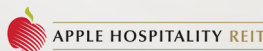




AHLA
THE AMERICAN HOTEL & LODGING ASSOCIATION

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





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

THE VOICE OF THE HOTEL INDUSTRY



32,000+
MEMBER
PROPERTIES



1,000+
CORPORATE
MEMBERS



THE TOP
HOTEL
COMPANIES

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

Standing Up for Your Business

AHLA is the singular 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.**

GETTING RESULTS FOR OUR MEMBERS

Federal Advocacy

- Continental U.S. per diem rate increased
- The largest expansion of H-2B visas in recent history
- Lifted the COVID-19 testing requirement for international travelers
- Launched the Workforce & Immigration Initiative to grow the labor pool through immigration and work visa reform
- Prevented costly changes to capital gains, estate taxes, and like-kind exchanges, which could have cost hoteliers hundreds of millions of dollars in additional taxes
- Accelerated tax deductions for energy efficient improvements on commercial buildings, helped secure electric vehicle charging station tax incentives, and reduced solar technology tax liabilities
- Passed the Omnibus Travel & Tourism Act, which promotes international travel to America
- Supported successful litigation against click-by lawsuits in the 9th Circuit Court of Appeals
- Built relationships with Members of Congress on behalf of our industry through HotelPAC, AHLA's bipartisan political action committee

State & Local Advocacy

- Passed the "Protecting Businesses & Workers Act" in Georgia to prevent unjustified and onerous regulation of hotels
- Repealed an Arizona law prohibiting local governments from regulating short-term rentals
- Los Angeles City Council's unanimous vote against dangerous homeless housing ordinance, sending it to public referendum
- Worked hand in hand with state and local association partners to defend members against onerous policies
- Harnessed the power of industry leaders to tackle major state and local challenges through the American Hospitality Alliance (AHA)

We Need YOU!

HOTELSACT

- ▶ Elected officials care about your voice
- ▶ It only takes 60 SECONDS to sign up & make a difference for the hotel industry
- ▶ Scan the code & enter your info to show your support for hotels!

HotelsACT.org

 @AHLAPolicy



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

WORKFORCE RECRUITMENT, TRAINING, AND RETENTION

- Enjoy significant discounts on **AHLEI Certifications**
- 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

- Implement AHLA's **Safe Stay™** health and safety protocols and promote your participation as a Safe Stay™ property
- Join the 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 critical 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.

- Career Development Committee
(an AHLA Foundation committee)
- Financial Management Committee
- Food & Beverage Committee
- ForWard Advisory Committee*
- General Counsel Committee
- General Manager Roundtable
(an AHLA committee)
- Hospitality Investment Roundtable*
- HTNG (AHLA's technology sector)
with workgroups focused on:
 - Business Analytics
 - Express PMS
 - Internet of Things (IoT)
 - Staff Alert Technology, and more!
- Human Resources Committee
- Industry Real Estate Finance Advisory Council*
- Labor Relations Committee
- Management Company Committee
- Owner Company Committee
- Resort Committee*
- Risk Management Committee
- Safety & Security Committee
- Sustainability Committee

**Invite-Only Committee*



Greg Juceam
President & CEO,
Extended Stay America, Inc.
Malaika Myers
Chief Human Resources
Officer, Hyatt
Tom Bardenett
Executive Vice President
Asset Management,
RLJ Corporation,
Chair of Board of Trustees



Jean Luc Baron
COO of Lifestyle and
Urban Hotels,
White Lodging Services



Marc Ehrler
Vice President,
Corporate Chef America's, Hilton
Denise Naguib
Vice President Sustainability and
Supplier Diversity, Marriott International
Paul Fiala
Chief Operating Officer,
Next Hospitality Advisors
Caitrin O'Brien
Vice President, Environmental,
Social & Governance (ESG),
Four Seasons Hotels & Resorts



Randy Gaines
Senior Vice President,
Operations & New
Development, Hilton
Scot Cameron
Vice President Capital Assets,
Concord Hospitality
Marie Fukudome
Director, Environmental
Sustainability, Hyatt
Marjorie Petit
Director of Sustainability,
Accor Hotels & Resorts

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



The GM network serves as the conduit for communication, information, and best practices sharing amongst property leaders. **Scan the QR code to access the registration form.**



The Owners Network is exclusive to owners big and small and focuses on advocacy and critical issues affecting hotel owners. **Scan the QR code to access the registration form.**



The ForWard Ambassador Program 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 the QR code to send in your contact information.**



EXECUTING OUR STRATEGIC PLAN

Strengthening our industry and our workforce

THE ROAD TO A THRIVING FUTURE *AHLA's 5-Year Strategic Plan*

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

PLAN PILLARS

1 PROTECTING HOTELS FROM ONEROUS WORKPLACE RULES

Defending against government policies designed to discriminate against our industry

2 HIGHLIGHTING HOTELIERS' COMMUNITY ENGAGEMENT & IMPACT

Educating elected officials on the hotel industry's positive impact in local communities

3 RECRUITING A LARGER WORKFORCE & PROMOTING CAREER OPPORTUNITIES

Attracting new talent and boosting leadership diversity

4 FIGHTING FOR A LEVEL PLAYING FIELD

Ensuring alternative accommodations compete on the same level playing field as hotels

5 LEADING ON SUSTAINABILITY, DIVERSITY, & SAFETY

Making our industry the national leader on trafficking prevention, diversity and opportunity, and sustainability

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



\$36 million invested back into the hotel industry.
36,000+ people impacted through Foundation programs.

The 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. The AHLA Foundation provides over \$1 million each year in Academic Scholarships to students pursuing a two- or four-year degree in hospitality, and works with community-based organizations to introduce Opportunity Youth to resources and training to lead them to permanent careers in hospitality.

RETENTION & DEVELOPMENT

The AHLA Foundation creates and promotes opportunities for training and development to upskill the hospitality workforce. From Apprenticeship Programs and Professional Development Scholarships to Anti-trafficking Training for hotel employees, we 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 in the hotel industry, there are countless opportunities for growth. The AHLA Foundation works across our membership to support the advancement of those who advance the industry, offering training to C-Suite leaders through the Executive Leadership Academy, recognizing women leaders who are moving the hospitality industry ForWard, and developing multiple 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 AHLA's new incoming Board Chair – all while raising support for the Foundation's workforce programs.



AHLA State Lodging Conference Series

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

An annual conference recognizing the women of the hospitality industry and championing the next generation of female leaders. Year-round in-person and online education and networking opportunities are also available.



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.



Castell Project: BUILD and ELEVATE

An annual event empowering mid- and executive-level female hoteliers to achieve their full potential in hospitality.



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.

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



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Global Development,
Hilton



Secretary/Treasurer
Michael J. Deitemeyer
President & CEO,
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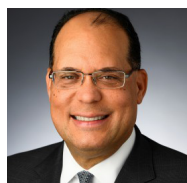
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Lynn S. Mohrfeld
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Lodging Association

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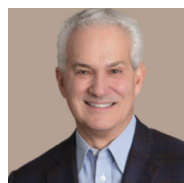
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President & CEO,
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Kevin Jacobs
CFO & President,
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Hilton



Secretary/Treasurer
Michael J. Deitemeyer
President & CEO,
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RLJ Lodging Trust



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President & CEO
Chip Rogers
President & CEO,
American Hotel &
Lodging Association



Chair of the HotelPAC Advisory Council
Jon Bortz
Chairman & CEO,
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an affiliate of Hotel Equities

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Pete Sams
Chief Operating Officer,
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Amb. Gordon Sondland
Founder & Chairman, Provenance Hotels

Rick Takach
Chairman, Vesta Hospitality

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Derrick Yee (HAMA)
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Walt Sheffler
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AHLA Advocates. Promotes. Unites.

Questions? Contact membership@ahla.com

