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★★★★★
**HOSPITALITY
IS WORKING**

**Creating
Opportunities,
Supporting
Communities.**



**We in the
hotel industry
are committed**

to providing opportunities for upward mobility and long-term careers, investing in our workforce and communities and continuing to be a driving force for economic development across the country. But more can be done with smart policy solutions that allow hoteliers to further expand opportunity and grow our workforce.

**Hospitality is Working
now – and striving
to do more.**



«« This is how.

Our Priorities

Investing in our workforce

At its core, the hotel and lodging industry is about people – more than eight million who proudly work in and support our industry and the guests we serve by:

- Building lifelong careers that exemplify the American Dream.
- Developing and instituting innovative, proactive education and development programs for our associates.
- Supporting comprehensive immigration reform to ensure access to the hotel industry's unique career opportunities.

In the next five years, we will:

- ▶ **Enroll 50,000 apprentices** into new and existing AHLA apprenticeship programs.
- ▶ **Certify 125,000 job seekers** and current employees with industry certifications.
- ▶ **Help 5,000 employees earn a college degree** at no cost through our Cost-Free College Program.
- ▶ Award more than **\$5 million in scholarships.**
- ▶ **Train and certify 8,000 Opportunity Youth** ages 16–24 and connect them to potential employers in the hospitality sector in markets of high need.

Protecting our employees & guests

On safety and security, there is no compromise, and the hotel industry is committed to being part of the solution, through:

The recently announced **5-Star Promise**, a pledge to provide hotel employees across the U.S. with employee safety devices and commit to enhanced policies, trainings and resources aimed at enhancing hotel safety.

▶ **AHLA partnered with the National Alliance to End Sexual Violence (NAESV)** to raise awareness of sexual violence and provide hotel operators and managers with training, tools, and resources to identify and report sexual harassment and assault.

A continuous review and update of **protocols, procedures, and technologies** that help keep both employees and guests safe.

Partnerships with national organizations, such as **End Child Prostitution and Trafficking**, and **Polaris** to raise awareness about human trafficking and develop trainings and tools tailored specifically to hotel industry employees, as well as the **U.S. Department of Homeland Security's Blue Campaign**, to bring together law enforcement, government and private organizations to combat human trafficking.

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Hotels ... are powerful economic engines. They employ large numbers of people and, therefore, contribute significantly as a wage provider and contribute to the tax base through employment tax and property taxes, too.

Andrew Ginther,
Mayor Columbus, Ohio

Supporting our communities

Hotels power America's economy and are an integral part of the communities we serve:

Generating \$167 billion in federal, state, and local taxes.

Supporting eight million jobs totaling \$355 billion in annual labor income.



A typical hotel supports more than 250 local jobs.



61 percent of hotels – more than 33,000 properties – are small businesses.

70%

of mayors say hotels and lodging provide the best opportunity, benefits and wages within the tourism industry.



9 out of 10 mayors say their community would benefit from more hotels.

About AHLA

AHLA is the singular voice that brings together and represents the lodging industry's multitude of constituents, including: global hotel brands, hotel owners, REITs, management companies, branded and independent properties, bed & breakfasts, state hotel associations, industry partners and suppliers.



Hospitality is Working

Hospitality is Working is an AHLA national awareness campaign that highlights the hotel industry's strong commitment to investing in our workforce, protecting our employees and guests, and supporting local communities across the country.

The logo for the "Hospitality is Working" campaign. It features the word "HOSPITALITY" in a bold, sans-serif font, with a stylized building icon integrated into the letter "I". Above the "I" are five small stars. Below "HOSPITALITY" is the phrase "IS WORKING" in a similar bold, sans-serif font.

Learn More:

HospitalityIsWorking.com

AHLA.com



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