

AHLA Association Member Benefits

AHLA is proud to partner with state and local hospitality associations to unite and organize to further the hotel industry's interests across the nation. Join over 40 state and local hospitality and economic development associations to support hotel-friendly policies and regulations nationwide and participate in AHLA's industry-wide initiatives.

AHLA CAMPAIGNS

Safe Stay An industry-wide initiative focused on enhanced hotel cleaning practices and workplace protocols to meet the new health and safety challenges and expectations.

Responsible Stay Showcases our industry efforts in sustainability, including an industry-wide commitment to energy efficiency, water conservation, waste reduction, and responsible sourcing.

ADVOCACY

Alternative Accommodations AHLA, along with our Partner State Associations, interested stakeholders, and grassroots advocates, work to address short-term rental legislation around the country. AHLA's efforts include defending against legislation that looks to handcuff local governments and their ability to regulate bad actors in the alternative accommodations space, along with identifying markets to introduce beneficial legislation that would create parity for our industry.

Sustainability In collaboration with our state partners and the AHLA sustainability committee, AHLA continues to monitor and engage in environmental and sustainability related ordinances, ballot initiatives and state legislation that impact the hotel and lodging sector. AHLA continues to identify tax credit and incentive opportunities for the hotel and lodging industry that align with the principles of Responsible Stay.

Labor Through coordination and collaboration with our Partner State Associations, members, and other industry stakeholders, AHLA monitors and engages in hospitality-related labor ordinances, ballot initiatives, and statewide legislation to ensure a strong hospitality industry.

HotelPAC AHLA's bi-partisan political action committee that helps to elect pro-business candidates at the federal, state and local levels.

CONNECTIVITY

Hotels on the Hill The hotel industry's annual fly-in to advocate on Capitol Hill.

The Hospitality Show A must-attend event with 3,000+ attendees for the entire hospitality ecosystem with one shared goal: operating hotels efficiently and profitably. A one-stop shop to network with industry leaders, senior executives of hotel brands, owners, operators, management companies, developers, investors, and technology partners.

On the Road AHLA's state hotel conference series includes a complimentary half-day event to discuss the latest market trends and policy issues impacting hotels in your area today and in the future.

ForWard: Women Advancing Hospitality Annual conference to recognize the women of the hospitality industry and champion the next generation of leaders with year-round engagement via the ForWard Network.

Heart of the House Tours A tour program for Members of Congress to get a behind the scenes look at how a hotel in their district operates.

RESOURCES 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 or your members:

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 and gives AHLAF and the PSA the financial resources to do so. We would welcome additional participation from other PSAs.

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. Some topics include setting a strategy, career mobility, and inclusive hiring.

No Room for Trafficking Through the No Room for Trafficking program, the Foundation supports the industry's efforts to combat human trafficking and support survivors. We can provide technical assistance and educational information to states in support of these efforts and are happy to partner with you to raise awareness, bring training to your state, 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. Find out how your state's hoteliers can enroll apprentices as well as team up on local grants.

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

“Our relationship with AHLA has been critical to the cultivation of a successful voice for hotel operators in Michigan. Chip and his team have been active collaborators with the MRLA on public policy and invaluable partners through their distribution of industry data and expertise.”

– JUSTIN WINSLOW, PRESIDENT & CEO, MICHIGAN RESTAURANT & LODGING ASSOCIATION

“Being able to coordinate efforts among other like-minded states, and tap into the expertise of AHLA's state and local government relations team, provides tremendous value as we develop and implement our advocacy strategy. Being able to rely on AHLA to lead the industry's federal advocacy while we direct state and local efforts is a recipe for success to advance the hotel community's priorities and ensure our voice is heard at every level of government.”

– MICHAEL JACOBSON, PRESIDENT & CEO, ILLINOIS HOTEL & LODGING ASSOCIATION

To check the AHLA membership status of your property or inquire about becoming a member, contact Travis McKie at tmckie@ahla.com or (804) 661-2067.