



KEY MESSAGES

The American Hospitality Alliance (AHA) promotes the hospitality industry at the state and local levels by harnessing the power of industry leaders toward more effective advocacy.

- AHA collectively advances our advocacy efforts in burgeoning areas, which is the key to recovery and growth as the hospitality industry looks to rebuild.
- The formation of AHA allows the industry to continue to proactively engage on trending issues to collaboratively set the narrative in state capitols and facilitate stronger relationships between hoteliers and legislators.
- AHA will address issues that are currently playing out on the state and local level, which affect all facets of the industry including COVID-19 liability, relief, and recovery, illegal short-term rentals, drive-by lawsuits, tax reform, and workforce development.

The newly formed group will provide increased value and benefits to the engaged membership of hotel owners, state and local lodging associations, and brands.

- This strategic relationship between leading hospitality organizations furthers AHLA's and AAHOA's missions by executing meaningful policy change at the state and local level.
- Led by AHLA and AAHOA's seasoned teams, in addition to an Advisory Board, the Alliance will have access to resources in targeted markets both inside and outside the Beltway to engage on issues that are key to the industry's recovery.
- AHLA and AAHOA will co-chair AHA. An Advisory Board of 17 industry representatives and staff serving one-year terms will guide the Alliance's policy priorities and initiatives.
- This strategic group will encourage and streamline investment by lodging-related associations into a common pool of resources designed to address state and local policy challenges impacting the hospitality industry.



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Hotels are in every Congressional district across the country, investing in communities as employers, taxpayers, and neighbors.

- The ability to strengthen partnerships with state and local governments comes at a critical time when COVID-19 has wiped out 10 years of job growth in an industry known for powering America's economy.
- From the top down, governments are engaging with businesses to spur economic recovery like never before. AHA will be an invaluable resource to help hoteliers and lodging associations advocate at the state and local levels for economic assistance and other measures designed to stimulate the economy.
- AHA's presence is an investment in communities across the country through direct state and local tax revenue generated from hotels, which fell by one-third in 2020 and will not rebound until at least 2023.