

AHLA Management Company Benefits

AHLA helps management companies serve their hotels, guests, employees, and communities by providing national support to complement state and local efforts on key advocacy issues, sharing resources to run their businesses better and convening meaningful events for the lodging ecosystem.

ADVOCACY

- Fight for responsible public policies to protect your business and ensure its growth
- Equip you with [tools](#) to act locally, [provide advocacy training](#), and facilitate hosting [Heart of the House](#) tours for elected officials
- Represent you on Capitol Hill so industry issues are top of mind
- Enable you to act quickly on critical advocacy issues via [HotelsACT](#)
- Stay up to date on industry issues with AHLA's Hotel Lobby, a weekly newsletter covering what you need to know

RESOURCES

- AHLA website and social media to increase visibility for your company
- Meaningful offerings from AHLA's Premier Partners, and discounts from AHLEI for industry-specific trainings and certifications
- Campaigns that support your business (e.g. [Safe Stay](#), [Responsible Stay](#) & [No Room for Trafficking](#))
- AHLA's [data center](#) houses AHLA research and reports to help you make informed business decisions
- AHLA's growing [resource library](#) contains numerous resources to support your hotel's operations
- AHLA's [New Member Welcome Kit](#), filled with helpful resources and one-pagers provided by AHLA Premier Partners

CONNECTIVITY

- Engage efficiently with more than 80% of the US Hotel Industry to tackle industry-wide challenges and support the industry that supports you
- Attend virtual and live [events](#) (e.g. [AHLA On the Road](#), [ForWard](#), [Hotels on the Hill](#), [The Hospitality Show](#))
- A seat on [AHLA committees](#) to keep your finger on the pulse of the industry, make meaningful connections with important decision makers, and help shape the road ahead
- Encourage your General Managers to enroll in our [GM Network](#) to stay informed on industry data, emerging trends and legislative news

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To check the AHLA membership status of your company or inquire about becoming a member, contact Seth Dintzer at sdintzer@ahla.com or (202) 289-3139.

AHLA Management Company Benefits continued

AHLA FOUNDATION

The AHLA Foundation is concentrating its efforts on attracting new talent to the lodging industry and helping our industry both retain and develop its workforce. Some of these programs and resources are immediately available to you and your workforce:

Funding Opportunities The Foundation regularly pursues federal funding to support our workforce development programs and partners with select states on these proposals. Securing these funds allows for the development and implementation of innovative programs.

Guiding DE&I Journeys Across Hospitality The [DE&I Best Practices](#) Guide helps organizations start or accelerate their DE&I Journey with practical tips and supporting resources.

No Room for Trafficking The Foundation supports the industry's efforts to combat human trafficking and support survivors. We can provide technical assistance and educational information to Management Companies in support of these efforts and are happy to partner with you to raise awareness, bring training to your company, and share resources that can help you build appropriate policies for preventing, reporting, and responding.

Advancing the Workforce We have registered national apprenticeship programs with the Department of Labor to develop staff in roles as Lodging Manager, Hotel Cook and Maintenance Employee. Apprenticeship helps high-potential employees fast track their careers through on-the-job training with related online courses – boasting a 90% retention rate.

Training Top Talent The [Empowering Youth Program](#) prepares Opportunity Youth between the ages of 16-24 for long-term hospitality careers in hospitality.

Management Company dues are calculated based on total managed room count and billed at \$2 per room.

“As a multi-unit, independent resort management company, it is critically important for us to ensure alignment with organizations such as the American Hotel Lodging Association who not only have our best interest as their priority each and every day, but lives and breathes it through their consistent actions on our behalf. Thanks to events such as Hotels on the Hill, Night of a Thousand Stars, The Hospitality Show, as well as the privilege to serve on national committees, AHLA has provided us as hoteliers a direct platform not only to effect change, but to stay ahead of the curve on upcoming technology, government affairs challenges, and much more. Simply put, we would not be as well positioned and strong as we are on the national level without being a member of AHLA!”

– BRANDON MCCONNELL, COO, DELAVAN LAKE LAWN MANAGEMENT

“AHLA's unwavering commitment to advocating for the hospitality industry's interests is truly commendable. Their local, state, and federal advocacy efforts have directly contributed to the well-being of our business. Whether addressing regulatory challenges, promoting technology and innovation or advocating for pro-tourism policies, AHLA has been a powerful voice that champions our industry's priorities.”

– PEACHTREE GROUP HOSPITALITY MANAGEMENT