

# PROJECT **Ascent**

AN AHLA GROWTH INITIATIVE

**TAKING THE INDUSTRY TO NEW HEIGHTS**







## GROWING OUR INDUSTRY TOGETHER

In 2019 the AHLA Board of Directors came together to approve a new model to scale up AHLA's advocacy and workforce initiatives on behalf of the industry.

### This new initiative is Project Ascent.

Our industry is facing increasing legislative challenges in states and cities across the United States. Project Ascent is a long-term commitment to support the growing advocacy and industry priorities facing your business today and in the future.

To fund this new growth, a new streamlined member-dues model was created along with plans to raise non-dues revenue sources. The new changes will take effect on January 1, 2020.

Project Ascent will enable AHLA to more effectively engage on behalf of our members so we can secure a better future for our entire industry and your business.

PROJECT  
**Ascent**



## AN INDUSTRY UNITED ON PROJECT ASCENT

Leaders from all segments of the industry worked together to create a new simplified membership dues model. This model will support expanding AHLA's efforts on behalf of the industry, while being fair and equitable for all members.

### A Task Force Representing All Industry Segments



**JUSTIN KNIGHT**  
Taskforce Co-Chair

President & CEO, Apple Hospitality REIT  
AHLA Secretary/ Treasurer



**KEVIN JACOBS**  
Taskforce Co-Chair

Chief Financial Officer, Hilton

Task force included representatives from:

- Aimbridge Hospitality
- B.F. Saul Company Hospitality Group
- BRE Hotels & Resorts
- Crescent Hotels & Resorts
- G6 Hospitality
- Hyatt Hotels Corporation
- IHG
- Interstate Hotels & Resorts
- Marriott International
- Pebblebrook Hotel Trust
- Red Roof
- Terranea Resort
- Virginia Restaurant Lodging & Travel Association
- Wyndham Hotels & Resorts
- Xenia Hotels & Resorts

### Guiding Principles: Fair and Equitable

- **Simplified** (rooms based by member type)
- **Balanced** (delivers both dues and non dues revenues)
- **Fair** (all industry segments contribute to growth)
- **Incremental Growth** (enables membership expansion and new dues growth)
- **Future Proof** (as the industry changes and evolves)

## MORE CHALLENGES REQUIRE MORE RESOURCES

Resources from Project Ascent will be allocated to meet the needs of growing advocacy and industry issues including:

### Building state & local advocacy infrastructure

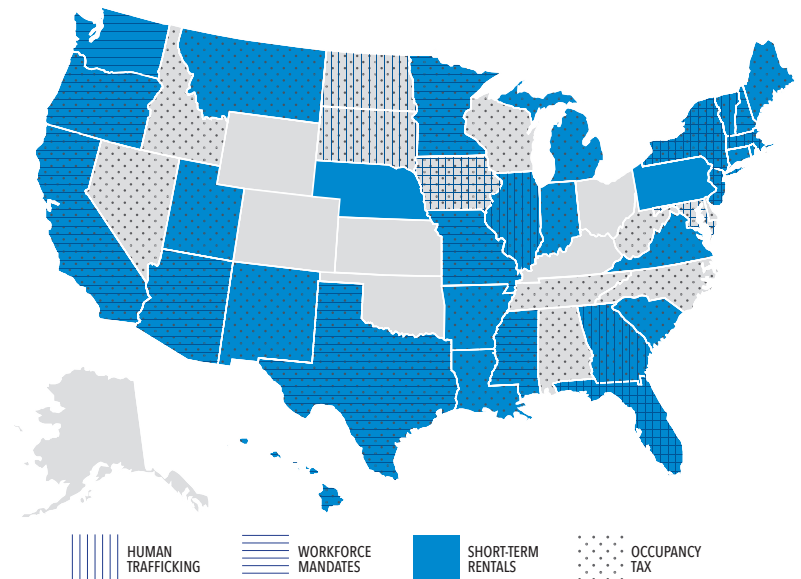
- Playing offense in cities and states
- More member outreach and engagement
- Driving core advocacy priorities, expanding grass roots

### Establishing a legal research center

- Leading in precedent setting cases
- Increased tracking of local cases affecting the industry
- Developing educational materials
- Engaging with governments on regulations and ordinances to protect your business

### Deepening our technology policy leadership, expertise and research

- Broadening technology research and member resources
- Developing technology and research partnerships that provide member value



# A SIMPLIFIED, FAIR AND BALANCED DUES MODEL

## UPDATES

### Owner & Property Dues

- Owners no longer pay separate corporate dues.
- Owners pay for each property in their portfolio on a per room basis by property type.
- Property Dues will be phased in over two years.
- Branded property dues will still be collected by the individual brands.

### Owned Property Credit

- Owned property credits will be eliminated since corporate dues are being eliminated.

### Independents

- Dues for all independents will adjust to the Standard Owners rate.
- Property Dues will be phased in over two years.

### Management Company Dues

- Management Companies rate reduced to \$2.00/room in the portfolio.

### Brands

- Brands pay \$.50/room in their portfolio.

## MEMBER DUES BREAKDOWN

The key features of the revised 2020 dues model include the following:

- Total dues based on total portfolio room count and membership category.
- An organization pays the greater of their 2020 new dues calculation or last year's corporate + property dues amount.

	2020	2021 AND BEYOND
Brands	\$.50/room	\$.50/room
Owners & Branded Properties	ECONOMY \$2.50/room	\$3.00/room
	STANDARD \$3.75/room	\$4.50/room
	LUXURY \$4.00/room	\$5.00/room
Management Companies	\$2.00/room	\$2.00/room
Independent Properties	\$3.75/room	\$4.50/room

Assumptions:

- Luxury includes Luxury and Upper Upscale chain scales
- Standard includes Midscale to Upscale chain scales

**AHLA IS PROUD TO UNITE AND REPRESENT OUR GREAT INDUSTRY**



**27,000+**  
**MEMBERS**



**80%**  
**OF ALL FRANCHISE**  
**HOTELS**



**55,900**  
**PROPERTIES**  
**NATIONWIDE**



**HOTELS SUPPORT OVER**  
**1 IN 25**  
**JOBS**

**Questions? Email: [membership@ahla.com](mailto:membership@ahla.com)**

# PROJECT Ascent

## TAKING THE INDUSTRY TO NEW HEIGHTS

Building  
State & Local  
Advocacy  
Infrastructure

Establishing  
Legal Research  
Center  
Capability

Deepening  
Tech  
Expertise

Creating  
Sustainable  
Best-In-Class  
Organization

## FUNDING OUR FUTURE

Non-Member Dues Revenue Generation

AHLA Member Dues Update

## BUILDING ON OUR SOLID FOUNDATION

Representing  
Your  
Voice

Gaining  
Visibility

Addressing  
Complex Advocacy  
Issues

Filling  
1 Million  
Open Jobs

Expanding  
Career  
Development



### About AHLA

Serving the hospitality industry for more than a century, the American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the eight million jobs the U.S. lodging industry supports, including hotel owners, chains, operators, independents, bed & breakfasts, state hotel associations and industry suppliers.

Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support, and educational resources for our industry that advances career opportunities for employees, invests in local communities across the country and hosts more than one billion guests' stays in American hotels every year.

### American Hotel & Lodging Association

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