



THE ROAD TO A THRIVING FUTURE

AHLA's 5-Year Strategic Plan

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

PLAN PILLARS

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.

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.