

# '24 AMERICAN HOTEL & LODGING ASSOCIATION Hotel Industry Wins

The AHLA team worked tirelessly with members, policymakers, and association allies to protect and promote the hotel industry. We advanced the pillars of our [5-year plan](#).

## PROTECTING HOTELS FROM ONEROUS WORKPLACE RULES

- [Blocking the National Labor Relations Board's joint-employer rule from taking effect](#), which helped preserve the franchise business model
- Leading coalition efforts against the [Department of Labor's overtime rule](#), which led to federal judge's invalidation of the rule
- Preserving the hotel franchise model by [fighting a New Jersey bill that would limit hotels from enforcing brand standards](#) and [welcoming a ruling by the Federal Trade Commission that blocked enforcement of noncompete agreements](#)
- Supporting the U.S. Chamber of Commerce's lawsuit against the [Department of Labor's independent contractor rule](#) that radically changes the way workers are classified as independent contractors or employees

## HIGHLIGHTING HOTELIERS COMMUNITY ENGAGEMENT & IMPACT

- Maintaining robust membership of 30,000+ properties with a focus on welcoming smaller owners, operators, independent hoteliers, and Allied members
- Drawing 11,700 attendees to 68 AHLA and AHLA Foundation events this year
- Facilitating 200 meetings with more than 200 lawmakers during our biggest advocacy event, [Hotels on the Hill](#)
- Convening 4,800 attendees and 460 vendors at the second Hospitality Show, which included the launch of the F&B Summit
- Hosting a record number of attendees at HTNG Connect: Europe and a successful colocation of HTNG Connect: Asia-Pacific with HSMIAI
- Launching of the [Global Technology 100 \(T100\)](#), a group of the world's best and brightest hospitality technology leaders
- Adding three new [committees](#) (Extended Stay, Independent & Boutique, and Design & Construction) to our roster of content-focused groups that help shape the future of the lodging industry
- Reaching our goal of raising more than \$1 million for [HotelPAC](#)

## RECRUITING A LARGER WORKFORCE & PROMOTING CAREER OPPORTUNITIES

- [Nearly doubling the number of temporary nonagricultural worker visas available \(an additional 64,716 from 66,000\) through the H-2B visa program](#), which will make it easier for small business hoteliers to access the seasonal workers they need
- Helping more than 4,200 people through the AHLA Foundation's programs, which support every part of the employee journey, from recruitment and retention to skill development and leadership growth in the hotel industry

## FIGHTING FOR A LEVEL PLAYING FIELD

- [Securing a \\$3 increase in the continental U.S. per diem rate that will generate an estimated \\$100 million for hoteliers](#)
- Advocating for [House passage of the No Hidden FEES Act](#) and [Senate committee passage of the Hotel Fees Transparency Act](#), which would create a nationwide standard for lodging cost transparency
- Pushing for pro-small business tax policies and [leading a day of action on Tax Day](#)

## LEADING ON SUSTAINABILITY, DIVERSITY & SAFETY

- Supporting anti-human trafficking legislation, including the [HOTEL Act](#) and the [Human Trafficking Awareness Training Recognition Act](#)
- Completing more than 304,000 AHLA Foundation-funded human trafficking awareness and prevention trainings as part of our ongoing, industry-wide commitment to combatting human trafficking
- Building on AHLA's Responsible Stay initiative by [expanding Green Key Global sustainability certification](#) across the U.S. and Canada and [launching the Dignity of Work Pledge with Procure Impact](#)

## AHLA MEMBER SURVEY RESULTS

85% Membership Satisfaction

82% Membership Value

84% Would Recommend AHLA

## RECOGNIZED BY APCO

Top Performing Association

## ASAE GOLD AWARDS

★ H-2B Visa Program

★ No Room for Trafficking Initiative

## TRADE SHOW EXECUTIVE'S GOLD 100 GRAND AWARD

The Hospitality Show

## THE HILL'S TOP LOBBYISTS 2024

★ Kevin Carey

★ Troy Flanagan

★ Chirag Shah

