

HOSPITALITY IS WORKING NOW AND STRIVING TO DO MORE

Creating Opportunities  Supporting Communities

The hotel and lodging industry is 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.

The American Hotel & Lodging Association launched the *Hospitality is Working* campaign to highlight the hotel industry's strong commitment to invest in our workforce, protect our employees and guests, and support local communities across the country.



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 associations; and supporting comprehensive immigration reform to ensure access to the hotel industry's unique career opportunities.

Over the next five years, we have laid out a bold commitment to invest in both our current workforce and attract new employees. We have pledged to award more than **\$5 million in scholarships** and to help **5,000 existing employees earn a college degree at no cost to them**. We have also committed to enroll **50,000 apprentices nationwide**, grooming the next generation of industry leaders. We will also **certify 125,000 employees and job seekers with industry certifications**, and train **8,000 Opportunity Youth** in high-demand markets for careers in our industry.



Protecting Our Employees & Guests

On safety and security, there is no compromise, and the hotel industry is committed to being part of the solution. Building on decades of investments in safety and security, AHLA and nearly 20 hotel brands in membership recently announced the **5-Star Promise**, a pledge to provide hotel employees across the U.S. with employee safety devices (ESDs) and commit to enhanced policies, trainings and resources that together are aimed at enhancing hotel safety. AHLA has also partnered with the **National Alliance to End Sexual Violence (NAESV)** for

several years 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.

Additionally, the hotel industry works closely with safety experts, law enforcement, and others to continually review and update protocols, procedures and technologies that can help keep both employees and guests safe.

AHLA has a long-standing partnership with national organizations, including **End Child Prostitution and Trafficking (ECPAT-USA)** and **Polaris**, to raise awareness about human trafficking, and develop trainings and tools tailored specifically to hotel industry employees. And, AHLA partners with the U.S. Department of Homeland Security through the Blue Campaign, which brings together law enforcement, government and private organizations to combat human trafficking.



Supporting Our Communities

Hotels power America's economy and are an integral part of the communities we serve as mainstays in towns and cities from coast to coast. In fact, hotels generate **\$167 billion in federal, state and local taxes**, and **guests spend \$238 billion on transportation, dining, shopping and other activities** at local businesses during their stays.

America's hotels, inns, and bed and breakfasts also support **eight million jobs**, both on-site at hotels and throughout the community, totaling **\$355 billion in annual labor income**. A typical hotel supports more than 250 local jobs. And, 61 percent of hotels – more than 33,000 properties – are small businesses.

Consumer demand for lodging is higher than ever, surpassing 1.1 billion occupied room nights per year. From global brands to small inns and bed and breakfasts that line Main Streets across the country, hotels support more than \$1.1 trillion in sales annually.

A recent survey conducted with the U.S. Conference of Mayors and AHLA found that the hotel and lodging industry is a critical component of local economics and cities across the nation. **Twenty percent of mayors surveyed said that tourism and hospitality is the largest sector of their economy**, and **nine out of 10 mayors said that their community would benefit from additional hotels, inns or bed and breakfasts**.

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 associations, and industry partners and suppliers.

About 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.