



AHLA is the Voice of the U.S. Hotel Industry



ADVOCATES

Fighting for responsible public policies at all levels of government



PROMOTES

Representing our industry with key stakeholders



UNITES

Rallying all segments of industry to advance key initiatives & programs

AHLA's Strategic Growth & Expansion

Expanding Reach



+

Growing Resources

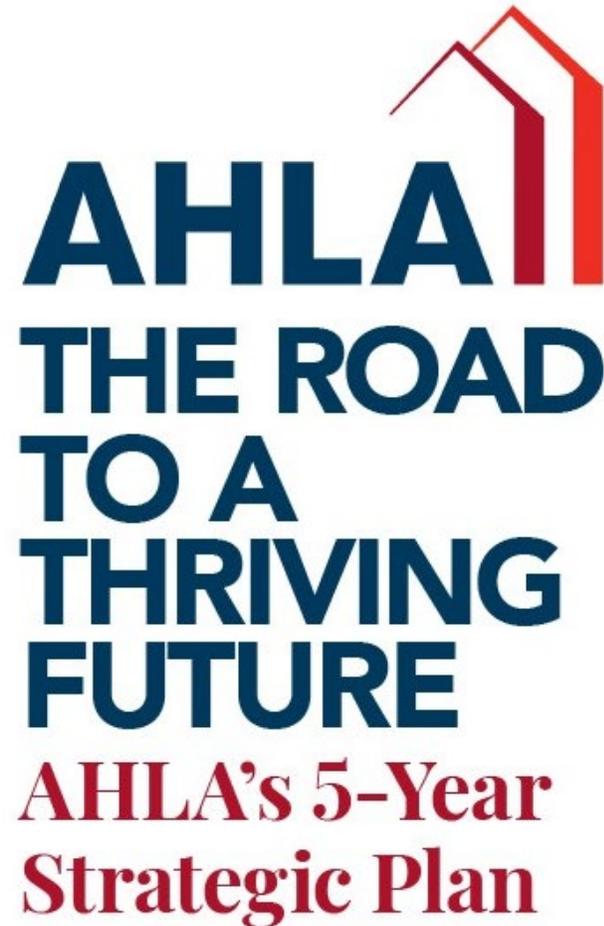


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Greater Impact



AHLA Strategic Plan at the Mid-Point



LABOR

WORKFORCE

ALTERNATIVE ACCOMODATIONS

STAKEHOLDER STEWARDSHIP

FRANCHISING

State of the Industry

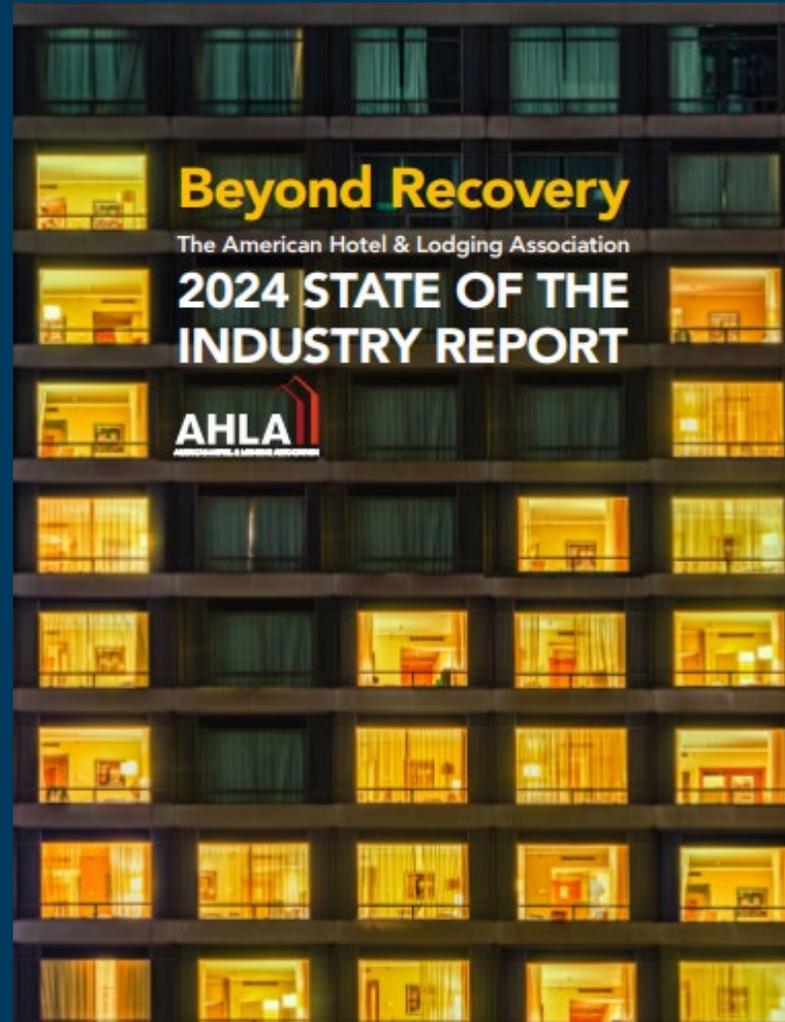
Our 2024 Report



Guest Spending Will Break Records!

Projections:

- U.S. hotels will directly employ more than 2.1 million people while paying \$123 billion in wages and salaries
- Guest spending at U.S. hotels is expected to hit a record high in 2024 at \$758.6 billion
- Hotels are expected to generate a record \$29 billion in federal tax revenue and \$54 billion in state and local tax revenue in 2024



WE ALL BENEFIT FROM SUSTAINABILITY



3 PROGRAMS UNDER ONE ROOF



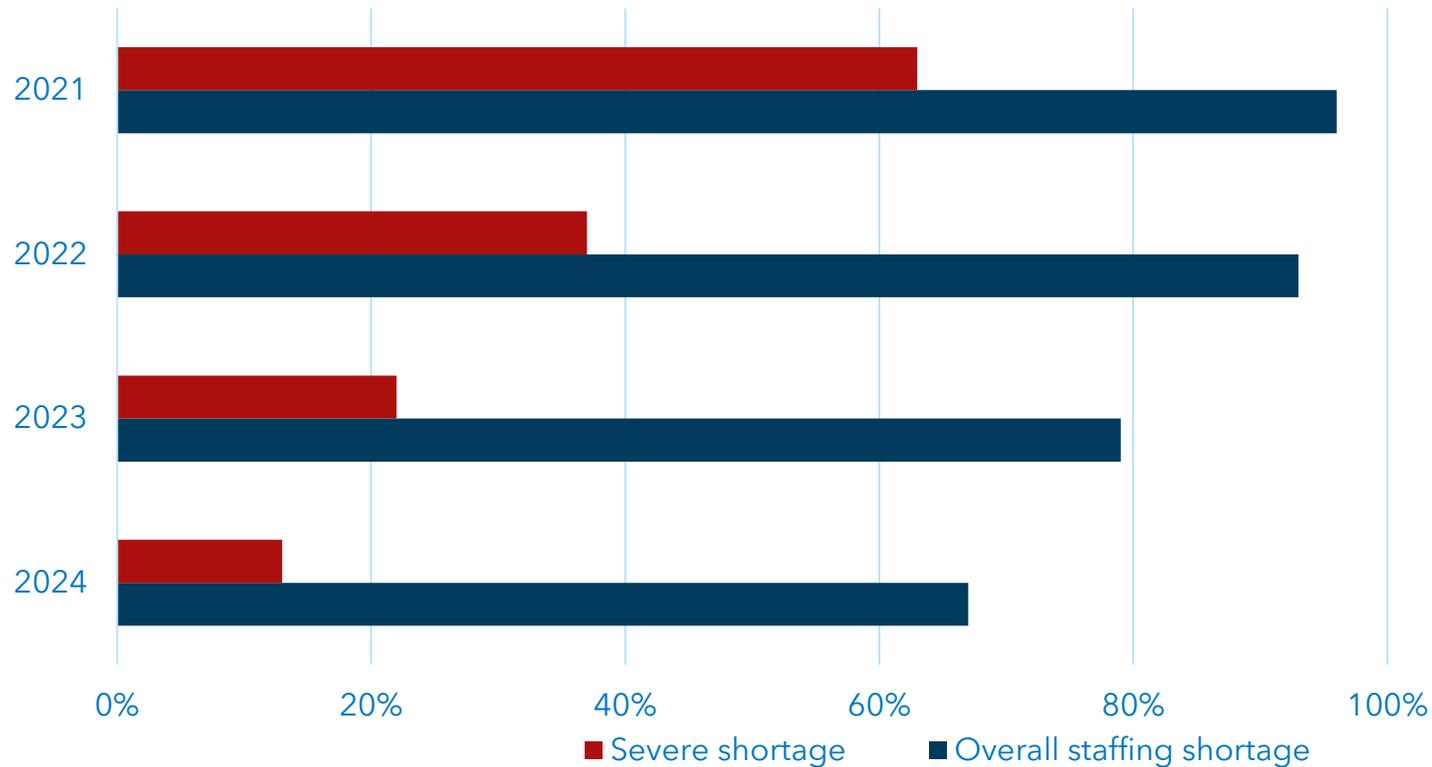
LEARN MORE AT RESPONSIBLESTAY.ORG

Top Advocacy Priorities



Front Desk Feedback Survey

HOTEL STAFFING SHORTAGES



- U.S. hotels lost 680,000 direct employees from 2019-2020.
- Since then, only ~400,000 have been added back.

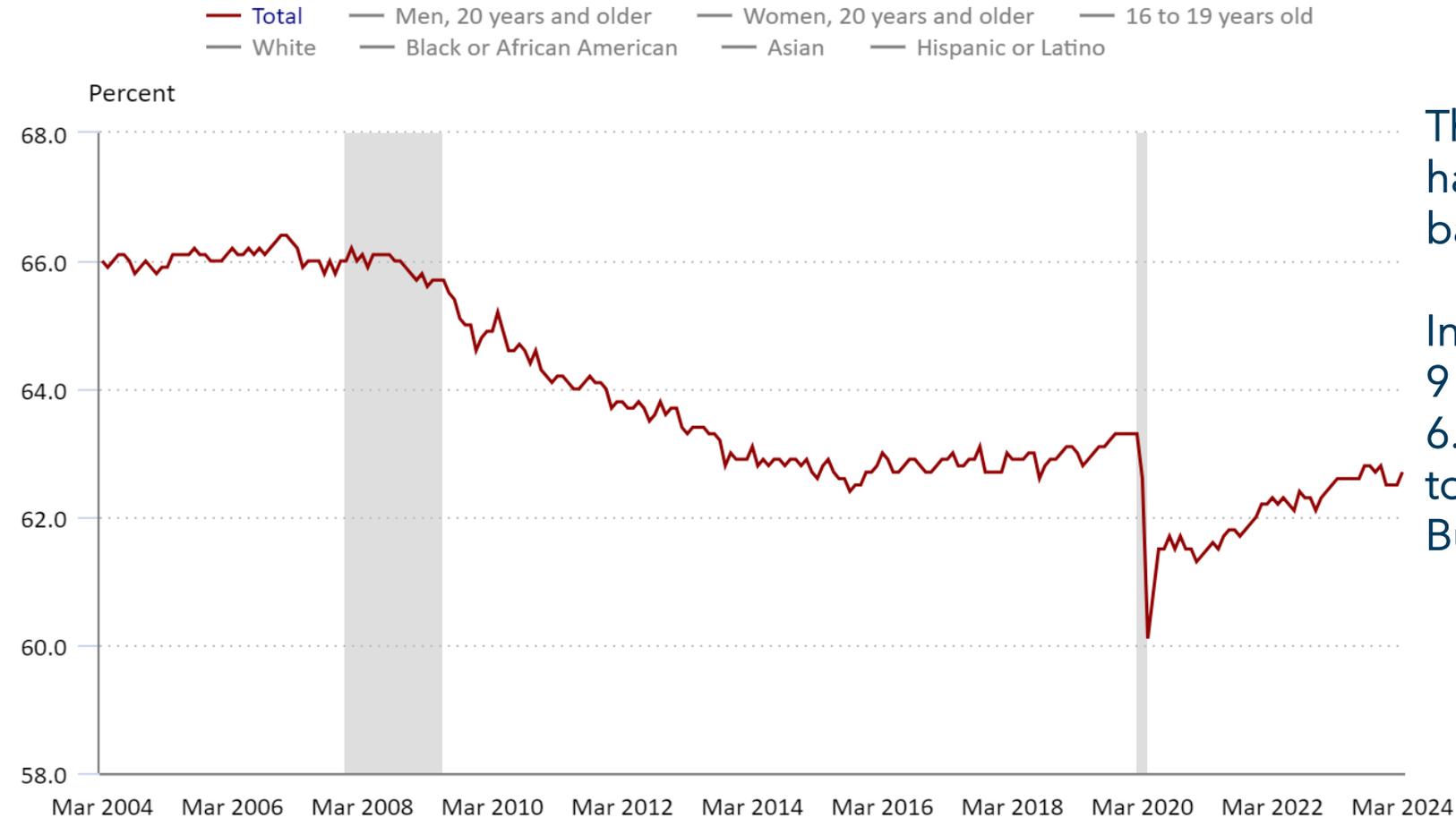
The most critical staffing need has stayed the same: **housekeeping**.

2024 survey results from Jan '24

Workforce Participation Rate

Civilian labor force participation rate, seasonally adjusted

Click and drag within the chart to zoom in on time periods



The workforce participation rate has rebounded but is still not back to pre-COVID levels.

In January 2024, there were 9 million job openings, but only 6.1 million unemployed people to fill them, according to the Bureau of Labor Statistics.

Expanding the Workforce & Doubling Available H-2B Visas



H-2B

WORKFORCE COALITION

Protecting American Workers Through a Stable and Reliable Seasonal Workforce

FOR IMMEDIATE RELEASE

AHLA to DHS: Expand H-2B visas so hoteliers can meet demand

WASHINGTON (March 28, 2024) – American Hotel & Lodging Association (AHLA) Interim President & CEO Kevin Carey today thanked President Biden for signing legislation allowing the Department of Homeland Security (DHS) to expand the number of H-2B temporary non-agricultural worker visas, and called on DHS to exercise that authority as soon as possible to hire the staff they need to

The Department of Homeland Security Appropriations Act: H-2B language gives the Department of Homeland Security the discretion to release approximately 65,000 additional visas.

AHLA SECURED AN ADDITIONAL 64,716 H-2B VISAS FOR FY24

- 66,000 visas already available for a total of 130,716 H-2B visas now available
- AHLA chairs the H-2B Coalition and leads legislative efforts to increase H-2B visas

FEBRUARY 03, 2023

Collins, Sinema Introduce Bill to Help Asylum Seekers Obtain Jobs More Quickly

The legislation, co-sponsored by Senator King, would make asylum seekers eligible to receive work authorizations starting 30 days after filing an asylum application

Washington, D.C.—In an effort to allow asylum seekers to find employment more quickly and become self-sufficient, U.S. Senators Susan Collins (R-ME) and Kyrsten Sinema (I-AZ) introduced the *Asylum Seeker Work Authorization Act of 2023*. Their legislation would shorten the waiting period before asylum seekers are allowed to receive work authorizations. The bill was co-sponsored by Senator Angus King (I-ME).



Labor Regulations



NRLB Joint Employer Rule

BLOCKED

- Eastern District of Texas blocked the NLRB rule on March 8
- Ruling critically reestablishes franchisees' control over their own businesses
- Ready to fight any appeals

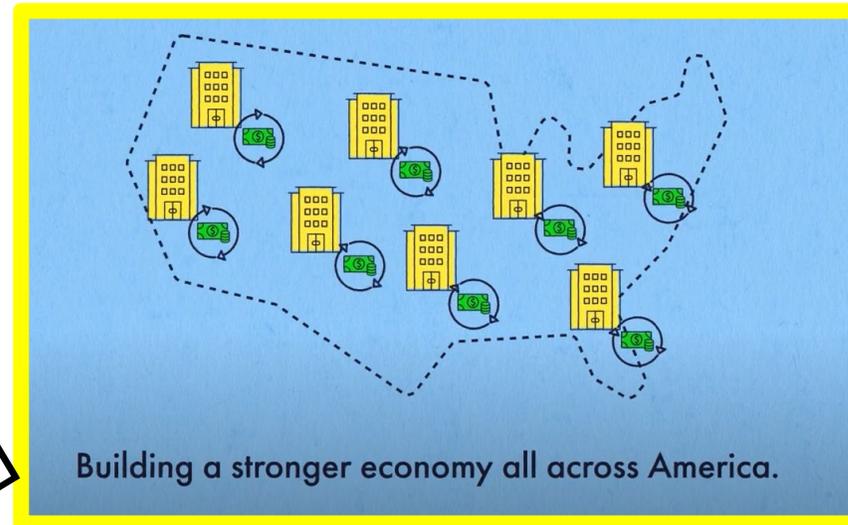
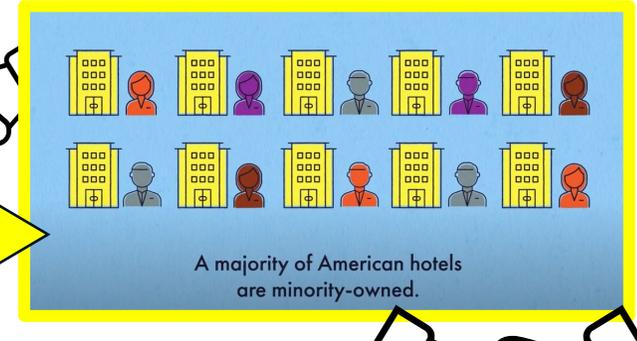
DOL Independent Contractor

- In effect as of March 11
- Considering litigation options
- Overturned by Congressional Review Act Legislation

DOL Overtime Rule

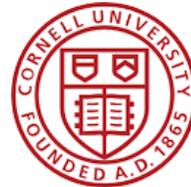
- Final rule released on April 23
- Considering litigation options with our business coalition
- Endorsing legislation that would keep the Department of Labor from implementing this harmful rule

Franchising Works!



Tax-Related Measures

Protecting Your Bottom Line



Cornell University

Cornell study commissioned by AHLA details how the Tax Relief for American Families Act (H.R. 7024) could provide substantial tax relief to hotels across the country, incentivizing investments in renovations and property upgrades.

The study samples 25 hotels and outlines a range of tax relief scenarios, including:

- 9 hotels with up to 150 rooms would see tax relief ranging from \$17k to nearly \$500k.
- 9 others with more than 200 rooms but less than 500 rooms would see tax relief ranging from \$37k to \$1m.
- 7 hotels with more than 500 rooms would see tax relief ranging from \$600k to nearly \$6m.

CORNELL PETER AND STEPHANIE NOLAN SCHOOL OF HOTEL ADMINISTRATION
CENTER FOR HOSPITALITY RESEARCH

*Proposed Tax Provisions under
H.R. 7024:*

Financial Implications for the Hospitality Industry

by Gizem Kilic, Michael T. Paz, and Jessica Brady

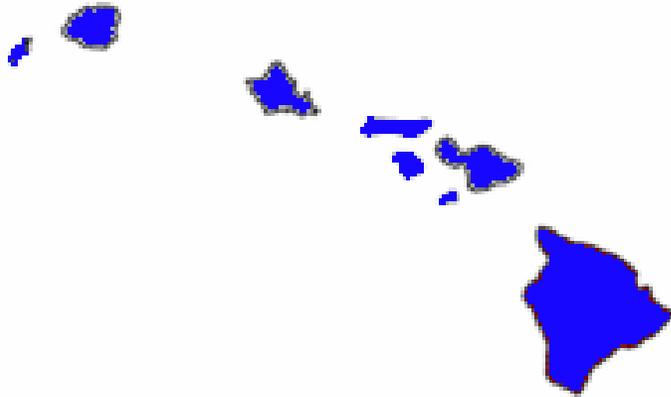
HR.7024, the Tax Relief for American Families and Workers Act of 2024, was introduced in the 118th Congress on January 17, 2024. The House approved the bill on January 31, 2024. The legislation is now pending before the Senate. The legislation will make tax-related changes in areas that include business tax deductions and credits, the child tax credit, special taxation rules for certain residents of Taiwan, tax relief for certain Federal disasters, low-income housing credit, and other tax incentives. This report focuses on three tax incentives proposed under the title "American Innovation and Economic Growth," applicable to the hospitality industry. The three incentives are (1) the extension of the 100-percent bonus depreciation, (2) an increase in limitations on expensing of depreciable business assets, and (3) extension of the allowance for depreciation, amortization, or depletion in determining the limitation on business interest deductions.

Cornell Center for Hospitality Research



Progress Across the U.S.

Alternative Accommodations



Hawai'i Legislation:

- ✓ Authorizes counties to phase out short-term rentals if they choose
- ✓ Designates short-term rentals a non-residential use.



Florida Legislation:

- ✓ Requires building a statewide registry
- ✓ Institutes quarterly data reporting requirements for platforms
- ✓ Creates a license number, unique identifier, and registration number (if applicable)



Get Involved



Tell Congress to
support hotel-
friendly policies
and positions





AHLA
FOUNDATION

Workforce Programs & Initiatives, Resources

INTRODUCTION & RECRUITMENT

- ✓ Academic Scholarships
- ✓ Empowering Youth Program
- ✓ ForWardThinking
- ✓ TheHotelIndustry.com - Industry Awareness
- ✓ High School Partnerships

RETENTION & DEVELOPMENT

- ✓ Apprenticeship Program
- ✓ Mentorship
- ✓ Professional Development Scholarships & Certifications
- ✓ Anti-Trafficking Training

ADVANCEMENT & CULTURE

- ✓ BUILD & ELEVATE
- ✓ Forward: Conference, Events & Network
- ✓ DEI Best Practices Guide
- ✓ NRFT Survivor Fund
- ✓ Coming soon: DEI videos and resources for GMs

240+

Mentorship
Relationships

41K+

People Impacted
Through
Foundation
Programs

\$500K

Survivor
Support
Organizations

1.6M+

Anti-
Trafficking
Trainings

\$3.5M+

Raised for
Survivor
Fund

\$1M

Academic
Scholarships
Each Year

2K

Hotel
Apprentices
in 49 States

60

Travel
Scholarships
to HBCU
Students

\$40M

Reinvested in Hotel
Industry

760+

Industry
Certificates

Our Fight Against Human Trafficking

- ✓ Employee Training
- ✓ Industry & Public Awareness
- ✓ Survivor Support
- ✓ Partnerships
- ✓ Specialized Industry Resources

Human Trafficking

To our hospitality vendor partners

Building strong relationships with your hotel customers creates a sense of partnership to better serve and protect your guests.

No Room For Trafficking, a program of the AHLA Foundation, is now your call to action, too. Make your commitment to stop human trafficking in its tracks today, alongside the hoteliers you serve.

Start now with this action plan, developed in partnership with leading anti-trafficking organizations:

Start now with this action plan:

- 1. TRAIN** staff on what to look for and how to respond.
- 2. DISPLAY** human trafficking indicator signage.
- 3. ESTABLISH** and consistently promote a companywide policy.
- 4. ENGAGE** and support ongoing coordination with law enforcement and victim support agencies.
- 5. SHARE** success stories and best practices.

To learn more about how you can get in on these efforts to stop human trafficking, visit: ahlafoundation.org/human-trafficking

IT IS YOUR BUSINESS

Building strong relationships with your hotel customers creates a sense of partnership and mutual trust, which leads to better communication, collaboration, and long-term success.

Since 2020, AHLA members have rolled around the goal of training all industry employees to identify and report human trafficking.

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Human Trafficking

To our hospitality vendor partners

DID YOU KNOW?

\$150B Human Trafficking is a \$150 billion industry.

75% According to the Polaris Project 2018, 75% of human trafficking survivors report having contact with hotels during their trafficking experience.

40M This modern-day form of slavery impacts 40 million men, women and children across the globe.

ECPAT

Start Courses Community Apps Me

Hotel Training for Associates and Managers

The hospitality industry is in a unique position to identify and report human trafficking. This criminal activity is not only a violation of human rights, but it also presents a great risk to the safety and security of travelers. With proper training, everyone from a front desk agent to a housekeeper can notice that something is not right and respond. In collaboration with the American Hotel and Lodging Association Foundation and Marriott International, ECPAT-USA is offering free online training courses to help companies and their associates identify and report suspicious activity.

Our free online training courses!

RELEASED MARCH 2020

Your Role in Preventing Human Trafficking: Recognize the Signs

Available in 17 languages, this training includes information on sex and labor trafficking and guidance on how to set up a response protocol if trafficking is suspected and follows major city and state ordinances on anti-trafficking training at hotels. Upon completing, associates will be able to recognize common indicators of trafficking and how to respond to a suspected incidence of trafficking. Participants may download a certificate of completion for their records at the conclusion of the 30-minute course.

To license the module for your team, contact info@ecpatusa.org. Customization available for purchase.

View Course Page

AHLA Foundation's Survivor Fund



28 million people
are trafficked, all around
the world, on any given day.

The hotel industry stands together against
human trafficking, in all its forms.



NO ROOM FOR TRAFFICKING
AN AHLA FOUNDATION INITIATIVE





COMING TO A CITY NEAR YOU!

5/16 Salt Lake City, UT

5/23 Las Vegas, NV

5/30 Philadelphia, PA

10/3 Chicago, IL

10/17 Orange County, CA

10/22 Boston, MA

11/7 Seattle, WA

11/19 Grand Rapids, MI

TBD Phoenix, AZ



[AHLA.com/THS](https://ahla.com/ths)

The Hospitality Show – Learn More & Register Today!



A **one-stop shop** to network with industry leaders, senior executives of hotel brands, owners, operators, management companies, developers, investors and technology partners.

3,800+
attendees
last year!



LEARN MORE & REGISTER



REGISTRATION NOW OPEN!

2024

October 28-30

San Antonio, TX



Connect on Social



AHLA LinkedIn:

American Hotel & Lodging Association

AHLA Foundation LinkedIn:

AHLA Foundation



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