



## AHLA Welcomes Preferred Hotels & Resorts As New Member

Membership Elevates the Voice of Independent Hotels

**WASHINGTON (July 14, 2022)** – The American Hotel & Lodging Association (AHLA) today announced it has welcomed Preferred Hotels & Resorts<sup>SM</sup> as a new member.

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries—including 190 properties in the United States.

Independent hotels are unique and important fixtures in the U.S. hotel landscape and make up nearly one-third of the nation's hotel rooms. Preferred Hotels & Resorts' AHLA membership further strengthens the voice of independent hotels within the industry and deepens AHLA's presence in this key segment.

Preferred Hotels & Resorts joins an AHLA membership roster that includes more than 30,000 members, 80% of all franchised hotels, and the 10 largest hotel companies in the U.S. In addition to hoteliers, AHLA membership includes state and local lodging associations, leading hospitality associations, industry service providers and suppliers, universities, and hospitality students.

"AHLA's second-to-none advocacy, affiliate services, and communication capabilities are precisely why we decided to join," said **Lindsey Ueberroth, Chief Executive Officer of Preferred Hotels & Resorts**. "As a champion of hoteliers and hospitality groups operating across the United States, and an influential voice within the industry, we look forward to working closely with AHLA's team to generate new opportunities and greater visibility of our member hotels nationwide."

## Preferred Hotels & Resorts joined AHLA in July 2022, strengthening the voice of independent hotels in the industry



Lindsey Ueberroth sits on AHLA Board of Directors



# AHLA is the Voice of the U.S. Hotel Industry



## ADVOCATES

Fighting for responsible public policies that support your business and ensure the future growth of our industry

- **Workforce Shortage Solutions**
- **Resort Fees**
- **ADA Litigation**



## PROMOTES

Representing our industry & telling your story where it matters most - in the press and among policymakers

- **Economic Impact**
- **Sustainability**



## UNITES

Rallying all segments of our industry to tackle key industry-wide initiatives such as workforce development and safety and security

- **No Room for Trafficking**
- **DEI**

# Representing all Segments of the Hotel Industry

 3.2 MILLION ROOMS

 30,000+ MEMBERS

 TOP HOTEL COMPANIES

## BRANDS



## OWNERS



## MANAGEMENT COMPANIES



## INDEPENDENT PROPERTIES



# 5-Year Strategic Plan



## FOCUS AREAS

PROTECTING  
HOTELS FROM  
ONEROUS  
WORKPLACE RULES

HIGHLIGHTING  
HOTELIERS'  
COMMUNITY  
ENGAGEMENT  
& IMPACT

RECRUITING  
A LARGER  
WORKFORCE  
& PROMOTING  
CAREER  
OPPORTUNITIES

FIGHTING  
FOR A LEVEL  
PLAYING FIELD

LEADING ON  
SUSTAINABILITY,  
DIVERSITY  
& SAFETY

## CAPABILITIES

Communications

Administration

Committee  
Management

Member  
Engagement

Community  
Engagement/  
Events



# Get Involved

# AHLA Independent Property Benefits

## Scale up your reach, network, and resources

### ADVOCACY

- Federal advocacy
  - Workforce expansion (i.e. H-2B visa reform)
  - Frivolous litigation protection ("drive-by lawsuits")
- State and local advocacy – partners with state and city associations
  - Short-term rentals
  - Data privacy
  - Labor issues (i.e. overtime, cleaning limitations, and scheduling)
- Timely industry updates and alerts

### CONNECTIVITY

- National and local events
- Placement opportunities: AHLA's social media and events
- Participation on AHLA's networks and committees

### RESOURCES

- Exclusive offers and discounts
  - Training
  - Certifications
  - Industry-related products
  - Services (i.e. healthcare)
- Access to the same resources as big brands
  - Industry research
  - AHLA staff can provide guidance on regulatory matters, crisis management, and more
- Established best practices and programs
  - Sustainability – Responsible Stay
  - Human trafficking prevention – No Room for Trafficking
  - Health and safety protocols – Safe Stay
  - Workforce development – AHLA Foundation programs



# Committee Opportunities

## Resort Committee

### **Audience:**

- Property Owner
- Director
- President *or*
- General Manager

### **Meeting Cadence:**

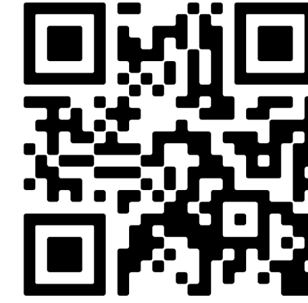
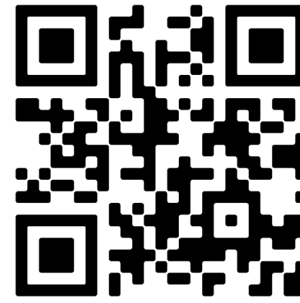
- 1 annual meeting

## Independent/Boutique Committee

### **NEW!**

- Email [membership@ahla.com](mailto:membership@ahla.com) for more information

# Join a Peer Network that Works for You



**Connect. Learn. Share. Scan To Join Today!**



# The Hospitality Show



**Thank you for attending our inaugural  
June 2023 Show!**

Save the date! October 28-30, 2024 | San Antonio, TX

**3,500+**  
Attendees

**50%**  
of Attendees  
Own Hotels

**80+**  
Industry-  
Leading  
Speakers

**300+**  
Innovative  
Partners &  
Vendors

**13+**  
Hours of  
Networking

# Upcoming AHLA Events



**AHLA**  
AMERICAN HOTEL & LODGING ASSOCIATION

**On the Road**



**Hawaii**  
HOTEL  
CONFERENCE  
POWERED BY HHA AND AHLA

**September 14, 2023**



**Massachusetts**  
HOTEL  
CONFERENCE  
POWERED BY MLA AND AHLA

**September 26, 2023**


**Register Today**



**OFF-SITE**

August 20-23, 2023

Omni Barton Creek  
Resort & Spa  
Austin, TX



Contact Linday Miller  
([lmiller@ahla.com](mailto:lmiller@ahla.com))  
for questions



Join Today!

**This relationship signals the concerted effort of growth and development in the independent hotelier sector.**

To check the AHLA membership status of your property or inquire about becoming a member, fill out the form via the QR code below:

