

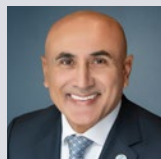
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# THE YEAR IN REVIEW

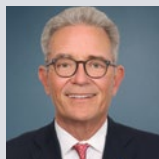


# Thank You for Your Leadership.

## 2025 Board of Directors



**Chair of the Board**  
**Mitch Patel**  
Founder & CEO,  
Vision Hospitality  
Group



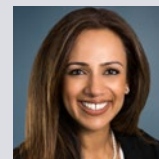
**Vice Chair**  
**Liam Brown**  
Group President,  
U.S. and Canada,  
Marriott International



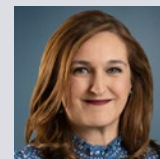
**Secretary/Treasurer**  
**Thom Geshay**  
CEO & President,  
Davidson Hospitality  
Group



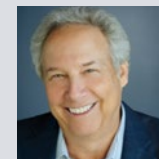
**Immediate Past Chair**  
**Kevin Jacobs**  
Chief Financial Officer  
& President, Global  
Development, Hilton



**Chair of the AHLAF  
Board of Trustees**  
**Anu Saxena**  
President & Global Head,  
Hilton Supply Management



**President & CEO**  
**Rosanna Maietta**  
President & CEO,  
AHLA



**Chair of the HotelPAC  
Advisory Council**  
**Jon Bortz**  
Chairman & CEO,  
Pebblebrook Hotel Trust

### BRAND REPRESENTATIVES

**Omer Acar** CEO Raffles and Fairmont, Accor  
**Kurt Alexander** President, Omni Hotels & Resorts  
**Maribeth Bisienere** Senior Vice President,  
Operations, Disney  
**Paul Cash** General Counsel & Corporate Secretary,  
Wyndham Hotels & Resorts  
**Tom Curry** SVP, Global Corporate Affairs,  
IHG Hotels & Resorts  
**Zack Gharib** President, Red Roof  
**Jason Herthel** President & COO,  
Montage Hotels & Resorts  
**Danny Hughes** President, Americas, Hilton  
**Greg Juceam** President & CEO, Extended Stay America  
**Ayesha Molino** President & COO, ARIA and Vdara  
**Michael Morton** SVP Brand Management,  
Best Western Hotels & Resorts  
**Keith Pierce** EVP, President Franchise & Development,  
Sonesta International Hotels  
**Rena Hozore Reiss** EVP & General Counsel,  
Marriott International  
**Pete Sears** EVP & Group President,  
Americas, Hyatt Hotels Corporation  
**Alex Tisch** President & CEO, Loews Hotels & Co.  
**Jeff Wagoner** President & CEO,  
Outrigger Hospitality Group  
**Simone Wu** SVP, General Counsel, Corporate Secretary  
& External Affairs, Choice Hotels International

### OWNER REPRESENTATIVES

**Arash Azarbarzin** CEO, Highgate Hotels  
**Tom Bardenett** Chief Operating Officer, RLJ Lodging Trust  
**Joseph Berger** President & CEO, BRE Hotels & Resorts  
**Barry A. N. Bloom** President & COO, Xenia Hotels & Resorts, Inc.  
**Mark Carrier** President, B.F. Saul Company Hospitality Group  
**Thomas J. Corcoran** President, TCOR Hotel Partners  
**Jack G. Damioli** President & CEO, The Broadmoor  
**Jeff Donnelly** CEO & Director, DiamondRock Hospitality  
**Greg Friedman** Managing Principal & CEO, Peachtree Group  
**Bryan Giglia** CEO, Sunstone Hotel Investors, Inc.  
**Ash Kapur** Head of US Hotel Asset Management,  
Starwood Capital Group  
**Robert Kline** CEO & Co-Founder, Chartres Lodging Group, LLC  
**Michael G. Medzigian** Chairman and Managing Partner,  
Watermark Capital Partners  
**Jimmy Merkel** Co-Founder & CEO, Rockbridge  
**Tyler Morse** Chairman & CEO, MCR  
**Steven Nicholas** Managing Principal, Noble Investment Group  
**Al Patel** President, Baywood Hotels  
**Mehul Patel** Chairman & CEO, NewcrestImage  
**Tarun Patel** Principal, Sonari Capital Partners  
**Azim Sajju** CEO, Ark Holdings Group  
**Steven Siegel** Partner & Chief Operating Officer,  
KSL Capital Partners, LLC  
**Amb. Gordon Sondland** Founder & Chairman, Provenance Hotels  
**Jonathan Stanner** President & CEO, Summit Hotel Properties, Inc.  
**Richard Stockton** President & CEO, Braemar Hotels & Resorts  
**Nate Tyrrell** EVP & CIO, Host Hotels & Resorts  
**Shai Zelerling** Managing Partner, Brookfield

### MANAGEMENT COMPANY REPRESENTATIVES

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**Joseph Bojanowski** President, PM Hotel Group  
**Jeffrey Brown** CEO, Schahet Hotels, LLC  
**Alex Cabanas** President, Pyramid Global Hospitality  
**James Carroll** President & CEO,  
Crestline Hotels & Resorts, LLC  
**Sloan Dean** CEO & President, Remington Hotels  
**Prem Devadas** President, Salamander Collection  
**David Duncan** President & CEO, First Hospitality  
**Gregg Forde** President & COO, Island Hospitality  
Management  
**Dawn Gallagher** President, Hospitality,  
Crescent Hotels & Resorts  
**Clark Hanrattie** Partner, HEI Hotels & Resorts  
**Michael Heaton** President, Waterford Hotel  
Group, LLC  
**Naveen Kakarla** President and CEO,  
Hersha Hospitality Management  
**Mark Laport** President & CEO,  
Concord Hospitality Enterprises Company, LLC  
**Bakulesh (Buggsi) Patel** President & CEO,  
BHG Hotels  
**Pete Patel** President & CEO, Promise Hotels  
**Thomas Penny** President, Donohoe Hospitality  
Services  
**Brad Rahinsky** President & CEO, Hotel Equities  
**Rob Smith** President & CEO, Stonebridge  
**Rick Takach** Chairman & CEO, Vesta Hospitality  
**Jonathan Wang** Founder & CEO, EOS Investors

### ASSOCIATION REPRESENTATIVES

**Michael Jacobson** (IHLA), President & CEO,  
Illinois Hotel & Lodging Association  
**Luis Segredo** (HTNG), CEO, Data Travel, Hapi  
**Chad Sorensen** (HAMA), CEO, CHMWarnick

### ALLIED REPRESENTATIVES

**Laura Calin** SVP, Oracle Hospitality  
**Ben Erwin** President & CEO, Encore  
**MaryEllen Jelenek** SVP/GM, Global Client Group,  
American Express  
**Kris Kielsa** EVP & GM, Institutional North America,  
ECOLAB  
**Walt Sheffler** President, Avendra Hospitality  
and Europe, Avendra

### INDIVIDUAL REPRESENTATIVES

**Dina Belon** President, StayPineapple  
**Alexi Khajavi** President, Hospitality,  
Travel and Wellness, Questex  
**Ravi Patel** President, Hawkeye Hotels  
**Vinay Patel** President & CEO, Fairbrook Hotels  
**Jay H. Shah** Executive Chairman,  
Hersha Hotels & Resorts  
**Scott Steilen** President & CEO, Sea Island  
Company, LLC  
**Lindsey Ueberroth** CEO, Preferred Hotels  
& Resorts

## 2025 Executive Committee

### BRAND REPRESENTATIVES

**Geoff Ballotti** President & CEO,  
Wyndham Hotels & Resorts  
**Jolyon Bulley** CEO, Americas and Group Transformation  
Lead, Luxury & Lifestyle, IHG Hotels & Resorts  
**Lawrence Cuculic** President & CEO, BWH Hotels  
**Mark S. Hoplamazan** President & CEO,  
Hyatt Hotels Corporation  
**Pat Pacious** President & CEO, Choice Hotels International

### OWNER REPRESENTATIVES

**Thomas J. Baltimore, Jr.** Chairman & CEO,  
Park Hotels & Resorts  
**Leslie D. Hale** President & CEO, RLJ Lodging Trust  
**Justin Knight** CEO, Apple Hospitality REIT, Inc.  
**Jim Risoleo** CEO, President and Director, Host Hotels & Resorts  
**Mit Shah** CEO, Noble Investment Group

### MANAGEMENT COMPANY REPRESENTATIVES

**Navin Dimond** Founder & Chairman, Stonebridge  
**Walter Isenberg** Co-Founder & CEO,  
Sage Hospitality Group  
**Sheila C. Johnson** Founder & CEO, Salamander  
Hotels & Resorts

### ASSOCIATION REPRESENTATIVES

**Carol B. Dover** President & CEO,  
Florida Restaurant & Lodging Association (FRLA)

### ALLIED REPRESENTATIVE

**Amanda Hite** President, STR

### INDIVIDUAL REPRESENTATIVES

**John Murray** CEO, Sonesta International  
Hotels Corporation  
**Jagruiti Panwala** President & CEO, Wealth  
Protection Strategies  
**Craig Smith** CEO, Aimbridge Hospitality

# 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.



A handwritten signature in red ink that reads "Rosanna".

**ROSANNA MAIETTA**  
PRESIDENT & CEO

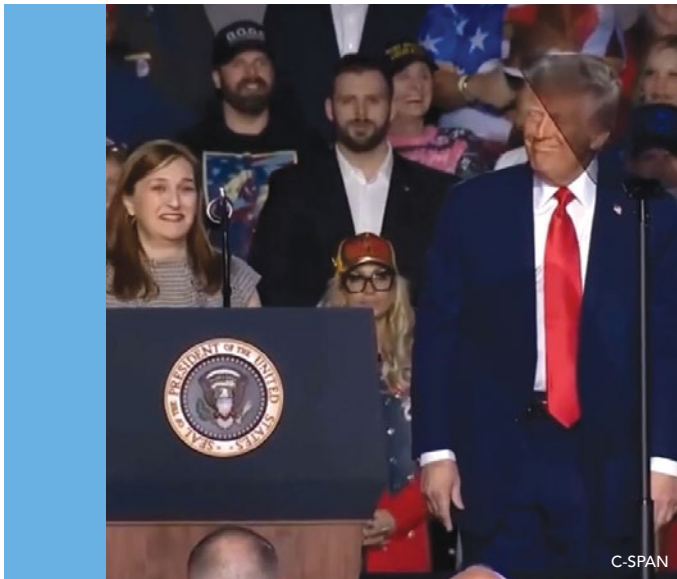
# 2025 ADVOCACY WINS

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.



AP

## 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 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<sup>®</sup>**  
International .com

**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

## 2025 AHLA PARTNERS

### PLATINUM



### GOLD



### SILVER



### ASSOCIATE







[ahla.com](https://www.ahla.com)

WE ARE STRONGER TOGETHER