Paving the road forward for a more diverse, sustainable and thriving future for the hotel industry.

THE ROAD TO A THRIVING FUTURE

AHLA’s 5-Year Strategic Plan

With your support and a united industry, AHLA will help build a brighter future for all guests, employees and hoteliers. Learn more at www.ahla.com/plan.

1. PROTECTING HOTELS FROM ONEROUS WORKPLACE RULES
   - Defending against government policies designed to discriminate against our industry.

2. HIGHLIGHTING HOTELIERS’ COMMUNITY ENGAGEMENT & IMPACT
   - Educating elected officials on the hotel industry’s positive impact in local communities.

3. RECRUITING A LARGER WORKFORCE & PROMOTING CAREER OPPORTUNITIES
   - Attracting new talent & boosting leadership diversity.

4. FIGHTING FOR A LEVEL PLAYING FIELD
   - Ensuring alternative accommodations compete on the same level playing field as hotels.

5. LEADING ON SUSTAINABILITY, DIVERSITY & SAFETY
   - Making our industry the national leader on trafficking prevention, diversity & opportunity, and sustainability.