



AHLA
 THE AMERICAN HOTEL & LODGING ASSOCIATION

**An investment in AHLA
 is an investment in your business.**



THE VOICE OF THE HOTEL INDUSTRY



AHLA PROUDLY REPRESENTS 80% OF ALL FRANCHISED HOTEL PROPERTIES – OVER 3.2M ROOMS.

32,000+
MEMBER
PROPERTIES

1,000+
CORPORATE
MEMBERS

250+
ALLIED
MEMBERS

**THE ONLY
ASSOCIATION
REPRESENTING
ALL SEGMENTS
OF THE U.S. HOTEL
INDUSTRY**

AHLA ADVOCATES FOR RESPONSIBLE PUBLIC POLICIES THAT SUPPORT YOUR BUSINESS AND ENSURE THE FUTURE GROWTH OF THE INDUSTRY.

AHLA PROMOTES THE INDUSTRY AND TELLS YOUR STORY WHERE IT MATTERS MOST – AMONG POLICYMAKERS, IN THE PRESS, AND TO PROSPECTIVE HOTEL EMPLOYEES.

AHLA UNITES ALL SEGMENTS OF OUR INDUSTRY TO TACKLE INDUSTRY-WIDE INITIATIVES SUCH AS WORKFORCE DEVELOPMENT, SAFETY, AND SECURITY.

Our membership spans the breadth of the industry and includes global brands, REITs, owners, management companies, independent boutique hotels, small bed and breakfasts, industry suppliers, and more. AHLA is proud to be the voice of the entire U.S. hotel industry, providing advocacy, education, networking, events, research, and more for our valued members.



ALL TOGETHER POWERFUL

ADVOCATING FOR YOU

Getting Results for Our Members

AHLA is the leading voice of the hotel industry in our nation's capital, state capitals, and cities throughout the country. We make sure your voice is heard when and where it matters and work tirelessly to get results.

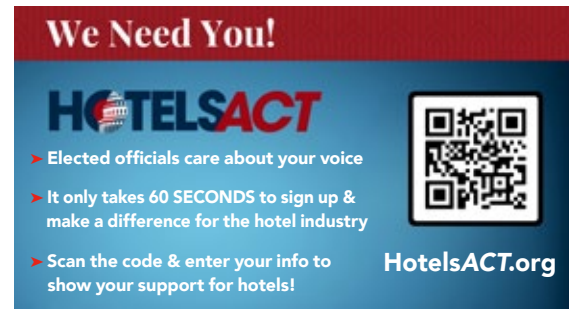
AHLA'S WORK HAS PAID OFF WITH BIG WINS:

Federal Advocacy

- Securing a higher continental U.S. per diem rate
- Obtaining the largest expansion of H-2B visas in recent history
- Starting a new Workforce & Immigration Initiative to grow the labor pool through immigration and work visa reform
- Preventing costly changes to taxes on capital gains, estates, and like-kind exchanges that could have cost hoteliers hundreds of millions
- Enhancing tax deductions for energy-efficient improvements on commercial buildings, creating new tax incentives for electric vehicle charging stations, and lowering tax liabilities on solar technologies
- Fighting against burdensome labor regulations, including via successful litigation challenging potential new joint-employer regulations
- Protecting hotel industry entrepreneurs and the franchise model
- Successful litigation against click-by lawsuits
- Relationships with Members of Congress on behalf of our industry through HotelPAC, AHLA's bipartisan political action committee

State & Local Advocacy

- Advocating for legislation that provides a less burdensome regulatory environment for private employers while also maintaining a healthy, working relationship between labor and management
- Working to ensure that state mandatory fee disclosure legislation is consistent, applies to the entire lodging industry including short-term rentals and OTAs, and conforms with the best practices adopted by the industry
- Advocating for legislation that creates parity between short-term rentals and the hotel industry, while ensuring state and local governments maintain their ability to properly regulate and institute accountability measures to effectively govern short-term rentals
- Advocating for policies at the state and local level that empower hotel owners and operators to improve operational efficiencies and reduce their emissions and energy use, while working with elected officials on a variety of tax credits, incentives, and rebates that help owners and operators achieve improved energy efficiency and reduced emissions
- Continuing partnerships with state and local associations to fight off onerous laws and regulations
- Giving a voice to our hotel members by building our grassroots network
- Harnessing the power of industry leaders to tackle major state and local challenges through the American Hospitality Alliance (AHA)



AHLA MEMBER BENEFITS

Benefiting Your Organization and the Industry

An AHLA membership includes access to a wide range of exclusive programs that benefit the industry and your organization. These include:

- Advocacy on issues critical to the health and growth of the lodging industry
- A seat at the table with influencers and decision-makers for important policy discussions
- Expert answers and guidance on regulatory matters, crisis management, and industry change
- Networking opportunities with thousands of colleagues, allies, and industry leaders
- Timely and curated news, briefs, and advisories critical to your bottom line
- Access to industry events, exclusive industry research, professional development, and lifelong learning resources
- Access to sustainability resources and guidance with Responsible Stay

RECRUITMENT, TRAINING, AND RETENTION

- Enjoy significant discounts on AHLEI Certifications and professional development scholarships available through AHLA Foundation
- Advance your employees' careers with AHLA Foundation's manager, maintenance, and culinary apprenticeship programs
- Improve operations and reduce costs with key resources and insights from industry partners

COMMITMENT TO GUEST & EMPLOYEE SAFETY

- Join AHLA Foundation's No Room for Trafficking campaign and receive resources designed to train staff to spot and prevent human trafficking

EXCLUSIVE ADVOCACY AND INFORMATIONAL OPPORTUNITIES

- Join HotelsACT for critical, actionable advocacy updates
- Attend virtual events and webinars with thought leaders from our industry



Check In to Your Membership! Log in to [AHLA.com](https://www.ahla.com) and immediately access members-only content.

AHLA COMMITTEES

Committees provide AHLA members the opportunity to network and collaborate, in-person and virtually, with lodging professionals in their area of expertise. From sustainability to food and beverage to technology, AHLA has a committee for you.

- Consumer Innovation Forum*
- Design and Construction Committee
- Extended Stay Committee
- Food & Beverage Committee
- General Counsel Committee
- General Manager Roundtable
- Global Technology 100*
- Hospitality Investment Roundtable*
- Human Resources Committee
- Independent & Boutique Committee*
- Labor Relations Committee
- Management Company Committee
- Resort Committee*
- Risk Management Committee
- Safety & Security Committee
- Sustainability Committee

*Nomination required to join



Greg Jucaam
President & CEO,
Extended Stay America, Inc.

Malaika Myers
Chief Human Resources
Officer, Hyatt

Tom Bardenett
Chief Operating Officer/
Executive Vice President,
RLJ Corporation



Jean-Luc Barone
Chief Executive Officer,
White Lodging

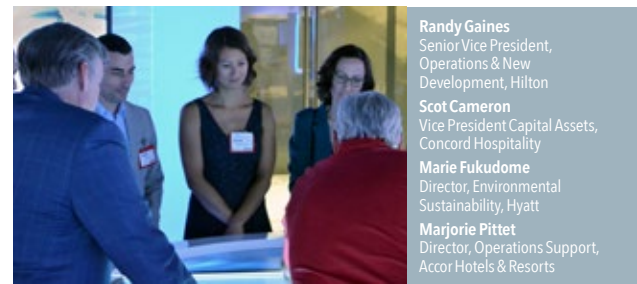


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Denise Naguib
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Chief Operating Officer,
Next Hospitality Advisors

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Scot Cameron
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Concord Hospitality

Marie Fukudome
Director, Environmental
Sustainability, Hyatt

Marjorie Pittet
Director, Operations Support,
Accor Hotels & Resorts

Connect and collaborate with lodging professionals in your area of expertise through AHLA's networks!



The GM network serves as the conduit for communication, information, and best practices sharing amongst property leaders.



SCAN TO REGISTER



The Owners Network is exclusive to owners, big and small and focuses on advocacy and critical issues affecting hotel owners.



SCAN TO REGISTER



The ForWard Network is open to anyone, at all levels, interested in networking, connecting, and learning from others who support the mission of advancing women in hospitality.



SCAN TO REGISTER



The HTNG Network harnesses the collective wisdom of leaders in hospitality technology — IT professionals including hoteliers, technology providers, industry consultants, and academia — to solve common problems, unlock global business potential, and drive progress and innovation.



SCAN TO REGISTER

EXECUTING OUR STRATEGIC PLAN

Strengthening our industry and our workforce



Paving the road forward for a more diverse, sustainable, and thriving future for the hotel industry.

PLAN PILLARS



With your support and a united industry, AHLA will help build a brighter future for all guests, employees, and hoteliers. Learn more at ahla.com/5yearplan.

AHLA FOUNDATION



\$40 Million reinvested into the hotel industry.
41,000 people impacted through Foundation programs.

AHLA Foundation works to inspire, support, and advance the people that make this industry great. By connecting employees, employers, and their communities, we seek to nurture and develop an industry-wide culture of growth and belonging. A stronger workforce creates a stronger industry.

INTRODUCTION & RECRUITMENT

We inspire prospective employees to join us and build a career in our vibrant and rewarding industry. AHLA Foundation provides over \$1 million each year in Academic Scholarships to students pursuing a two- or four-year degree in hospitality, engages with national high-school serving organizations to introduce our industry to a younger generation, and works with community-based organizations to introduce Opportunity Youth to resources and training to lead them to permanent careers in hospitality.

RETENTION & DEVELOPMENT

AHLA Foundation creates and promotes opportunities for training and development to upskill the hospitality workforce. 95% of participants in our nationally registered Apprenticeship program are still working in industry, and our professional development scholarships give employers the resources to invest in people who want to stay and grow in our industry over the long term.

ADVANCEMENT & CULTURE BUILDING

With more than 200 hotel career pathways, there are countless opportunities for growth. AHLA Foundation works to support the advancement of those who advance the industry, including recognizing women leaders who are moving hospitality ForWard, and developing resources and programs to define DEI Best Practices that help all of us create a more inclusive hospitality industry.

AHLA & AHLA FOUNDATION EVENTS

AHLA hosts signature events, both in-person and virtual, with opportunities for sponsorship, networking, and timely updates on all aspects of the hospitality industry.



The Hospitality Show

Hotel brands, owners, and management companies converge at the hotel industry's most exciting new trade show centered around operations and technology.



GM Summit

This must-attend event brings together hotel GMs from across the country to hear from expert speakers, network, and celebrate the industry's best GMs.



Night of A Thousand Stars

This star-studded event celebrates our industry's best and brightest with the Stars of the Industry Awards and welcomes the incoming Board Chairs of AHLA and the Foundation – all while raising support for the Foundation's workforce programs.



The Hospitality Show: Regional Events

Held in major markets around the country in collaboration with our state lodging partners, this series provides opportunities to connect with the larger hotel community and hear the latest market trends and policy updates.



AHLA Responsible Stay Summit

An ESG thought-leadership summit focusing on sustainability programs and goals.



ForWard: Women Advancing Hospitality

The industry's largest annual event dedicated to highlighting female leaders and pathways to leadership in hospitality.



Hotels On The Hill

AHLA members from across the country meet on Capitol Hill to share the issues most impacting their business and the industry with Members of Congress.



OFF-SITE: The New Classic

Devoted to supporting hospitality workforce development programs and education, attendees enjoy three days of networking with C-suite executives and industry leaders while participating in a 36-hole tournament or specially curated social activities.



HTNG International Technology Conferences

These signature events bring together key industry decision makers in their region to network with top experts and discuss future technology trends impacting the hospitality industry.



ForWard BUILD and ELEVATE

A year-long curriculum to advance women in executive leadership, targeting five areas of knowledge: executive presence, negotiation, advocacy, career development, networking.



No Room For Trafficking Summit

An event that aims to eradicate human trafficking by uniting the hotel and lodging industry around collective anti-trafficking efforts.



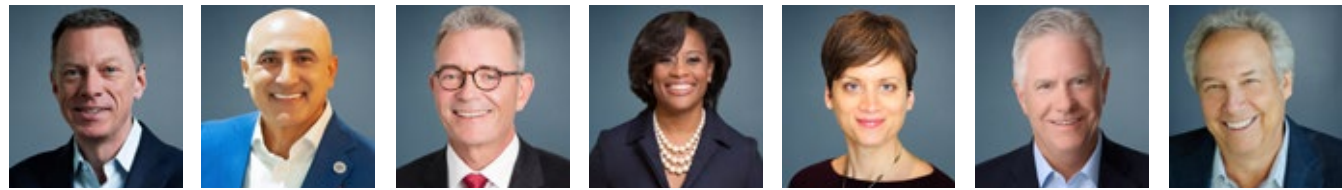
AHLA Food & Beverage Summit

A food and beverage thought-leadership summit focusing on trend-forward insight and information on food service matters affecting hotels.

For up-to-date information on these events, visit [AHLA.com/events](https://www.ahla.com/events).



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Scott Strickland (HTNG)
CCO, Wyndham Hotels & Resorts

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President, Hospitality, Travel and Wellness, Questex

Ravi Patel
President, Hawkeye Hotels

Vinay Patel
President & CEO, Fairbrook Hotels

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Scott Steilen
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Lindsey Ueberroth
CEO, Preferred Hotels & Resorts

AHLA Advocates. Promotes. Unites.

Questions? Contact membership@ahla.com

