

CONTACT
JODI SCOTT
678-516-1207
PR@AAHOA.COM

AAHOA Rebrands and Repositions Its Leading Event Series as Hotel Owners Conferences & Trade Shows

ATLANTA, Ga., April 25 – In a landmark move, the Asian American Hotel Owners Association (AAHOA) is proud to announce the rebranding and repositioning of its leading event series, Regional Conferences & Trade Shows, to resonate more with member needs and the association's ongoing evolution.

These nationwide conferences, now known as Hotel Owners Conferences & Trade Shows, mark a historic moment in AAHOA's journey toward redefining the standard for hospitality events and underscoring AAHOA's role in the industry as the only organization representing and exclusively dedicated to serving the needs of hotel owners.

The redefined event series will focus on connecting America's hotel owners with the products and services they need to run their businesses, encourage more networking and idea-sharing, and create opportunities to engage with elected officials to gain insights and build relationships that enact positive change in the industry.

"Over the years, AAHOA has realized great success in its regional conference series, and our strategic rebrand of these pivotal events reinforces AAHOA's commitment to excellence, innovation, and new ways of thinking," **said AAHOA Chairman Miraj S. Patel.** "As a leadership team, we're looking at everything we do at AAHOA, asking ourselves, 'How can we make this better, and how can we better serve the needs of the AAHOA Community?' This repositioning is just one example of how we're looking to drive our industry's innovation and progress. This event series is crucial to our members' success, and we're excited to bring them an elevated experience this year."

Last year, AAHOA welcomed nearly 5,000 hoteliers to 25 Regional Conferences & Trade Shows. These industry gatherings served as vibrant hubs of learning, networking, and inspiration, featuring over 30 distinguished guest speakers, elected officials, members of Congress, and leaders from state association partners.

As part of the rebrand, Hotel Owners Conferences & Trade Shows will now include a focus on women and young professionals. Through initiatives such as HerOwnership and HYPE



(Helping Young Professionals Evolve) roundtables, AAHOA aims to provide a platform for industry leaders to connect, collaborate, and inspire positive change, moving the needle forward for women and our next generation of leaders.

“As the foremost voice of hotel owners in the nation, AAHOA’s strategic rebrand reinforces our unique position as the leading voice of hotel owners and decision-makers in the industry,” **said AAHOA President & CEO Laura Lee Blake.** “By realigning our regional conferences as Hotel Owners Conferences & Trade Shows, we are reaffirming our commitment to serving as a primary industry connector for entrepreneurs, vendors, and industry stakeholders. This strategic repositioning is just one way that we are elevating our membership offerings to drive more value and to continue AAHOA’s unmatched leadership in bringing the industry together.”

In 2024, 20 Hotel Owner Conferences & Trade Shows will take place across the country. Click [here](#) for the full schedule.

###

About AAHOA

AAHOA is the largest hotel owners association in the world, with Member-owned properties representing a significant part of the U.S. economy. AAHOA's 20,000 members own 60% of the hotels in the United States and are responsible for 1.4% of the nation's GDP. More than one million employees work at AAHOA Member-owned hotels, earning more than \$51 billion annually, and member-owned hotels support 4.1 million U.S. jobs across all sectors of the hospitality industry. AAHOA's mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.