

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](#)

“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.