

AHLA Branded Property Benefits

As the largest U.S. lodging association uniting all segments of the industry, AHLA protects and supports branded properties through federal and state advocacy, provides valuable resources, and connects you to industry peers and leading service providers and suppliers.

ADVOCACY

- Federal [advocacy](#) on your behalf, including increasing federal per diem rates, expanding the workforce, fighting onerous workplace regulations, and protecting beneficial tax provisions)
- State and local advocacy on your behalf, and through collaboration with state and city associations, on regulations including short-term rentals, data privacy, and labor issues such as overtime, cleaning limitations, and scheduling
- Timely industry updates and alerts that keep you informed and equip you with the tools to act on behalf of your property and contact your legislators

RESOURCES

- Exclusive offers and discounts on training, certifications, industry-related products, and services such as healthcare
- Access to industry [research](#) and AHLA staff who can provide you with expert answers and guidance on regulatory matters, crisis management, and more
- Best practices and tools to support your business through our established programs focused on [sustainability](#), [human trafficking prevention](#), [health and safety protocols](#), and [workforce development](#)
- Key technology resources and insights from HTNG to improve operations and reduce costs

CONNECTIVITY

- Networking opportunities with AHLA membership, which represents over 80% of the U.S. hotel industry, through our national and local [events](#)
- Industry data, emerging trends, and legislative news updates as a member of AHLA's prominent [GM Network](#) or [Owners Network](#)
- Industry leader advancement as a [ForWard Ambassador](#)
- Industry innovation collaboration and support through one of [HTNG workgroups](#)
- Critical and actionable advocacy updates through [HotelsACT](#)

**SCAN to view online
for resource links**



“From an operational and educational standpoint, AHLA has made it so much easier to digest the most important information that affects the day-to-day operations of my hotel. It’s exceptional to have the opportunity to be a member of an association whose value is worth its weight in gold.”

– GENERAL MANAGER, SOUTH DAKOTA

To check the AHLA membership status of your branded property or inquire about becoming a member, contact Jess Potashnik at jpotashnik@ahla.com or (202) 289-3139.

BENEFITS



American Hotel & Lodging Educational Institute

Members of AHLA receive **15% off** on all training, education, and professional certification programs via **AHLEI**. AHLEI offers the only certification programs in the hotel industry that are portable, industry-recognized, and endorsed by the AHLA.



Green Key Global

Green Key Global is one of the most trusted hotel sustainability certification programs in North America. Certification includes an automated listing on OTAs, elevating your property's standing for environmentally aware guests and actionable opportunities to cut costs through energy, water, and waste management using **Green Key Global** tools.



IncentiFind Commercial Real Estate Incentive Database

BROUGHT TO YOU BY AN AHLA ALLIED+ MEMBER

Easily identify tax credits, grants, fee waivers, rebates, and bill credits available for your property with **IncentiFind's** comprehensive database. These credits can help reduce bottom-line costs, plus support efforts to implement green measures like energy efficiency, renewables, and water conservation.

- AHLA members receive a special rate of **\$350 per report**.



Hireology *BROUGHT TO YOU BY AN AHLA GOLD PARTNER*

Hireology can provide job descriptions, such as front desk agent and housekeeper, to help hotels look for new employees.



Seasonal Connect *BROUGHT TO YOU BY AN AHLA ALLIED TECH MEMBER*

Seasonal Connect is a platform to help seasonal workers and employers who need seasonal workers to find each other and collaborate. **5-10% discounted monthly cost per property**.



Teladoc

Virtual access to doctors and therapists anytime, anywhere by app, phone, or video. **Only \$9 per month** per employee.



Lowe's Pro *BROUGHT TO YOU BY AN AHLA CORPORATE SILVER PARTNER*

Save money when you buy contractor packs or place large orders, plus receive up to a 20% discount on certain products at **Lowe's.com**.



NetSuite *BROUGHT TO YOU BY AN AHLA CORPORATE PLATINUM PARTNER*

Netsuite serves tens of thousands of customers with a unified financial system for omnichannel inventory and order management, ecommerce, CRM, marketing, and more! AHLA members receive preferred pricing.



Elavon *BROUGHT TO YOU BY AN AHLA ALLIED+ MEMBER*

Secure and simplify your payment processing with cutting-edge technology through **Elavon's** subscription program. Get merchant acquiring, payment gateway, transaction security, and two payment devices – all for a fixed discounted monthly price.

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