

AH&LA

ALL TOGETHER POWERFUL



It's been an incredible year for our industry: record growth, occupancy and hiring. The hospitality sector continues to be a bright spot in the economy, and projections show that we can expect growth well into next year. And the same holds true for the American Hotel and Lodging Association.

This was a year of transition for AH&LA. In January, we changed our membership model to better reflect what you wanted and needed, focusing on powerful advocacy and speaking with one unified voice and one unified vision. We recruited top talent with greater expertise, we enhanced our communications efforts to get better visibility for our industry and we are providing a renewed focus on education to give you the tools and resources you need to be successful.

AH&LA is more influential and engaged than ever before. What's more, we're seeing such enthusiastic participation and support from members of all sizes and in all locations around the country.

It's never been a better or more exciting and important time to become involved with AH&LA. With so many vital issues facing our industry, from beating back extreme wage initiatives around the country, to protecting the franchise model, to ensuring a level playing field when it comes to online travel companies and short-term rental companies, now is the time to engage!

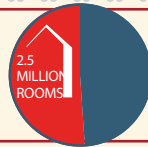
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STRENGTH IN NUMBERS

AH&LA has seen record growth this year, with the largest membership in its 100-year history and record engagement!



Membership growth of **125%**, to a **20,000**-strong association



Growth to **2.5 million rooms**, more than half of the total 4.9 million in the industry



We've sent more than **120 member updates** on industry and advocacy issues



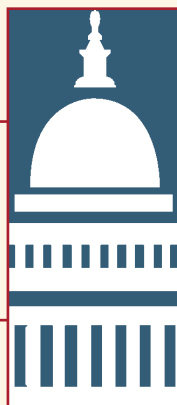
We've been quoted in more than **4,000 media outlets**, reaching tens of millions of people



We've held **176 events** for Congressional Champions of our Industry



We increased our PAC contributions by **105%**, to their highest levels ever



We have kept up momentum with Members of Congress. **Thousands of our members** have sent **thousands of letters** and engaged on pressing issues.

Our AH&LA advocacy team has held more than **330 meetings** on Capitol Hill and our members joined them for more than **200 meetings** during our Legislative Action Summit.

We've **doubled** the number of the "Heart of the House" hotel tours we've done in Congressional districts

ADVOCACY IN ACTION: 2014

We've seen many successes on a number of government affairs issues this year.

- ✓ Leading the battles on extreme wage initiatives:
 - A win in San Diego; successful referendum and ballot vote in 2016
 - A win in Rhode Island, passing state wage pre-emption legislation; blocking a hotel-only proposal
 - A win in Chicago delaying a vote on an increase
 - A fight in Los Angeles against a discriminatory hotel-only wage hike
- ✓ Building a coalition to secure a level playing field for short-term online rental companies
- ✓ House passage of BrandUSA reauthorization
- ✓ Senate passage of Terrorism Risk Insurance Act (TRIA) reauthorization
- ✓ House passage of 40-hour bill, days after our Legislative Action Summit and launch of a coalition
- ✓ Industry leadership on implementation of 911 direct dial
- ✓ Fighting to protect small businesses and franchises threatened by a National Labor Relations Board Ruling
- ✓ Ensuring tax fairness for online travel companies
- ✓ Raising awareness of deceptive practices by online travel companies who mislead consumers
- ✓ Developing industry best practices to combat human trafficking crimes
- ✓ Working with government officials to ensure that lodging per diem rates align with market conditions

OUTLOOK: 2015

- Battling **EXTREME WAGE INCREASES** around the country
- Ensuring a **LEVEL PLAYING FIELD** for new online entrants to the marketplace
- Safeguarding the **FRANCHISEE/FRANCHISOR** relationship from an NLRB ruling
- Preserving the definition of the **40-HOUR WEEK** in the Affordable Health Care Act
- Fighting against changes to **OVERTIME REGULATIONS**
- Demanding **STATE TAX FAIRNESS** related to online travel companies
- Defending consumers against **DECEPTION** by online travel companies
- Insisting on comprehensive **IMMIGRATION REFORM**
- Promoting ongoing **TRAVEL AND TOURISM** around the country

AH&LA PROTECTS YOUR BOTTOM LINE SO YOU CAN CONDUCT YOUR BUSINESS SUCCESSFULLY

The stakes are higher than ever.

There's never been a better time to become a member.

Renew your membership now and make sure your voice is heard!

For more information, contact membership@ahla.com or (800) 252-2462.