE ARE STRONGER TOGETHER.

AHLA BY THE NUMBERS



30,000+

HOTEL MEMBERS
AND 3M+ ROOMS



400+

ALLIED
MEMBERS



60+

MEMBERSHIP, GOVERNANCE,
AND FOUNDATION EVENTS



\$4M

RAISED BY
AHLA FOUNDATION
IN 2025



2.5M

HUMAN TRAFFICKING TRAININGS
COMPLETED SINCE 2020



1,400

COMMITTEE MEMBERS



\$1.1 MILLION

RAISED FOR HOTELPAC FROM
622 DONORS — MAKING
IT THE LEADING PAC IN THE
U.S. TOURISM INDUSTRY

THANK YOU TO OUR PREMIER PARTNERS FOR THEIR INCREDIBLE SUPPORT OF AHLA AND OUR INDUSTRY

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