

AHLA

AMERICAN HOTEL & LODGING ASSOCIATION

Thursday, September 26, 2019

Keys to Winning Local Campaigns

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AHLA Membership

*Advocating for
Every Segment
of the Hotel
Industry*

BRANDS



OWNERS



MANAGEMENT COMPANIES



INDEPENDENT PROPERTIES





AHLA Partner State Associations

Alabama Restaurant & Hospitality Alliance
Arizona Lodging & Tourism Association
Arkansas Hospitality Association
California Hotel & Lodging Association
Colorado Hotel & Lodging Association
Connecticut Lodging Association
Delaware Hotel & Lodging Association
Hotel Association of Washington DC
Florida Restaurant & Lodging Association
Georgia Hotel & Lodging Association
Illinois Hotel & Lodging Association
Indiana Restaurant & Lodging Association
Louisiana Hotel & Lodging Association
Hospitality Maine
Maryland Hotel & Lodging Association
Massachusetts Lodging Association
Michigan Restaurant & Lodging Association
Minnesota Lodging Association

Nevada Hotel and Lodging Association
New Jersey Hotel & Lodging Association
New York State Hospitality & Tourism Association
Hotel Association of New York City, Inc.
North Carolina Restaurant & Lodging Association
Ohio Hotel & Lodging Association
Oklahoma Hotel & Lodging Association
Oregon Restaurant & Lodging Association
Pennsylvania Restaurant & Lodging Association
Rhode Island Hospitality Association
South Carolina Restaurant & Lodging Association
St. Louis Area Hotel Association
Tennessee Hospitality & Tourism Association
Texas Hotel & Lodging Association
Vermont Chamber of Commerce
Virginia Restaurant, Lodging, & Travel Association
Washington Hospitality Association
West Virginia Hospitality & Travel Association

Elevate Your Message



**Grassroot
Engagement**
Share local stories



**Build
Coalitions**
*From Capitol Hill to
City Hall*



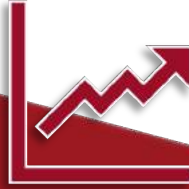
Visibility
*Engage with the
right groups*

Keep them Engaged with you

Expand Visibility, Reach, Funds.

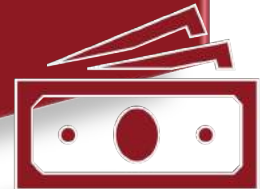


**Host events,
make them
look good**



**Address their
needs—grow the
local economy,
build community,
bring jobs**

**Fundraise,
give campaign
contributions**



AHLA is
the Voice
of the
Hotel
Industry



27,000+
MEMBERS



80%
OF ALL FRANCHISE
HOTELS



9 OUT OF **10**
LARGEST
U.S. HOTEL
BRANDS

National Impact



HOTELS SUPPORT
**1 IN 25
JOBS**



HOTELS GENERATE
\$186 BILLION
FED, STATE, LOCAL
TAXES



**\$660
BILLION**
TO U.S. GDP



HOTELS GENERATE
\$550 BILLION
IN GUEST
SPENDING



55,900
PROPERTIES
NATIONWIDE



State & Local Advocacy Infrastructure



Emerging Industry
Landscape &
Policy Issues

Increased
Advocacy Needs at
State & Local Level



Drive Core Advocacy
Priorities, Expand
Grass Roots Efforts



Deliver Membership
Engagement & Value



Strengthen
Partnerships
with PSAs



Showcase your local impact

Industry Snapshot in Virginia

HOTEL GUEST SPENDING IN VA
\$12 billion

PROPERTIES IN VA (NUMBER OF HOTEL)
1,520

HOTEL GUESTROOMS IN VA (NUMBER OF ROOMS)
154,944

SHARE OF TOTAL JOBS SUPPORTED BY HOTEL INDUSTRY IN VA
3.7 %

TOTAL TAXES PER HOUSEHOLD IN VA (\$ PER HOUSEHOLD)
\$1290.81

STATE AND LOCAL TAXES PER HOUSEHOLD IN VA (\$ PER HOUSEHOLD)
\$615.43



Total Hotel Industry Impact in Virginia

BUSINESS SALES IN VA (OUTPUT)
\$28 billion

WAGES AND SALARIES IN VA
\$9 billion

EMPLOYMENT IN VA (NUMBER OF JOBS)
192,936

GROSS DOMESTIC PRODUCT IN VA
\$15 billion

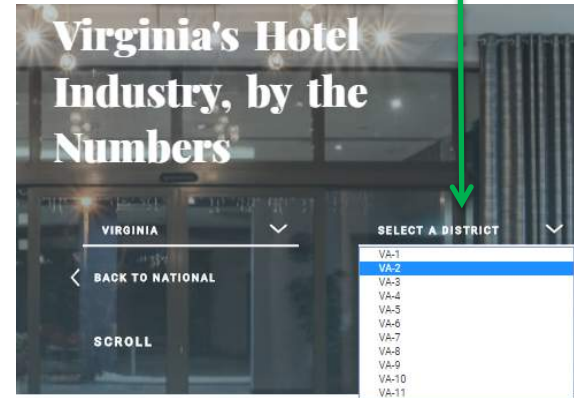
TOTAL TAXES IN VA
\$4 billion

VA STATE AND LOCAL TAXES
\$2 billion

TAXES ON LODGING IN VA
\$481 million

FEDERAL TAXES IN VA
\$2 billion

Includes direct and indirect impacts.



Understand the Scope and Role

Know What's Preempted

- Local government authority varies from city to city
 - Building Codes, Regulations, Enforcement and Development
 - Land Use and Zoning
 - Public Health and Safety, first responders
 - Local Roads and Footpaths
 - Public spaces like parks and libraries
 - Local environmental issues
 - Waste disposal
 - City/County Taxes
 - Community services
 - Local Elections



National Organizations

Know Where to go for Your Needs



Host Events In Their Cities

Partner with City Councils and Mayors to mutually advance policy goals, expand member engagement, and increase visibility



City of Orlando



City of Dallas

HOSPITALITY IS WORKING

AHLA Campaign for Workforce Issues

Creating Opportunities,
Supporting Communities.



Investing in our Workforce

At its core, the hotel industry is about people. And hospitality works every day for the more than eight million who are proudly employed in and support our industry and the guests we serve.



Protecting our Employees & Guests

The hospitality industry has made a pledge to commit to enhanced policies, trainings and resources that together are aimed at enhancing safety for millions of employees and guests.



Supporting our Communities

Hotels power America's economy and are an integral part of the communities we serve – growing jobs, and driving consumer demand.



Showcase the Industry's Work *Through Personal Stories*



Orlando Sentinel

“ Orlando Teen Touts Job-
Training Program at White
House Event ”



Ron DeSantis ✓ @GovRonDeSantis · 6h

Orlando's Johnny Brummit's story is a powerful example of what can be accomplished through the Pledge to America's Workers initiative and how the private, public, and not-for-profit sectors can come together to help support the dreams of Florida's youth. Congratulations!

↳ The White House Retweeted



Ivanka Trump ✓ @IvankaTrump · 5h

Congratulations Johnny!
We are cheering for you and know that you will continue to achieve great things!

#PledgetoAmericasWorkers @realDonaldTrump @VP

The
Orlando
Times
NEWSPAPER

ORLANDO
BUSINESS JOURNAL

LODGING

Host Career Fairs or Hiring Events

Grow the Local Economy



DALLAS: Early October



LOS ANGELES: Mid-October

Build National Coalitions to Augment Your Voice

- Amplify positive news stories
- Enhance partnerships
 - Don't be afraid to make uncommon allies

**UNITE
HERE!**



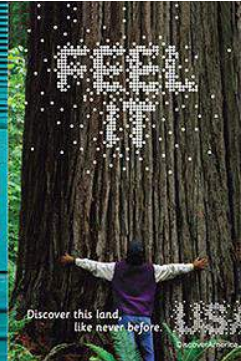
**U.S. TRAVEL
ASSOCIATION**



Polaris Freedom happens now.

Coalitions at Every Level

National, State, and Local



Partner with Community Groups

Cultivate partnerships



Representing homeowners,
coalition to urge state
lawmakers to reject bills limiting
localities' ability to protect
neighborhoods.

Supporters:



Seattle

PASSED DEC 2017

Chicago

PASSED JUNE 2016

Boston

PASSED JUNE 2018

San Francisco

PASSED 2016
SURVIVED LEGAL
CHALLENGE

New York

PASSED JULY 2018

Los Angeles

PASSED DEC 2018

Baltimore

D.C.

PASSED NOV 2018

Honolulu

PASSED 2019

Austin

PASSED FEB 2016

New Orleans

PASSED 2019

Miami

PASSED MARCH 2016



Create Member Toolkits

Assist efforts in smaller or non-target localities



Providing resources for state and local efforts.

- Proven messaging
- Fact sheets
- Research
- News coverage
- Key quotes

PSA Tools and Resources

- › Short Term Rental Toolkit
- › Hospitality is Working
- › Combating Harassment
- › Best Practices
- › 2019 Seminar Descriptions
- › State Fact Sheets
- › PSA List
- › Employee Safety Device Buyer's Guide
- › Survey of Human Trafficking State Laws
- › *Webinar: The Role of Hotel Employees in Stopping Human Trafficking*
- › No Room for Trafficking Member Resource Guide
- › No Room for Trafficking, AHLA Campaign



Heart of the House Tours



- Back of the house tours
- Showcase how business operates
- Talk about economic impacts in their district



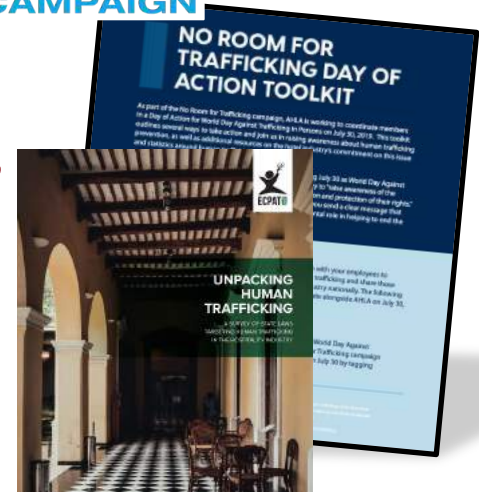
Issue Campaigns
*Commit to being a
part of the solution.*



NO ROOM FOR TRAFFICKING

AN AHLA CAMPAIGN

- **Raise Awareness**
- **Coordinate with Experts**
- **Identify Best Practices**
- **Provide Resources and Training**



National Alliance to
End Sexual Violence





Showcase a unified effort, amplify local chapters
□ *Day of Action* □ *Regional Events* □ *PSA Hosted Events* □

Local voices are **LOUD** and they carry...

All the way to Capitol Hill



- 1) **Survey your members**
- 2) **Keep your records up to date**
- 3) **Invite them to a fly-in**
- 4) **Train them on how to stay engaged locally**



Grow Your Grassroots

Example: ASA Team535



- Ensure strong, enduring relationships with elected officials
- Advocacy modules to become a “key contact”
- Engage in at least one legislative outreach activity each year
- Hold at least one in-person meeting with elected official
- Phone call with ASA association leaders



American Society of
Anesthesiologists™

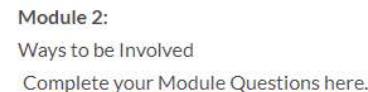
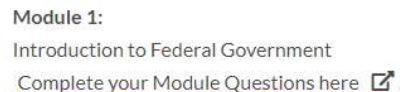


Email, Name, Address, any existing relationships

Series of short, pre-recorded webinars

Tracks progress, ensures they are doing the training

Recruit members where you need coverage. Keep your points of contact engaged.

[illegible]

Successful Call to Action Engagement



Grassroots alerts, patch-through calls, letters, constituent meetings + testimony

Send Letters

Partner with community groups.

Logos of partner organizations: AHLA, BW Best Western, DAVIDSON HOTELS & RESORTS, Hilton, Marriott International, OUTRIGGER RESORTS, SUNSTONE, THE HOTEL GROUP, WYNDHAM HOTELS & RESORTS, XENIA.

May 7, 2019

The Honorable David Ige
Governor of the State of Hawaii
Executive Chambers State Capitol
415 S. Boretania Street
Honolulu, Hawaii 96813

Re: Please Veto SB 1292 (Transient Accommodations)

Dear Gov. Ige:

As leaders of the lodging industry, collectively representing more than eight million American jobs and \$170 billion in taxes to local, state and federal governments, we respectfully urge you to reject Senate Bill 1292. This measure is a woefully incomplete solution to the illegal vacation rental crisis that has been plaguing Hawaii for many years.

Star Advertiser

HAWAII NEWS TOP NEWS

Hotels urge Ige to veto vacation rental taxation bill

Media Campaigns

Social media, email marketing, op-eds, press and news coverage.



Orlando Sentinel

WDEL 101.7 FM 1150 AM

KMET 1000 AM SPORTS LINK

NBC 4 WASHINGTON, D.C.

RADIO IOWA

7.5 Million Impressions

Cable TV Ads



Advocacy

Email/Call your elected official, in person meetings.



Grasstops

Engage your leadership, and your company's leadership



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Geoff Ballotti
President & CEO,
Wyndham Hotels & Resorts



Vice Chair
Jan Boltz
Chairman, President & CEO,
Hobbycock Hotel Trust



Secretary/Treasurer
Justin Knight
President & CEO,
Apria Hospitality REIT



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AlmaBridge Hospitality



Immediate Past Chair
Mark Comer, CHA
President,
D.T. Saul Company
Hospitality Group



President & CEO
Chip Rogers
American Hotel &
Lodging Association

AHLA 2019 Executive Committee

BRAND REPRESENTATIVES



David Grissen
Group President
Marriott International, Inc.



Mark Hoplamazian
President & CEO
Hyatt Hotels Corporation



Elie Maalouf
CEO, Americas
InterContinental Hotels Group



Chris Nassetta
President & CEO
Hilton

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Leslie Hale
CEO
R/J Logging Trust



Jim Risoleo
President & CEO
Host Hotels & Resorts

MANAGEMENT REPRESENTATIVES



Mike Deltenmeyer
CEO
Interstate Hotels & Resorts



Walter Isenberg
President & CEO
Sage Hospitality

INDEPENDENT REPRESENTATIVE



Stephen Bartolin, Jr.
Chairman & CEO
The Broadmoor

PSA REPRESENTATIVE



Lynn Mohrfield
President & CEO
California Hotel &
Lodging Association

AT LARGE REPRESENTATIVE



Rob Palleschi
CEO
GA Hospitality LLC



You can't be everywhere,
but contributions go far



HOTELSACT



**Suddenly,
movers
and shakers are moving and
shaking with you.**



Share Best Practices

Keys for Winning Local Campaigns



Target Your Audience

- ✓ Focus on specific targets

Determine the Best Way to Engage

- ✓ Identify what moves the needle, make an advocacy plan
- ✓ Utilize grassroots and grasstop strategies

Build Coalitions, Expand Partnerships

- ✓ Grow your voice through partners and allies
- ✓ Build coalitions

Share Your Story

- ✓ Bring visibility to the issue
- ✓ Launch a campaign

Address Their Needs

- ✓ Give back by delivering something they need



All Together Powerful

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State & Local Government Affairs

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Thank you!