

AHLA Working for YOU.

GETTING DECISION MAKERS TO LISTEN

- Securing hotel-specific rules and provisions in the CARES Act
- Garnering support for CMBS lenience
- Providing state and local policy guidance



RAISING YOUR VOICE WITH THE WHITE HOUSE & CONGRESS



Securing a sit-down with
the President &
Cabinet Members

— * * * —
Ongoing outreach to
Senate and
Congressional
leadership

— * * * —
Generating
130,000
member letters to Congress

BUILDING SUPPORT FOR YOU IN THE MEDIA



The New York Times

Forbes

The Washington Post



THE WALL STREET JOURNAL

POLITICO

- Gaining non-stop news coverage – 14 billion media impressions
- Shaping the narrative through a steady stream of new hotel data
- Shaping the narrative to bolster support for YOU!

WE ARE JUST GETTING STARTED!



- Launched the first industry-wide enhanced cleaning standard – *Safe Stay*
- Created the Back to Business Webinar Series and online resource center
- Planning national campaigns to inspire travel
- Advocating for hotels in all future COVID-19 legislation

Stay checked-in to the industry! Make sure you're receiving AHLA updates.

Email membership@ahla.com



Membership Benefits

Get the Most Out of Your AHLA Membership Today

THE ONLY NATIONAL ASSOCIATION ADVOCATING SPECIFICALLY FOR THE HOTEL INDUSTRY



10 OUT OF 10 LARGEST U.S. HOTEL COMPANIES



80% OF ALL FRANCHISE HOTELS



27,000+ MEMBERS



90% MEMBER RETENTION



THOUSANDS OF INDEPENDENT HOTELS ACROSS THE U.S.

REOPENING RESOURCES TO HELP YOU GET BACK TO BUSINESS



> SAFE STAY

Industry-wide enhanced cleaning standards to keep guests & employees safe



> HOSPITALITY FOR HOPE

- Connecting 17,000 hotels with health agencies
- Free continuing education to 15,000 furloughed employees



> BACK TO BUSINESS CENTER

Online collection of resources for reopening

YEAR-ROUND RESOURCES

- > Up-to the minute advocacy updates
- > FAQs to address all your questions
- > Data to provide you insights
- > Webinars to keep you informed
- > Talking points to help with your media requests
- > Social content to help you amplify your message
- > Lodging magazine & daily briefs to keep you in the loop on new trends
- > Networking opportunities with other members at events and online
- > Exclusive AHLA member-only discounts
- > Turnkey toolkits on a countless topics and issues



YOUR MEMBERSHIP SUPPORTS CRITICAL INDUSTRY INITIATIVES



> NO ROOM FOR TRAFFICKING

Resources to train your employees to comply with state laws to combat human trafficking



> 5-STAR PROMISE

Protect your employees and guests



> HOSPITALITY IS WORKING

Retain your workforce and reduce costs with scholarships and training programs

LOGIN TO AHLA.COM AND ACCESS MEMBER-ONLY CONTENT

Visit AHLA.com, click the login button at the top, enter your Username and Password. Can't find your login info? Contact membership@ahla.com.