As the largest U.S. lodging association uniting all segments of the industry, AHLA protects and supports independent hotels 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 workforce expansion issues such as H-2B visa reform and frivolous litigation protection ("drive-by lawsuits")
- 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

**RESOURCES**
- Exclusive offers and discounts on training, certifications, industry-related products, and services such as healthcare.
- Access to the same resources as big brands, including 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

**CONNECTIVITY**
- Networking opportunities with AHLA membership, which represents over 80% of the U.S. hotel industry, through our national and local events
- Placement possibilities on AHLA’s social media and at signature events to increase visibility for your property
- Opportunities to increase your network, reach, and influence through participation on AHLA’s networks and prominent committees

"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 property or inquire about becoming a member, contact Travis McKie at tmckie@ahla.com or (804) 661-2067.