



Management Membership: Join Now!

24,000 MEMBERS!

AH&LA is more influential and active than ever before. Our membership has doubled in the past year and we now represent over 24,000 hotels and over half of all the hotel rooms in the U.S.

ACTIVE ADVOCACY

AH&LA's advocacy team protects your bottom line by taking on labor issues, technology and distribution challenges, and promotion of travel and tourism. With so many vital issues facing our industry, there has never been a better time to support AH&LA.

JOIN NOW!

- Be at the table, alongside AH&LA, setting the agenda for our powerful industry.
- Add your voice to the discussion on critical issues that could alter the way you do business today.
- Join your peers today and contribute to the future of hospitality!

ADVOCATE

- **Protecting your Bottom Line:**
 - AH&LA leads the battle on extreme wage initiatives and hotel-only wage hikes with wins in San Diego, Rhode Island, and the ongoing fight in Los Angeles.
- **Aggressive Action**
 - AH&LA is fighting the NLRB's assault on the franchise model. We are engaging with Congress to expose this damaging decision.
 - Pushing back against overtime regulations that propose to nearly double the salary threshold
- **Strategic Alignment**
 - Establishing a level playing field with short-term online rentals
 - Over 3 million impressions on our work to stop deceptive trade practices by Online Travel Agencies

COMMUNICATE

- **Telling Our Story**
 - We are spreading a cohesive industry message through all channels to all stakeholders.
 - We are reaching hundreds of millions of people through national, local and regional media outlets
- **Current Member-Only Alerts**
 - Legislative alerts on priority issues
 - Media guidance and issue-specific talking points
 - HotelLOBBY bimonthly legislative e-news
 - HotelPAC invitations
- **Current News & Analysis**
 - Free Lodging Magazine subscription
 - AH&LA daily updates
 - Media advisories and more

EDUCATE

- **Timely Research**
 - Findings that inform and guide business plans for the entire industry
- **Useful Resources**
 - Complimentary Webinars
 - Access the Members-only website www.ahla.com
 - Access to industry information
 - Vendor discounts including STR, Hcareers.com, and more
- **Educational Institute (EI) Tools**
 - Discounts and complimentary products/services from EI
- **Important Industry Events**
 - Networking opportunities
 - HX: The Hotel Experience - Rooms to Restaurants in New York (formerly IHMRS)
 - AH&LA's Legislative Action Summit in Washington, D.C.
 - America's Lodging Investment Summit (ALIS)