



AH&LA in 2014:

Engaging for Impact

2014 Hospitality Summit

May 8, 2014



Unity, Participation, and Focus is Driving the New AH&LA

- Stronger, better alignment
 - Power in numbers
- Long-term, sustained focus on advocacy



AH&LA's New Focus:

Advocacy

Communications

Education



Looking Ahead: Advocacy

- Technology and Distribution
- Workforce Issues
- Travel Promotion
- Political Involvement & Industry Champions



Intersection of Commerce and Legislation: Consumer Innovation Forum

- Improve access to best content for consumers and meeting planners; partner with new entrants
- What is measured is managed – shift focus to *net revenue* (net of acquisition & retention costs) and sales/marketing efficiency
- Pursue policy change – power legislative action with data (e.g., digital consumer deception, state tax fairness initiatives)
- Education/research – raise awareness; anticipate emerging technologies/trends



Ensuring Level Playing Field with OTCs

Federal - outreach to Congress; watch relevant, related legislative vehicles

State - identify states where AH&LA position is well-received; toolkit

Judicial - amicus briefs for key cases

Messaging - detrimental outcome for government/consumers; tax parity

Coalition Building - NGA, NCSL, NLC

Communications - AH&LA as resource for legislators/media; coalition Website



Deceptive Practices: Be On Offense

- Gather examples to back up claims
- Targeted outreach to Federal Trade Commission, Department of Justice, Congress, and State Attorney Generals
- Shine the light on these practices

Third-Party Hotel Booking Sites Can Mislead Consumers

MARCH 21, 2014

Shortcuts

By ALINA TUGEND

THIS is the situation: Customers search for a particular hotel and click on a link. They think they've landed on the official hotel website, but unknowingly they really have arrived at an unrelated site of a hotel booking company.



Focused on Local Extreme Wage Initiatives, Protecting the Bottom Line

- Los Angeles – \$15.37/hour; hotel only, 100+ rooms; study
- SeaTAC – \$15/hour, in effect; hospitality/transportation
- Seattle – \$15/hour; definition of large employer
- San Diego – \$13.09/hour, indexed; proactive opportunity
- Building a multi-pronged approach and strategy



Fighting Back Against Administration Regulations on Overtime

- March 11 Presidential Executive Order requiring the Department of Labor to change overtime regulations
- Possible changes to pay levels qualifying as salaried
- Possible change in primary duties test for determining exemption

“Obama’s overtime plan could cost small employers” WALL STREET JOURNAL

“Expanding overtime pay: another step forward for workers” – SEIU



An Immigration System for a 21st Century Economy

- June 2013 – Senate passed immigration reform bill (S. 744) on vote of 68-32
- January 30 – House Speaker Boehner releases draft immigration principles
- Possible House consideration of individual, targeted bills
- Continue to provide support to keep issue at the forefront



Changing Healthcare, Protecting Your Workforce

- July 2013 – employer mandate delayed one year, until 2015
- February 10 – further mandate delay; employers of 51-99 not required to cover until 2016; employers of more than 100 (70% coverage in 2015, 95% coverage in 2016)
- March 5 – IRS releases employer reporting requirements
- Focused on efforts to make less burdensome



Increasing Travel throughout the U.S.

JOLT Act:

- In Senate immigration bill; House bill, 150 cosponsors
- If no immigration bill in 2014, standalone strategy

Brand USA:

- House/Senate reauthorization legislation introduced this spring
- Utilizing state lodging associations to garner support and cosponsors

Government Travel:

- Continued efforts re: per diem rates
- Improving narrative on value of travel and face-to-face meetings



Issues On The Horizon: Our Voice Matters

Terrorism Risk Insurance (TRIA):

- Seeking program reauthorization (expires 12/31/14)

Tax Reform:

- Look ahead to 2015 and beyond

Tax Extenders:

- Camp vs. Wyden proposals

Facilities and ADA Compliance:

- ANSI Committee; DOJ regulations



Champions of the Industry: House



Todd Young (R-IN)



Ami Bera (D-CA)



Joe Heck (R-NV)



Patrick Murphy (D-FL)



Champions of the Industry: Senate



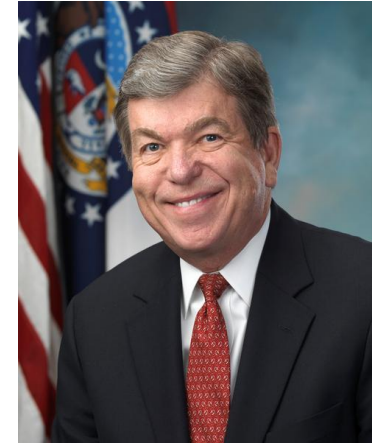
Mark Begich (D-AK)



Susan Collins (R-ME)



Amy Klobuchar (D-MN)



Roy Blunt (R-MO)



Driving the Conversation: 911 Dial Through

Challenge: Change.org petition for “Kari’s Law” re: 911 dialing 442,000 petition signers

Actions:

- Industry task force (50+ lodging executives from telecom/security)
- Close collaboration with FCC, Congress, interested stakeholders
- Industry-wide survey on current emergency dialing procedures – 6,000 responses
- Industry recommendation
- Hotel examination of internal procedures/telecom systems

Result:

- Industry-led solution to protect guests and employees



Ensuring a Seat at the Table: Patent Reform

Challenge: House passage of legislation to end damaging patent lawsuits

Actions:

- Active participant in House Whip operations
- Partner State Associations
- Member outreach to MOCs and staff
- Member testimony in front of House Energy & Commerce Committee
- Ensured our issues remained part of final product

Result:

- House passed reform bill on overwhelming 325-91 vote
- Now under consideration in Senate



***Get into politics
or get out of business.***



American Hotel & Lodging Association
Impacting the industry, leading the conversation.