AHHLA 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

BUILDING SUPPORT FOR YOU IN THE MEDIA
- 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

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.