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AAHOA BY THE NUMBERS

60%

Percentage of U.S. hotels owned by AAHOA Members

36K+

36,807 AAHOA Member-owned hotels in the U.S.

3.2M

Number of guestrooms in AAHOA Member-owned hotels



\$148.7B

Hotel sales annually at AAHOA Member properties



4.1M

U.S. jobs supported by member-owned hotels



\$51.3B

Dollars spent by AAHOA Members with suppliers each year



\$371.4B

Contribution to U.S. GDP, representing a 1.4% contribution overall



FEDERAL ADVOCACY UPDATE





2024 AAHOA FALL NATIONAL ADVOCACY CONFERENCE

ADVOCATING FOR TOMORROW:
STRENGTHENING HOSPITALITY
IN 2024

SEPT.
18-19
2024

WASHINGTON, D.C.
NATIONAL PRESS CLUB

Join the Waitlist!



2024 FEDERAL ISSUES OVERVIEW

- ✓ **Expand access to capital by increasing SBA loan limit amounts to \$10M, and supporting the LIONS Act (H.R. 7242)**
- ✓ **Address workforce issues by supporting the Overtime Pay Flexibility Act (H.R. 7367) and the SEASONAL Act (S. 2705)**
- ✓ **Protect Main Street small business owners by supporting the Credit Card Competition Act (S. 1838/H.R. 3881)**
- ✓ **AAHOA strongly supports Tax Reform**

THE LIONS ACT

WHAT IS IT?

- ✓ The bill is designed to amend the Small Business Act by increasing the maximum gross loan amount for section 7(a) loans.
- ✓ The LIONS Act seeks to raise the limit from \$5M to \$10M.
- ✓ Build Support for the LIONS Act:
AAHOA.com/LIONSAct



AAHOA Helps Introduce
Federal Legislation in 2024



THE LIONS ACT



ACTION

AAHOA.com/sba/survey

HOW CAN YOU HELP?

- ✓ Take Our New SBA Loan Survey
 - Provide important feedback that can help Congress understand the impact of an SBA loan increase.

3

Questions

2

Minutes

CREDIT CARD competition act



More than 200 members
contacted their
representatives to support
this Act.

Support the Hotel Industry!

Contact Your U.S. Representative and Senators!

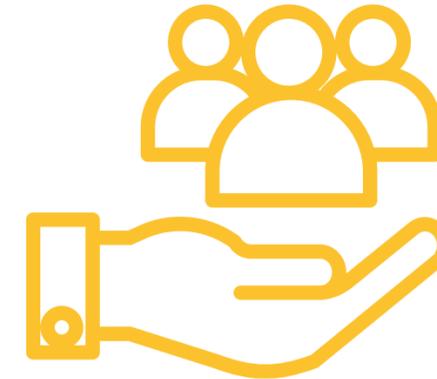
Credit card swipe fees cost the average family over \$1,100 every year. And we know they cost AAHOA small businesses even more month after month, year after year.

AAHOA is calling on industry advocates to tell Congress that we need to see the Credit Card Competition Act pass with it.

[Credit Card Competition Act](#) (CCCA) sponsors Senators Dick Durbin (D-IL) and Roger Marshall (R-KS) have made it clear they intend to attach the CCCA to any legislation that will receive a vote in Congress.

LABOR CHALLENGES

- ✓ H.R.7367 - Overtime Pay Flexibility Act
- ✓ H.J.Res.166 - House disapproval of OT Rule
- ✓ S.J.Res.97 - Senate disapproval of OT Rule
- ✓ S.2705 - SEASONAL Act



AAHOA supports coalitions like the Critical Labor Coalition to find solutions to this issue.

HUMAN TRAFFICKING LEGISLATION

- ✓ H.R.2601 - National Human Trafficking Hotline Enhancement Act
- ✓ H.R.7137 - Trafficking Survivors Relief Act of 2024



INHOSPITABLE TO HUMAN TRAFFICKING





STATE ADVOCACY EFFORTS



NOTEWORTHY MENTIONS

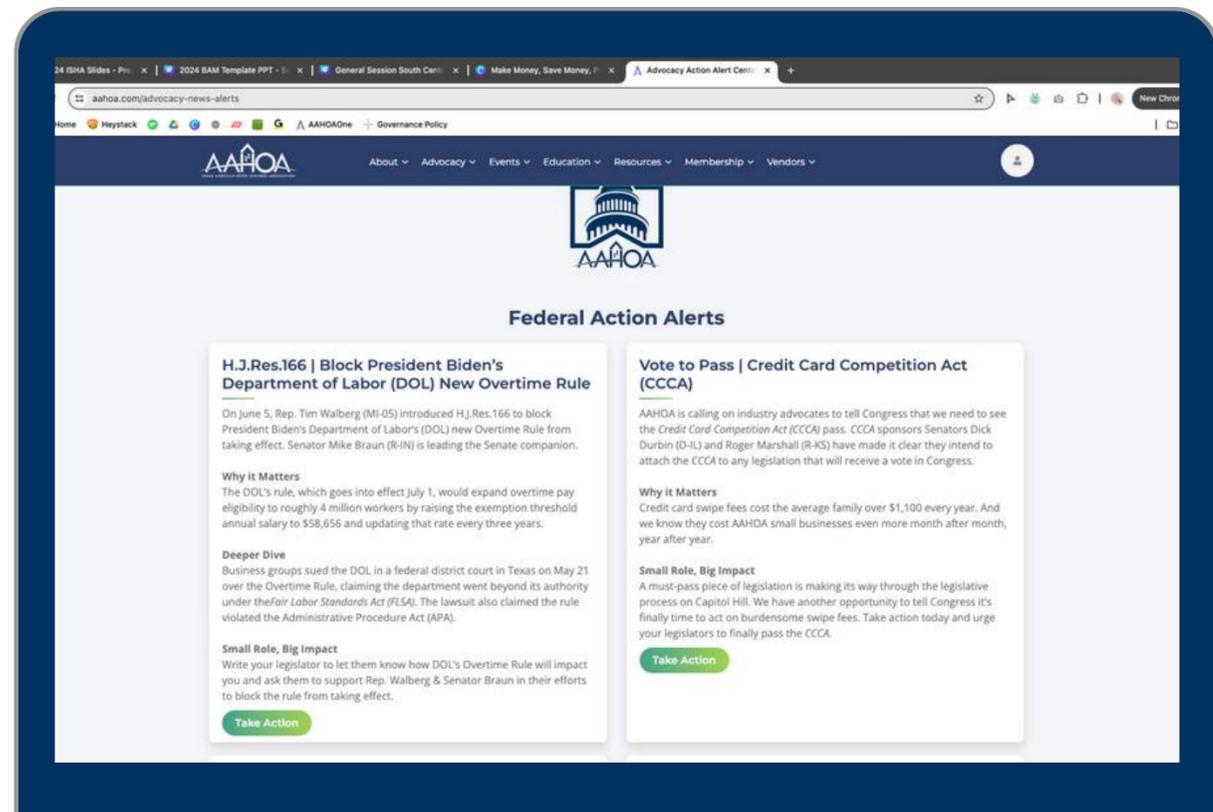
- ✓ **New York City: Hotel Safety Act**
 - Part of a coalition with AHLA & other industry associations. This legislation threatens the Joint Employer Federal rule & could put many hotels out of business with requiring direct employment.
 - AAHOA has retained a lobbyist on this issue
- ✓ **Alabama**
 - Mindy Hanan, President/CEO of the Alabama Restaurant & Hospitality Association (ARHA), helped educate us on a Tourism Development Tax (TDT) issue that was not voluntary, as some people were led to believe.
- ✓ **Florida: STR Legislation**
 - Members reached out to Gov. DeSantis, asking for his support of STR Legislation that will provide some transparency and accountability
- ✓ **Tennessee: Franchise Tax Calculations**
 - AAHOA supported the changes to franchise tax calculation and transparency in the use of hotel occupancy taxes. Specific fees to our industry should be used to support and promote our industry.
- ✓ **North Carolina**
 - Supporting H971 that would require Human Trafficking Awareness Training for hotels but extend to contractors of vacation rentals (worked on a similar bill in GA)
- ✓ **Arkansas**
 - Hosted a Hospitality Insurance Forum with Alan McClain, the 24th Insurance Commissioner of Arkansas

AAHOA ADVOCACY IN ACTION



ADVOCACY INITIATIVES

- ✓ **New AAHOA Advocacy Action Alert Center**
- ✓ **One-stop shop houses all active Advocacy Action Alerts**



- ✓ **Provides the latest updates on our advocacy efforts, opportunities to get involved, and stories of how members are making an impact**

ACTION ALERTS

5 CURRENT ACTION ALERTS

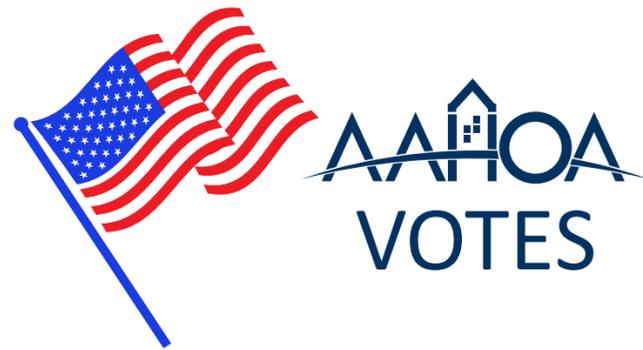
Produced nearly **2,000 letters** to federal elected officials



- Support Joint Resolutions to Block DOL OT Rule
- Support Credit Card Competition Act
- Support No Hidden FEES Act
- Support LIONS Act
- NYC - Voice Your Concerns



#AAHOAVOTES



Election Day is
Tuesday, November 5



New Voter Resource Center!

**KNOW WHO YOU'RE VOTING
FOR IN YOUR LOCAL AREA**

 [VOTE.AAHOA.COM](https://vote.aahoa.com)

#AAHOAVOTES



AAHOA VOTE 2024 Voter Resource Center

Tennessee

Candidates Basics Registration Early/By-Mail

Please enter your address below to lookup district house races

Address:	<input type="text" value="Street Address"/>		
City:	<input type="text" value="City"/>		
State:	<input type="text" value="Tennessee"/>	Zip:	<input type="text" value="Zip"/>
Lookup Races			

Presidential Race

 **Kamala Harris**
Democratic
[f](#) [t](#) [v](#) [i](#) [g](#)

 **Donald Trump**
Republican
[f](#) [t](#) [v](#) [i](#) [g](#)

Tennessee Senate Race

 **Gloria Johnson**

 **Marsha Blackburn**

GENERAL ELECTION

Voter Registration Deadline (Postmarked by)

October 6

GENERAL ELECTION

Voter Registration Deadline (Received by)

October 9

GENERAL ELECTION

Early Voting Begins

October 16

GENERAL ELECTION

Absentee Ballot Request Deadline (Submitted by)

October 29

GENERAL ELECTION

Early Voting Ends

October 31

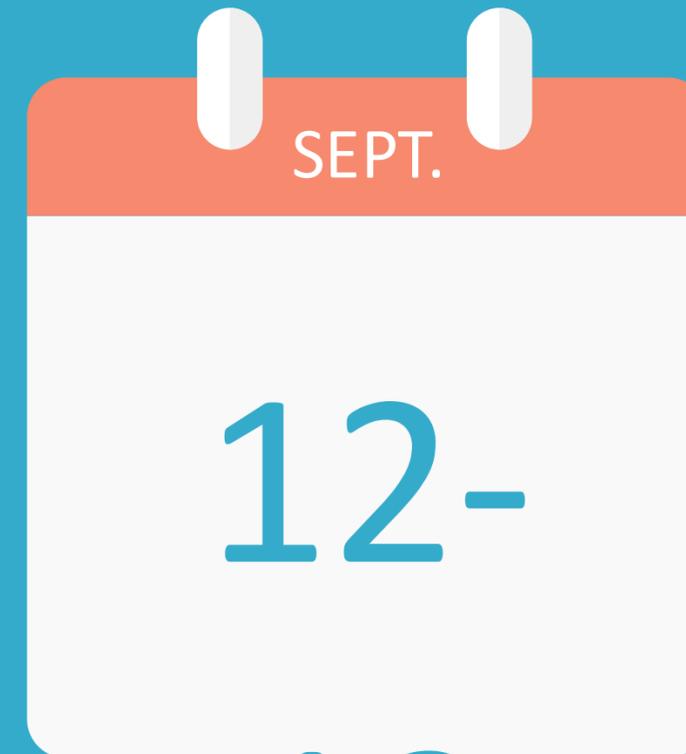




EVENT UPDATES



Registration Open!

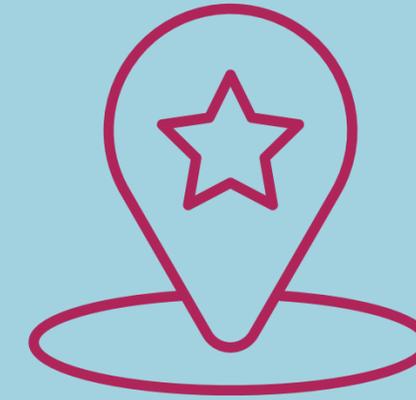


**2024 HerOwnership
Conference by
AAHOA**

**SONESTA REDONDO
BEACH & MARINA
REDONDO BEACH, CA**



Save the Date Coming Soon!



2025 AAHOA HYPE Conference

FEBRUARY 2025

Registration Opening this Fall!

Aahoa C n a

25

2025 AAHOA Convention & Trade Show

NEW ORLEANS ERNEST N.
MORIAL CONVENTION CENTER
NEW ORLEANS, LA

NEW IDEAS.
NEW CONNECTIONS.
NEW ORLEANS.



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