

THE AMERICAN HOTEL & LODGING ASSOCIATION

The face and voice of the hotel industry.





ONE POWERFUL VOICE

Our association proudly serves every segment of the industry.

AHLA 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)
- Branded and Independent properties and Bed and Breakfasts
- State hotel associations
- Industry partners and suppliers


As the lodging industry experiences unparalleled growth, AHLA 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, AHLA 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 AHLA.

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.

AHLA OFFICERS OF THE BOARD



"The AHLA 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 AHLA because our members are stronger collectively than any individual company can be. By uniting so many different owners, brands and management companies, AHLA 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. AHLA 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



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, AHLA 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.

AHLA 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 the industry's leading certifications
- 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
- **AHLA Stars of the Industry Awards** - Employee honors ceremony
- **AHLEF Golf Classic** - Fundraiser supporting educational opportunities for rising hospitality students
- **AHLA @HX: The Hotel Experience** - The nation's largest travel tradeshow and home to the AHLA 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 AHLA. They know we give them unparalleled access to connect with lodging industry leaders at multiple events throughout the year.



SPREADING THE WORD

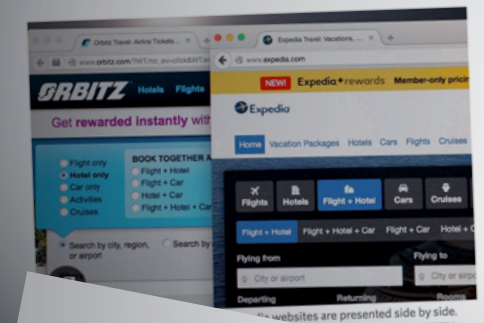
There's a powerful story to tell. And we tell it passionately.

From local news to national headlines, AHLA is on the offense – telling the story of our great industry. As the go-to resource, AHLA 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

THE WALL STREET JOURNAL.

Hotel Industry Assails Expedia-Orbitz Deal



By CRAIG KARMICHAEL
Aug. 6, 2015 12:04 a.m.

The hotel industry's proposed merger with Orbitz Worldwide Inc. has drawn criticism from industry groups, which say the deal would give Expedia a dominant position on the industry.

The Justice Department, which was announced to have completed a takeover of the deal, says the deal would give Expedia a dominant position on the industry.

Hotel companies cite the deal as a threat to their business.

Dream big.

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



8 MILLION AMERICAN JOBS

\$170 BILLION IN TAX REVENUE

ALL TOGETHER POWERFUL
AHLA IS PROUD TO BE THE NATIONAL ASSOCIATION OF THE HOTEL INDUSTRY.

5 MILLION GUESTS

Hotel Interactive Lodging Industry Unites For Capitol Hill Takeover



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

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 machines and cashing out in what appears to be a casino in an industrial area outside Austin, Texas.

five-and-a-half-minute video, first spring at so-called Internet cafes, is the product of an undercover sting by the Digital Citizens Alliance, a consumer protection group that cracked down on Internet gambling and fraud. But the filming and production was paid for by the American Gaming Association, the Washington-based group representing the casino industry.

where he similarly boosted membership and promoted a more holistic approach to advocacy that included research and media relations.

"We know that changing the law is going to be a three-to-five-year exercise," Freeman said. "Year one of our strategy doesn't even involve Capitol Hill. Whereas a lot of times people would've led with lobbying in years past, we're leading with creating a more informed environment, making sure we've built the right relationships and developed the right allies long before we go to Capitol Hill."

The Gaming Association's undercover video, the first time the group has engaged in such tactics, is indicative of a more aggressive approach to lobbying.





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, AHLA 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.

AHLA 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!

MEMBERSHIP	(202) 289-3100	membership@ahla.com
GOVERNMENT 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	

AHLA EXECUTIVE PARTNERS



All together powerful.



www.ahla.com