



ONE POWERFUL VOICE

Our association proudly serves every segment of the industry.

AH&LA is the singular voice that brings together and represents the lodging industry's multitude of constituents.

- Leading CEOs and C-suite executives
- Hotel owners and management companies
- Franchise and independent properties
- Real estate investment trusts (REITs)
- State hotel associations
- Bed and breakfast owners
- Industry partners and suppliers

As the lodging industry experiences unparalleled growth, AH&LA enjoys unprecedented membership.



24,000+
MEMBERS



80%
OF ALL FRANCHISE
HOTELS



9 OUT OF **10**
TOP U.S.
HOTEL
BRANDS




↑ REPRESENTING MILLIONS

We support the millions of lodging employees who make our \$160 billion industry go.

For more than 100 years, AH&LA has been the foremost representative of and advocate for the U.S. lodging industry. We are the *only* national association that represents all segments of an industry that is among the 10 largest business sectors in America. Our industry is booming because we help our members be their best at what matters most: serving our guests, employees and our communities.


8 MILLION
AMERICAN
JOBS


54,200
PROPERTIES
NATIONWIDE


\$590
BILLION
TO U.S. GDP

SUPPORTED BY THE INDUSTRY



MEMBER COMPANIES



The industry's leading companies have checked in with AH&LA.

Our membership spans global brands to independent boutique hotels and even smaller beds and breakfasts. Along with the owners and management companies of hotels and many others, each segment plays a vital role in our dynamic industry.



"The AH&LA provides the mechanism by which we can get together and actually punch equal to our weight, and get up there on a hill and make a difference."

Mark Carrier President, B.F. Saul Company Hospitality Group



"It's important to be part of AH&LA because our members are stronger collectively than any individual company can be. By uniting so many different owners, brands and management companies, AH&LA makes our industry's voice much more powerful."

Geoff Ballotti President of the Wyndham Hotel Group



"Our industry is very broad and widespread throughout the country. So we regularly have to deal with a wide variety of issues on the national, state and even the city level. AH&LA represents the industry extremely well at all those levels, and on Capitol Hill as well."

Ed Walter President, Host Hotel and Resorts



"Being part of AHLA is critically important today. The association helps me protect my top line and my bottom line results. And it helps ensure a successful future for the whole industry by educating the next generation of leaders."

Jim Abrahamson CEO of Interstate Hotels & Resorts



TIRELESS ADVOCATE

We devote the same close attention to legislators as we do to guests.

From the White House to City Hall, AH&LA works tirelessly on behalf of our membership, appealing to lawmakers with a unified and authoritative voice about issues critical to the future of the lodging industry.

- Increasing visibility and engagement on Capitol Hill
- Securing legislative changes that support the hotel industry
- Supporting local advocacy efforts in cities and states across the country
- Monitoring the latest legislative developments and analyzing how they may impact our interests
- Championing elected officials who support the lodging industry through HotelPac
- Mobilizing effective grassroots campaigns
- Generating awareness and developing industry champions through Heart of the House hotel tours



HOTELS GENERATE
\$167 BILLION
FED, STATE, LOCAL
TAXES



HOTELS ARE IN
ALL 435
CONGRESSIONAL
DISTRICTS



HOTELS GENERATE
\$483 BILLION
IN GUEST
SPENDING



SUPPORTING MEMBERS

We support members with a full suite of 5-star services.

AH&LA provides news and resources so members can stay informed and engaged. We host events where they can make connections, discuss trends, and the future of the business. We also create opportunities to engage with Congress and industry leaders.

WE HAVE OUR FINGER ON THE PULSE OF THE INDUSTRY.

- Publishing cutting-edge insider data and research
- Keeping members up-to-date on the latest industry news and alerting them to legislative developments that could impact their business
- Growing the industry's future talent by sharing best practices and career resources
- Fighting on behalf of all members on Capitol Hill and rallying member engagement
- Hosting informational webinars on the most pressing issues
- Offering educational materials and managing the industry's leading certification program (CHA)
- Providing outlets for members of mutual interests to network, share ideas, and connect via Councils and Committees

WE HOST THE INDUSTRY'S PREMIER EVENTS SO MEMBERS CAN CONNECT.

- **Legislative Action Summit** - The industry's advocacy day on Capitol Hill
- **AH&LA Stars of the Industry Awards** - Employee honors ceremony
- **AH&LEF Golf Classic** - Fundraiser supporting educational opportunities for rising hospitality hopefuls
- **AH&LA @HX: The Hotel Experience** - The nation's largest travel tradeshow and home to the AH&LA Industry Leadership Dinner, Joint Council Meeting and Board of Directors Meeting
- **Council and Committee Meetings** - An opportunity for members to meet with colleagues in the same segment of the industry

WE HELP MEMBERS PARTNER WITH LEADING INDUSTRY VENDORS.

We establish partnerships with companies that provide the finest products and services to the lodging industry. These companies are eager to partner with AH&LA. They know we give them unparalleled access to connect with lodging industry leaders at multiple events throughout the year.



Hotels lobby up to fight

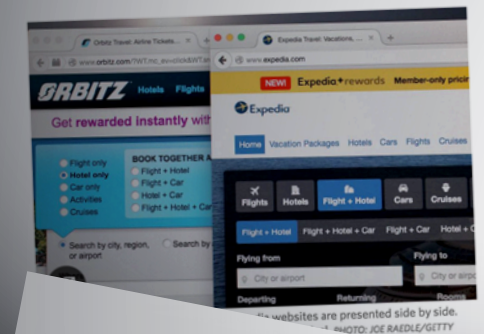
SPREADING THE WORD

THE WALL STREET JOURNAL.

Home World U.S. Politics Economy **Business** Tech Markets Opinion Arts Life Real Estate

Hotel Industry Assails Expedia-Orbitz Deal

Critics urge rejection of online-travel merger, cite fears over...



By CRAIG KARM...
Aug. 6, 2015 12:04 a...
The hotel industry...
proposed merger...
Orbitz Worldwide...
control the online...
on the industry.
The Justice Depart...
which was announce...
completed a takeover...
Hotel companies cite...
would give Expe...

Dream big.
The hotel industry is thriving. Creating endless career possibilities and strengthening communities all over the country. Learn more at www.AHLA.com.

AHLA
AMERICAN HOTEL & LODGING ASSOCIATION

8 MILLION AMERICAN JOBS

5 MILLION GUESTS

HOTELS

\$170 BILLION IN TAX REVENUE

ALL TOGETHER POWERFUL
AH&LA IS PROUD TO BE THE NATIONAL ASSOCIATION OF THE HOTEL INDUSTRY.

Hotel interactive
Hotel News

Lodging Industry Unites For Capitol Hill Takeover

Wednesday, April 15, 2015

The hotel business is on the political stage today as industry leaders head up to Capitol Hill to meet with Congressional representatives and their staff to discuss critical travel related issues.

It's all part of the annual Legislative Action Summit hosted by the American Hotel & Lodging Association (AH&LA), partnering with the Asian American Hotel Owners Association (AAHOA), a long-term goal of the event is to...

The Washington Post

WEDNESDAY, NOVEMBER 4, 2015

POWERPOST

New generation of trade group CEOs take more aggressive – and at times unorthodox – approach to lobbying

CATHERINE HO...
video, undercover camera...
capture gamblers playing slot...
es and cashing out in what...
to be a casino in an industrial...
side Austin, Texas.
five-and-a-half-minute video...
st spring at so-called Internet...
stakes cafes, is the product of an...
recovery sting by the Digital Citizens...
ance, a consumer protection group...
ed at cracking down on Internet...
ms and fraud. But the filming and...
duction was paid for by the American...
Gaming Association, the Washington...
group representing the casino in...
where he similarly boosted member...
ship and promoted a more holistic ap...
proach to advocacy that included re...
search and media relations.
"We know that changing the law is...
going to be a three-to-five-year ex...
cise," Freeman said. "Year one of our...
strategy doesn't even involve Capi...
itol Hill. Whereas a lot of times people...
would've led with lobbying in years...
past, we're leading with creating a...
more informed environment, mak...
ing sure we've built the right relat...
ships and developed the right allies long...
before we go to Capitol Hill."
The Gaming Association's undercover...
video, the first time the group has en...
gaged in such tactics, is indicative of...
unorthodox tactics the new

THE HOTEL SUCCESS STORY:
From Front Desk to C-Suite,
a New Report on Hotel Jobs

There's a powerful story to tell. And we tell it passionately.

From local news to national headlines, AH&LA is telling the story for our great industry. As the go-to resource, AH&LA is increasing the visibility of our issues and our industry by:

- Shining a national spotlight on issues critical to the industry
- Representing the industry in mainstream and local press
- Providing thought leadership on new trends and developments in hospitality
- Telling the story of opportunity and upward mobility
- Creating public awareness of best booking practices
- Researching and disseminating the latest industry data and trends



SOCIAL MEDIA CAMPAIGN



INDUSTRY BRIEFINGS



NATIONAL & LOCAL PRESS ATTENTION



HOSPITALITY'S NEXT GENERATION



We invest in our greatest asset.
Our people.

We foster the development of our industry's future pipeline by offering over \$20 million in awards to rising hospitality students through the **American Hotel & Lodging Educational Foundation**, which also pushes our industry forward through cutting-edge research in the field.



16,500+
HOTELS/RESORTS
CURRENTLY USING
TRAINING RESOURCES



250,000+
CERTIFICATIONS
EARNED OVER 26
DESIGNATIONS

We also support the excellence of today's hotel employees by offering leading educational resources and certifications through the **American Hotel & Lodging Educational Institute**.



\$20
MILLION
AWARDED
SINCE 1953



\$3.25
MILLION
ALLOCATED
TO RESEARCH



3,500
SCHOLARSHIP
RECIPIENTS
SINCE 2006



\$3.1
MILLION
SCHOOL-TO-CAREER
WORKFORCE
DEVELOPMENT



GROWING OUR INDUSTRY

gettyimages
Hero Images

We never forget what's driving the remarkable growth of the hotel industry. Hotel guests.

Our fundamental mission is to help our members better serve the guests on whom we all depend. By doing this, AH&LA is helping the U.S. lodging industry grow at a record pace. For six years running, the industry has seen steady growth in jobs, tourism, and economic influence in communities all over America.

No matter what statistics you look at, you can't help but see incredible strength in our numbers.

54,000 ▶ PROPERTIES NATIONWIDE

188,000 ▶ NEW HOTEL JOBS

300,000 ▶ FEDERALLY SUPPORTED JOBS

5,000,000 ▶ GUESTS EACH DAY

8,000,000 ▶ AMERICAN JOBS

\$1,100,000,000,000 ▶ U.S. Sales



GET INVOLVED TODAY

These are amazing times to be in the hotel business.

Without a doubt, there's never been a better time to be in the lodging industry. Demand is strong. Sales are robust. Revenues are high. Employment is growing. And the future looks very bright.

AH&LA is proud to help facilitate this widespread success. We're deeply engaged in all facets of the business, strengthening the entire industry and making a positive difference for members so that tomorrow will be as prosperous as today.

Get involved today!

- MEMBERSHIP** (202) 289-3100 membership@ahla.com
- GOV. AFFAIRS** (202) 289-3120 gov.affairs@ahla.com
- MEDIA RELATIONS** (202) 289-3148 communications@ahla.com
- SPONSORSHIP** (202) 289-3154 baldrich@ahla.com
- CONVENTIONS AND EVENTS** (202) 289-3116 conventions@ahla.com
- WEBSITE** www.ahla.com
- FACEBOOK** www.facebook.com/hotelassociation
- TWITTER** @ahla
- LINKEDIN** www.linkedin.com/company/american-hotel-&-lodging-association

AH&LA EXECUTIVE PARTNERS



ALL TOGETHER POWERFUL



www.ahla.com