

Membership Benefits

THE National Hotel Association advocating for you and protecting your bottom line.



10 OUT OF **10** LARGEST U.S. HOTEL COMPANIES



80% OF ALL FRANCHISE HOTELS



27,000+ MEMBERS



90% MEMBER RETENTION



HOTELS SUPPORT OVER **1 IN 25** JOBS

Get the Most Out of Your AHLA Membership Today

MAKE BETTER-INFORMED BUSINESS DECISIONS

- Workforce trends – GenZ, Careers in Hotels
 - Interactive state facts data tool
- RESEARCH**
- Distribution in the Digital Marketplace
 - Oxford Economics Hotel Industry Impact Study
- BEST PRACTICE CONTENT**
- Marketing
 - Sustainability
 - Safety
 - Hiring & workforce issues
- FREE WEBINARS**
- ADA Accessibility
 - P&L Management
 - Managing Unconscious Bias
- INDUSTRY DATA AND STATISTICS**
- International Travel to the US
 - Industry Tax studies
 - STR Reports

SAVE MONEY TODAY WITH MEMBERS-ONLY DISCOUNTS

- Pearson Cell-Ed: Discounts on award-winning English learning courses
- Employee Safety Devices: 5-Star Promise resources and discounts available to AHLA members
- Marketing: Up to 35% savings on USA Today national and regional advertising
- Human Resources: Up to 20% savings on Hcareers job postings
- Operations: 1% discount on ASCAP and BMI licensing fees, Green Key Global programs

KNOW WHEN THINGS ARE HAPPENING, AS THEY HAPPEN

- **Hotel Lobby** Bimonthly e-newsletter covering the most important advocacy headlines in our industry and timely AHLA announcements
- **AHLA Email Updates** Regular email announcements about both national and local state initiatives affecting you including updates from President & CEO Chip Rogers, AHLA events, webinars, advocacy alerts and more
- **Lodging Daily** Daily e-newsletter providing you with each day's top industry headlines
- **Lodging Magazine** Complimentary monthly print magazine covering the latest industry trends
- Central hub for all things for our industry in times of need

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.**
- Once logged in, enjoy full access to industry research, reports, advocacy talking points, past webinars, and more.

Email membership@ahla.com to starting receiving your benefits today.

AHLA All Together Powerful

About AHLA

Serving the hospitality industry for more than a century, the American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the eight million jobs the U.S. lodging industry supports, including hotel owners, REITs, chains, franchisees, management companies, independent properties, bed and breakfasts, state hotel associations and industry suppliers.

Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support, and educational resources for an industry that advances long-term career opportunities for employees, invests in local communities across the country and hosts more than one billion guests' stays in American hotels every year.

AHLA proudly represents a dynamic hotel industry of more than 54,000 properties that supports \$1.1 trillion in U.S. sales and generates nearly \$170 billion in taxes to local, state and federal governments.

RETAIN YOUR WORKFORCE AND REDUCE YOUR COSTS

- Encourage your staff to apply to AHLEF's apprenticeship programs and scholarship
- Enroll in AHLEI Professional Certifications
- Help your staff earn their degree with debt-free programs
- Add trained entry-level talent to your team from our Opportunity Youth program

HOSPITALITY
IS WORKING

PROTECT YOUR EMPLOYEES

- Join your peers by committing to the 5-Star Promise
- Access the new HTNG and AHLA Staff Alert Buyer's Guide
- Utilize tools and resources to help combat human trafficking, including an ECPAT survey of state laws targeting human trafficking in the hospitality industry



NO ROOM FOR TRAFFICKING

- Adopt the No Room for Trafficking Action Plan to become eligible for a "Seal of Approval."
- Host a training session during the month and share photos of the session on social media using the hashtag #NoRoom.
- Share your upcoming scheduled training dates and photos with us so we can help amplify your efforts by emailing: NRFT@ahla.com.
- Wear the No Room for Trafficking stickers or pins at work and share photos on social using the hashtag #NoRoom. Please email NRFT@ahla.com if you are interested in receiving collateral.
- Share your best practices, unique partnerships with local law enforcement, and/or testimonials about hotel staff identifying and stopping human trafficking by emailing NRFT@ahla.com.



JOIN HOTELSACT AND MAKE YOUR VOICE HEARD

- Take Action – HotelsACT is an affiliate grassroots advocacy organization of AHLA created to enhance hotelier's ability to influence policy debates by focusing on the economic impact of the lodging industry across the country
- Membership is free – go to ahla.com/hotelsact to join



AHLA & AHLEF EVENTS

