

# 2023 HIGHLIGHTS

Reflecting on a Remarkable Year



## 1 Historic State Visit

AAHOA Leaders represented 20,000 hotelier members at Indian Prime Minister Narendra Modi's State visit.



## 2 First AAHOA 2024 Presidential Candidate Forum

AAHOA hosted its first-ever 2024 Presidential Candidate Forum, allowing viewers to hear directly from Vivek Ramaswamy regarding his policy priorities, his vision for the future of America, and the impact of Asian Americans in the hospitality industry.

## 3 Influential Letters to Top Federal Agencies

AAHOA submitted several impactful letters to federal agencies that represented our members' interests and resulted in important provisions in the corresponding rules. These included a letter to the FTC concerning the franchise rule, another letter to the FTC concerning the proposed merger guidelines, a letter to the DOL regarding the proposed rule to extend overtime, and a letter to the DOT regarding the importance of the hotel industry for the national travel and tourism infrastructure strategic plan.



## 4 Raising Opposition to and Obtaining National Media Coverage Regarding the Proposed Choice Hotels/Wyndham Merger

AAHOA conducted a significant survey of its members, with more than 1,000 responses, concerning the perceived impact of the Choice Hotels/Wyndham merger, and learned nearly 80% of all franchisees for both Choice Hotels and Wyndham believed it would have a negative impact on their business if the merger occurred. AAHOA shared these results with the media and received widespread coverage, including with the New York Times, Forbes, Reuters, and numerous industry publications. AAHOA will continue to raise high concerns and awareness on behalf of its members.



## 5 Stopping the City of Los Angeles from Implementing a Mandatory Homeless Voucher Program

With the significant efforts of our leaders in Los Angeles, AAHOA was able to effectively stop the city of Los Angeles from implementing a mandatory homeless voucher program. Instead, because of AAHOA's pressure, the unions relented and agreed to a compromise with a voluntary program.



## 6 Diwali Celebration at U.S. VP Kamala Harris' Residence

AAHOA Chairman Bharat Patel (pictured with Rep. Shri Thanedar) celebrated Diwali's cultural significance at a special event co-hosted by VP Harris and Second Gentleman Douglas Emhoff.

# 7 Local Victories That Serve Our Members

Throughout 2023, AAHOA received calls from members and responded in kind to assist with their most pressing local issues. These ranged from proposed increases in occupancy taxes, to significant minimum wage hikes, to new STR legislation. But one important victory occurred in Augusta, Georgia, with influencing changes in law enforcement assistance policies to remove stay-over guests who are refusing to pay.



# 8 Epic AAHOACON23

Marking the largest trade show in AAHOA's 34-year history with nearly 8,000 attendees, 30+ sessions, 520+ exhibitors, and an epic Welcome Reception.

# 9 New MyAAHOA Helps Members Reap Full Benefits of AAHOA Membership

Empowering AAHOA Members with enhanced tools and resources via the upgraded MyAAHOA.com.



# 10 Half-a-Million Dollar PAC Impact

AAHOA Members contributed more than \$500,000 to the AAHOA PAC in 2023, a powerful testament to unity and shared goals.

# 11 Franchisee Conversations With FTC Chair Lina Khan

Crucial conversations with FTC Chair Khan emphasized fair franchising. A post-webinar survey of attendees underscored the need for fair franchising in hospitality.



# 12 Making the Voice of America's Hotel Owners Heard

AAHOA's impactful advocacy work at state capitals and on Capitol Hill resulted in hundreds of meetings with elected officials.

## 13 NJ Assembly Bill 1958 & Franchise Advocacy

Supporting NJ Assembly Bill 1958, ensuring fairness in franchising, and emphasizing AAHOA's 4 Pillars of Franchise Advocacy with a focus on (1) Mandated Vendors; (2) Rebates; (3) Loyalty Programs; and (4) New Fees.



## 14 Bringing the Industry Together

AAHOA welcomed nearly 5,000 hoteliers to 25 Regional Conferences & Trade Shows in 2023.

## 15 Influential State Partnerships

Established partnerships with several key state associations, strengthening the industry.



## 16 Showcased Expertise at Top Industry Conferences

AAHOA represented hotel owners at the NYU International Hospitality Industry Investment Conference, HITEC Toronto 2023, HUNTER Conference, the 27th Annual International African American Hotel Ownership and Investment Summit, The Lodging Conference, ALIS, and more.

## 17 Innovation & Education

A strategic collaboration with Kalibri Labs and leading industry associations, including HFTP and HSMAI, launched the first-ever Commercial Strategy Certification Program. In 2023, AAHOA also relaunched its weekly webinar series.



## 18 AAHOA Holds Second Annual HerOwnership Conference & Retreat

AAHOA held its second annual HerOwnership Conference & Retreat in November in Dallas, TX. Designed by women hoteliers for women hoteliers, the HerOwnership initiative fosters a more robust and inclusive industry where women can thrive.

# 19

## AAHOA Launches HYPE Ownership: Helping Young Professionals Evolve

AAHOA announced the launch of HYPE Ownership: Helping Young Professionals Evolve, an initiative dedicated to the growth and success of emerging hoteliers within AAHOA and across the industry. AAHOA is hosting the inaugural HYPE Ownership Conference, February 6-7, 2024, in New Orleans, LA.



# 20

## Louisiana AAHOA Member-Appreciation Day

On May 31, Rep. Gerald (Beau) Beullieu and the Louisiana House of Representatives adopted HR 184 declaring May 31, 2023, as Louisiana Asian American Hotel Owners Association Members Appreciation Day at the state capitol.

# 21

## AAHOA Back-of-the-House Tours

AAHOA Back-of-House Tours help Members of Congress witness, first-hand, the positive and irreplaceable impact small business owners have on their communities. In 2023, AAHOA hosted Representatives Buddy Carter (R-GA); Rich McCormick (R-GA); Jimmy Panetta (D-CA); Jasmine Crockett (D-TX); Jake Ellzey (R-TX); and Brian Babin (R-TX); and Senator James Lankford (R-OK), among others.



# 22

## AAHOA Raises Nearly \$350K Via its Charity Golf Tournaments

Since its inception, AAHOA has engaged with local communities by supporting charitable organizations that provide services ranging from education and disease research funding to humanitarian efforts. In 2023, AAHOA raised nearly \$350,000 for charity, a 26% increase from 2022.

# 23

## AAHOA in the News

AAHOA was featured in top-tier media outlets such as Forbes, NPR, The Wall Street Journal, The New York Times, and Fox News. We closed the year with 52+ press releases issued, seven op-eds drafted and placed, and more than 850 reporters reached.





## 24 Amplifying Vendor Relationships

In 2023, AAHOA launched a new member category with the Bronze Industry Partnership level and reached new heights in partnerships, with more than 165 Allied Members, more than 125 Vendor Partners, and 40+ new Bronze Industry Partners.

## 25 Value of Hotelier Membership

When you become a part of AAHOA, you gain the collective strength and support of nearly 20,000 fellow hotel owners. In 2023, AAHOA gained 750+ new Lifetime Members!



## 26 In The Know: The AAHOA Broadcast

To cover all the accomplishments of our members and ensure they are up to date on the latest industry news, AAHOA published 350+ blog posts, via The AAHOA Broadcast, in 2023.

## 27 AAHOA Launches New Charitable Foundation

At AAHOACON23, the association announced the launch of the AAHOA Charitable Foundation (ACF), which will aim to support humanity, providing disaster relief, educational scholarships and grants, charitable initiatives for worthy causes, and humanitarian aid. AAHOA received more than \$25,000 in pledges to the ACF to date.



## 28 Celebrating #TeamAAHOA

The AAHOA Holiday Party was held in downtown Atlanta on December 13. It was a spectacular celebration, honoring the remarkable efforts of the staff who work hard to ensure this great association continues to be the foremost resource and advocate for America's hotel owners.