



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 global hotel brands
- Hotel owners, management companies and Real Estate Investment Trusts (REITs)
- Independent properties and Bed and Breakfasts
- State hotel associations
- 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 multi-billion dollar 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.

EVERY \$100 SPENT ON LODGING ADDS UP TO \$221 SPENT IN THE COMMUNITY.

 **8 MILLION AMERICAN JOBS**

 **54,200 PROPERTIES NATIONWIDE**

 **\$590 BILLION TO U.S. GDP**



SUPPORTED BY THE INDUSTRY



EXPANDING OUR MEMBERSHIP



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 the 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 AH&LA 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



EFFECTIVE ADVOCATE

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

From the White House to the halls of Congress and beyond, AH&LA works tirelessly on behalf of our members, 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 students
- **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
- **HotelPac Receptions** - Supporting our efforts on Capitol Hill

WE HELP MEMBERS PARTNER WITH LEADING INDUSTRY SUPPLIERS.

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.

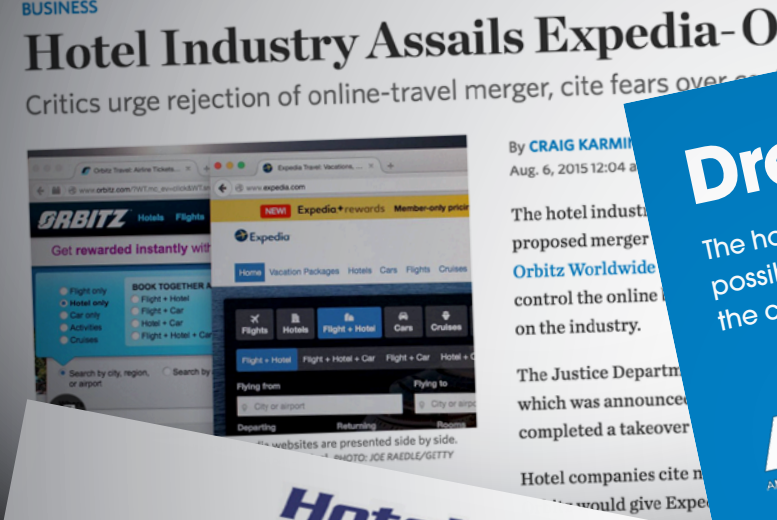


SPREADING THE WORD

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

From local news to national headlines, AH&LA is on the offense – telling the story of 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
- Advancing our narrative of opportunity and upward mobility
- Creating public awareness of best booking practices
- Researching and disseminating the latest industry data and trends



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

5 MILLION GUESTS

8 MILLION AMERICAN JOBS

HOTELS

\$170 BILLION IN TAX REVENUE

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



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





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. Engaged in a new Capital Campaign to reach \$8 million in additional industry support which will provide new investments for the Foundation's academic and professional scholarships and fund critical industry research.

We also support the excellence of today's hotel employees by offering leading educational resources and certifications.



**\$20 MILLION
AWARDED
SINCE 1993**



**\$3.25 MILLION
ALLOCATED
TO RESEARCH**



**3,500 SCHOLARSHIP
RECIPIENTS
SINCE 1993**



**\$3.1 MILLION
SCHOOL-TO-CAREER
WORKFORCE
DEVELOPMENT**



GROWING OUR INDUSTRY

We never forget that when guests are smiling, the industry is growing.

As the unified voice of the industry and a powerful advocate on Capitol Hill, AH&LA keeps members in the best position to satisfy the 5 million guests the industry serves every day. And satisfied guests drive the growth we all seek. Growth that for six years running has seen a steady increase in jobs, tourism, and economic influence in communities all over America.

Just look at the numbers. They speak for themselves.

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*

*Includes hotel revenue, guest spending and taxes



GET INVOLVED TODAY

Dreams happen in the hotel business.
Join us.

There's never been a better time to be in the lodging industry than now. And the future has never looked brighter.

AH&LA is proud and excited to help our members thrive and grow. We're deeply engaged in all facets of the business, strengthening the entire industry and making a positive difference for members, so the success they dream of is the success they see.

Get involved today!



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LINKEDIN	www.linkedin.com/company/american-hotel-&-lodging-association	

All together powerful.



www.ahla.com