

# AHLA Update

---

**Olivia Shamy**

Manager of Federal Affairs & Political  
Strategy



# Voice of the Hotel Industry

## ADVOCATES



Advancing responsible public policies at all levels of government

## PROMOTES



Representing our industry with key stakeholders

## UNITES



Rallying all segments to promote initiatives & programs

# SOTI Highlights: Top Stats

## American Hotels: A Resilient Economic Engine

**\$87B**

### Projected Tax Revenue Generated

Local, state, and federal taxes – up \$1.9B from 2025

**\$131B**

### Wages & Benefits Paid

Supporting American workers in 2026, up \$3B from 2025

**2.2M**

### Direct Hotel Jobs

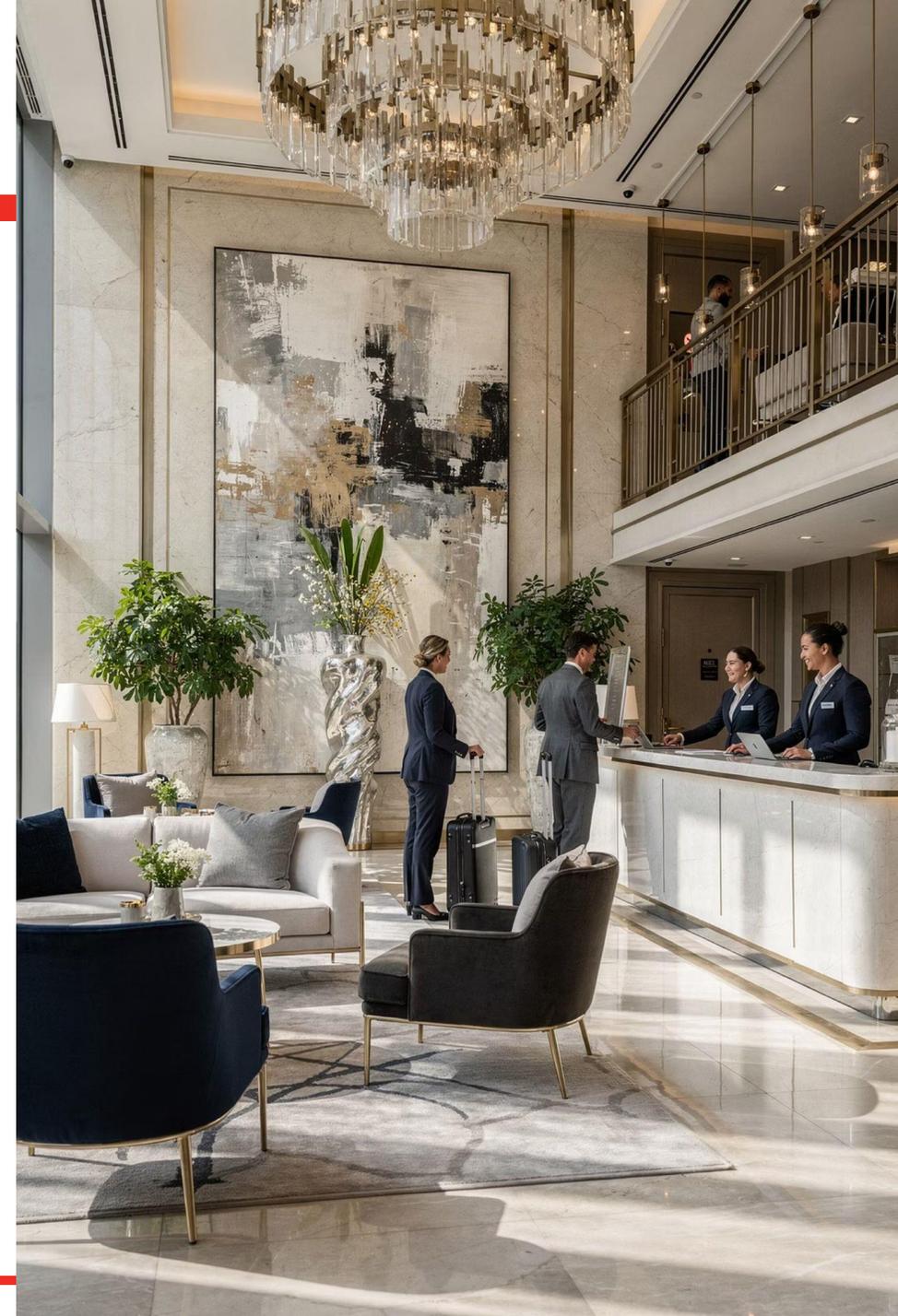
Nationwide employment with 30,000 additional jobs expected in 2026

### Economic Multiplier Effect

Every dollar spent on lodging generates **\$2.34 in community spending**, creating a powerful ripple effect across local economies.

### Rising Cost Pressures

Operating costs are outpacing revenue growth. Profitability per room remains at roughly **90% of 2019 levels**, with insurance costs alone **doubling since 2019**.



# SOTI Highlights: 2026 Growth

## Full Recovery Depends on Travel-Friendly Policies, Cost Management, and Workforce Development

The 2026 outlook shows promising momentum driven by major events, domestic travel strength, and improving capital market conditions – but sustained growth requires strategic policy support and operational efficiency.



### Major Event Impact

America250 and World Cup expected to generate **6.5M attendees**, **\$2.4B in revenue**, and create approximately **32,000 jobs** in accommodations and F&B sectors



### Guest Spending Growth

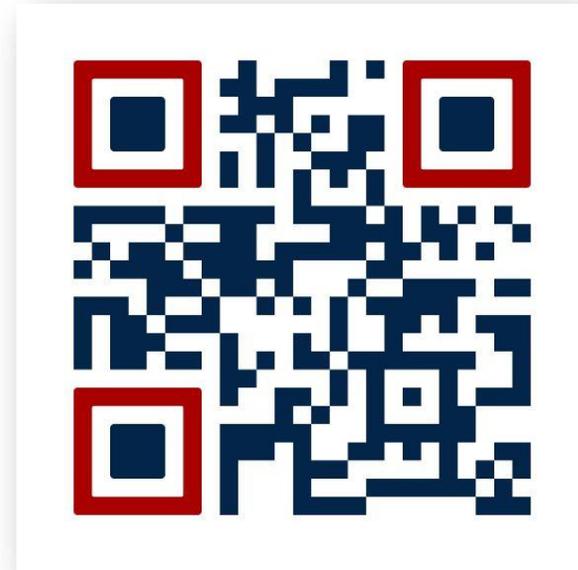
Hotel guest spending projected to reach **~\$805B in 2026**, representing a 1.7% increase driven by domestic travel and event-driven demand



### Capital Markets Improving

Better access to financing with large-scale hotel transactions exceeding **\$100 million** gaining significant momentum

# 2026 State of the Industry Report



Free for AHLA members

Access the complete 2026 State of the Industry Report for comprehensive insights into hotel performance, market trends, economic impact analysis, and forward-looking projections.

# 2025 Legislative Wins

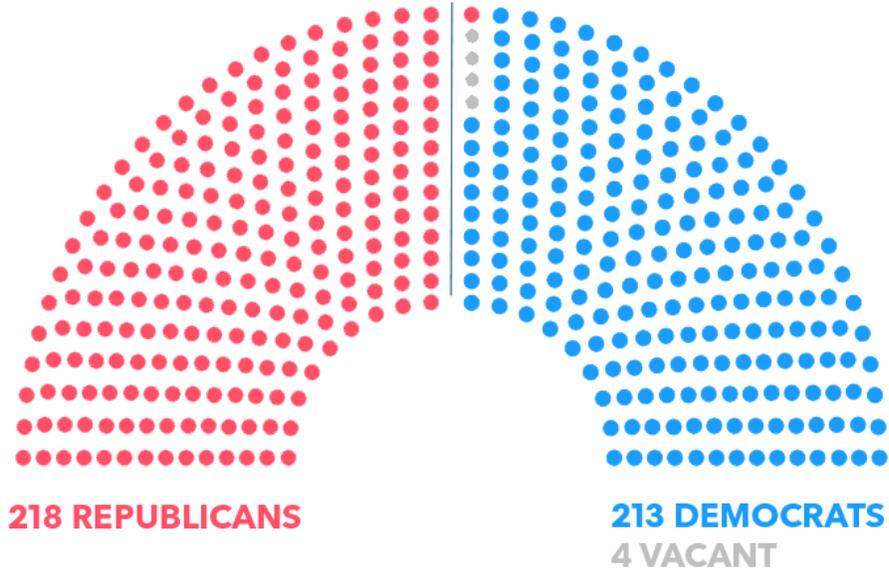
- Achieving **federal tax certainty** through the passage of critical legislation
- Securing **a pause to the increase on furniture tariffs** that was slated to go into effect January 1st
- Securing the **release of supplemental H-2B** visas
- Leading the charge to **end the government shutdown**
- **Engaging with the new administration** on tariffs, workforce authorizations, and other policies that affect the industry

# State of Play

## White House Rejects Democrats' Latest Proposal as D.H.S. Shutdown Drags On



# What's at Stake: Congressional Balance of Power



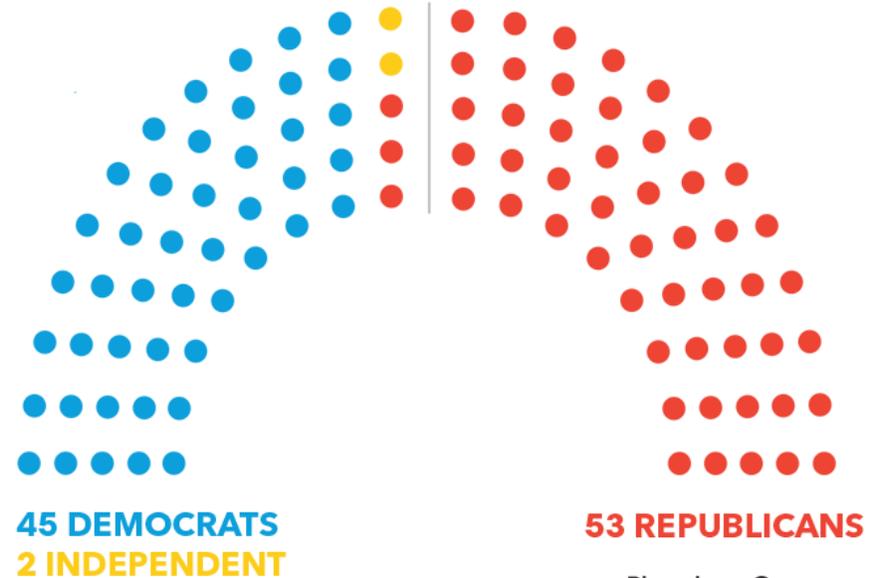
Bloomberg Government

## House of Representatives

All **435** House seats are contested in 2026

Democrats must flip 3 seats currently held by Republicans to gain a majority

Four vacancies: (R-CA), (D-TX), (D-NJ), (R-GA)



Bloomberg Government

## U.S. Senate

**35** Senate seats are contested in 2026

**Races to Watch: AZ, MI, WI, GA, NV**

Map includes 2 Independents who participate in the Democratic caucus; VP Vance serves as tiebreaking 51st vote

# 120th Congress: House Projections

## Republicans

TOSS-UP (14)	LEANS REPUBLICAN (6)	LIKELY REPUBLICAN (14)
Juan Ciscomani (AZ-6)	ME-2 Open (Golden)	Nick Begich (AK-AL)
AZ-1 Open (Schweikert)	Don Davis (NC-1)	Eli Crane (AZ-2)
Darrell Issa (CA-48)	Mike Lawler (NY-17)	Jeff Crank (CO-5)
David Valadao (CA-22)	Marcy Kaptur (OH-9)	Jeff Hurd (CO-3)
Gabe Evans (CO-8)	Rob Bresnahan (PA-8)	Anna Paulina Luna (FL-13)
M. Miller-Meeks (IA-1)	Brian Fitzpatrick (PA-1)	IA-2 Open (Hinson)
Zach Nunn (IA-3)		KY-6 Open (Barr)
Tom Barrett (MI-7)		Bill Huizenga (MI-4)
MI-10 Open (James)		Ryan Zinke (MT-1)
Tom Kean Jr. (NJ-7)		Nick LaLota (NY-1)
Ryan Mackenzie (PA-7)		Monica De La Cruz (TX-15)
Scott Perry (PA-10)		TX-35 New
Jen Kiggans (VA-2)		Rob Wittman (VA-1)
Derrick Van Orden (WI-3)		Bryan Steil (WI-1)

### SAFE GOP PICKUP (3)

Emanuel Cleaver (MO-5)
TX-9 New
TX-32 New

Safe R: **188**

Safe, Likely, Leans R: **208**

## Democrats

TOSS-UP (2)	LEANS DEMOCRATIC (17)	LIKELY DEMOCRATIC (18)
Greg Landsman (OH-1)	Adam Gray (CA-13)	Jim Costa (CA-21)
Vicente Gonzalez (TX-34)	Derek Tran (CA-45)	Kevin Kiley (CA-3)
	Jared Moskowitz (FL-23)	Jahana Hayes (CT-5)
	Frank Mrvan (IN-1)	Darren Soto (FL-9)
	K. McDonald Rivet (MI-8)	Eric Sorensen (IL-17)
	MN-2 Open (Craig)	Sharice Davids (KS-3)
	NE-2 Open (Bacon)	April McClain Delaney (MD-6)
	NH-1 Open (Pappas)	Maggie Goodlander (NH-2)
	Nellie Pou (NJ-9)	Josh Gottheimer (NJ-5)
	Gabe Vasquez (NM-2)	Steven Horsford (NV-4)
	Susie Lee (NV-3)	Dina Titus (NV-1)
	Laura Gillen (NY-4)	John Mannion (NY-22)
	Josh Riley (NY-19)	Pat Ryan (NY-18)
	Tom Suozzi (NY-3)	Chris Deluzio (PA-17)
	Emilia Sykes (OH-13)	Janelle Bynum (OR-5)
	Henry Cuellar (TX-28)	Val Hoyle (OR-4)
	M. Gluesenkamp Perez (WA-3)	Andrea Salinas (OR-6)
		Eugene Vindman (VA-7)

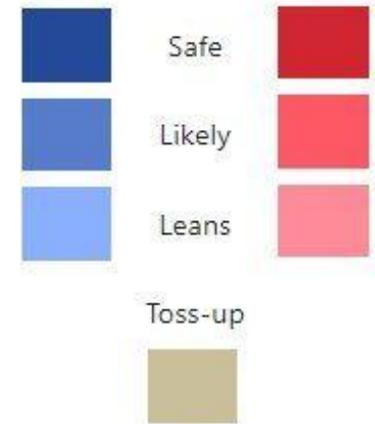
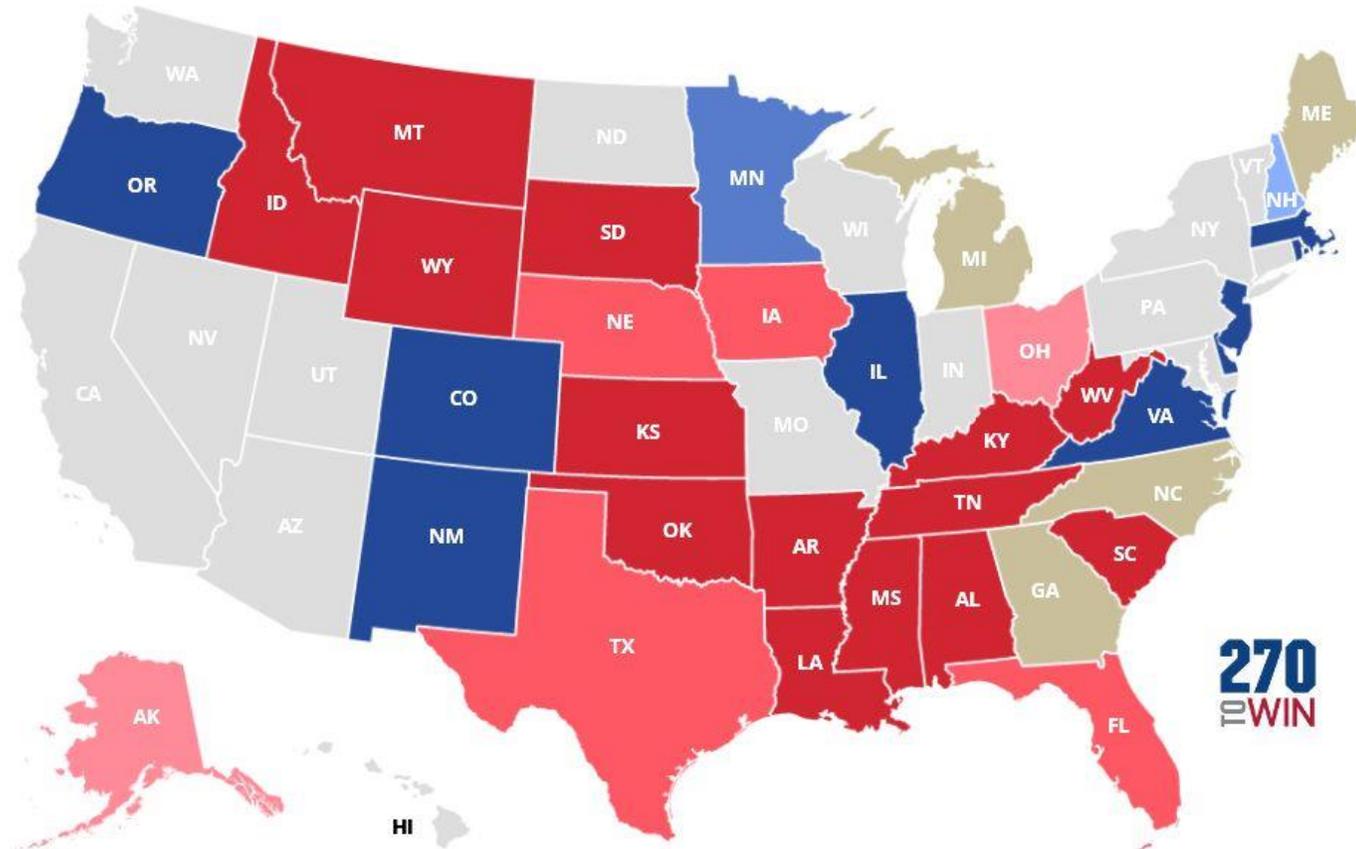
### SAFE DEM PICKUP (3)

CA-1 New
CA-41 New
UT-1 New

Safe D: **176**

Safe, Likely, Leans R: **211**

# 120th Congress: Senate Projections



**9** Solid Democrat

**2** Lean Democrat  
(MN, NH)

**4** Toss-Up  
(GA, ME, MI, NC)

*\*Includes Independents who caucus with the Democratic Party*

**14** Solid Republican

**6** Likely Republican  
(FL, TX)

# Gubernatorial Races



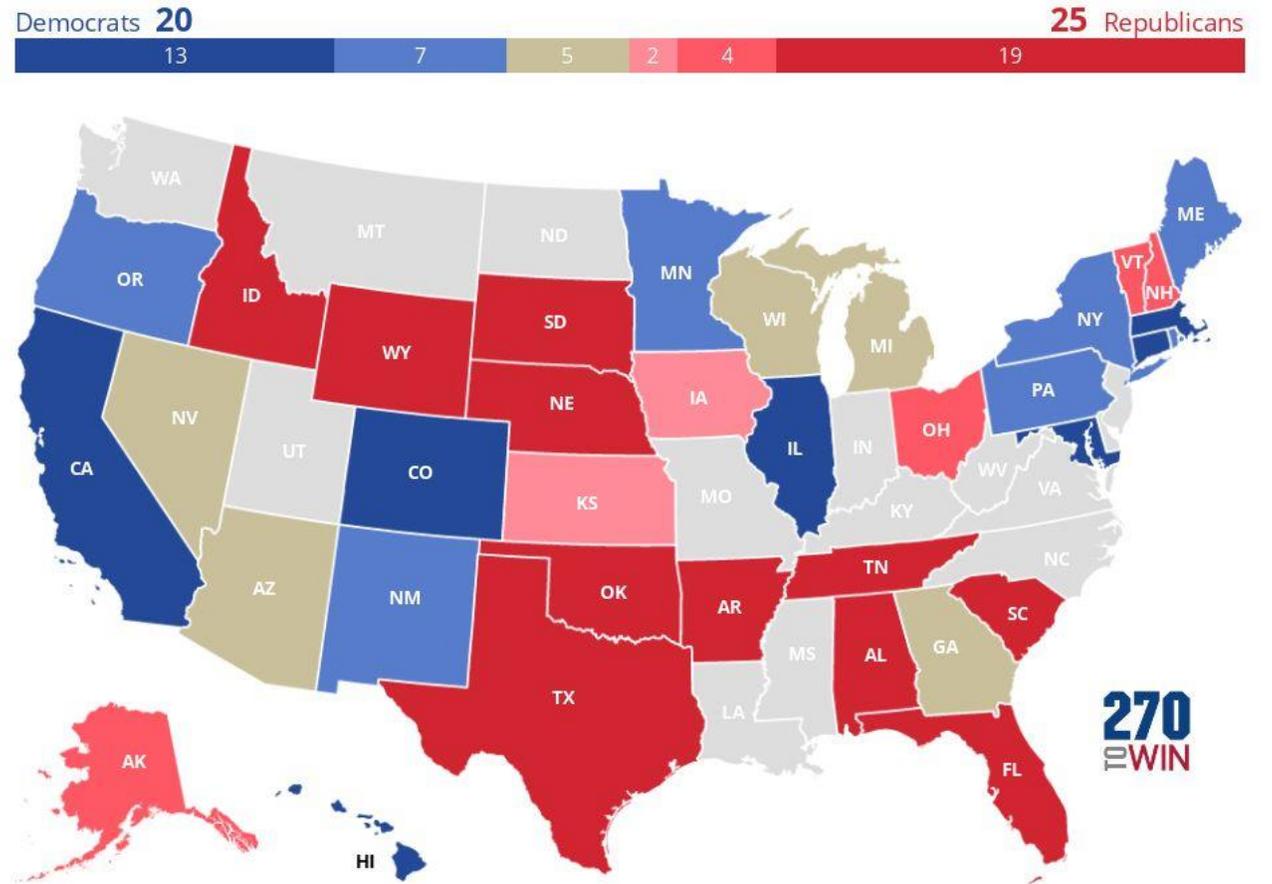
**Sen. Marsha Blackburn**

**59%**



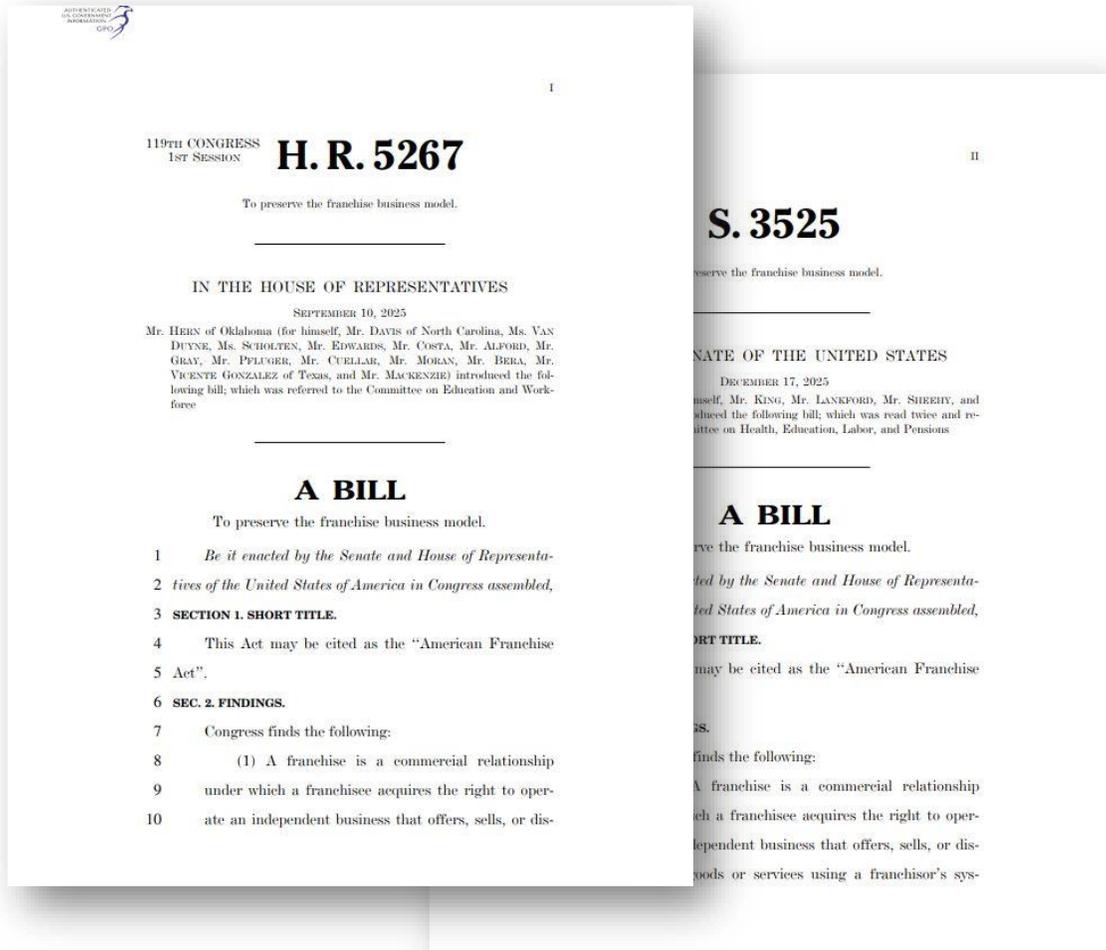
**Rep. John Rose**

**9%**



# Joint Employer

## The American Franchise Act



- **Bipartisan support:**
  - Reps. Kevin Hern (R) and Don Davis (D)
  - Sens. Roger Marshall (R) and Angus King (I)
- A franchisor is only a joint employer if it exercises **substantial, direct, and immediate control** over key employment decisions (wages, hiring, scheduling)
- Would provide much needed certainty after years of shifting definitions

# H-2B Visas

## *Trump Officials Move to Double Number of H-2B Guest Visas This Year*

It was a rare move by the Trump administration to expand a foreign worker program, amid a sweeping effort to drastically cut immigration.

- **64,716 supplemental H-2B visas to be released** for FY 2026, bringing to **130,716 total**
- Decision follows **months of advocacy by AHLA** and partners in the H-2B Workforce Coalition
- Visas will be released in **three batches based on employer need timing** (Jan-Mar, Apr, May-Sept)
- First 2 sets of visas reserved for returning workers

# Trade

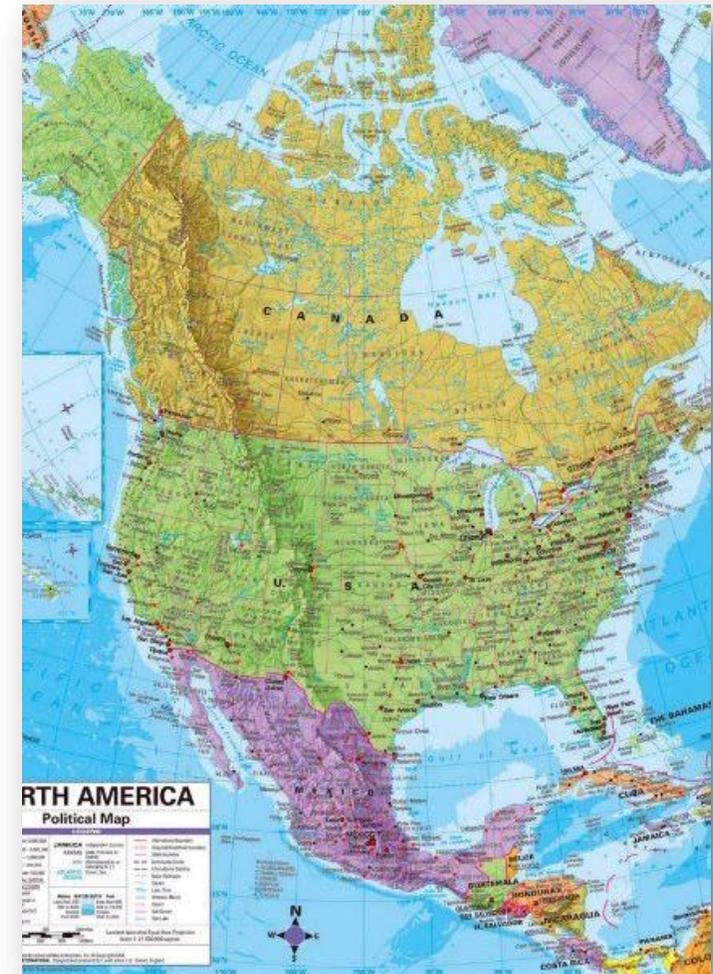
ECONOMY | TRADE

## Trump Rolls Back Tariffs on Furniture and Kitchen Cabinets

The president has watered down import levies on a host of products in recent months to address concerns about the cost of living

### USMCA Travel & Tourism Resiliency Act

- Introduced last week in Congress
- Would create a formal North American Travel & Tourism Working Group, ensuring travel is prioritized in trade discussions



# Ways to Get Involved

---



# Make Your Voice Heard

**HOTELSACT**



**HOTELPAC**



# Host a Heart of the House Tour



# Share Your Experiences with Lawmakers



Hoteliers gather outside of LA city hall to oppose onerous bill

Tina Patel of Promise Hotels testifies before the House Committee on Small Business



# HOTELS ON THE HILL



HOSTED BY AHLA



**MAY 12-13, 2026**



**WASHINGTON, D.C.**



**REGISTER**

# Thank You!



---

**OLIVIA SHAMY**

*Manager of Federal Affairs and  
Political Strategy*  
AHLA

**[oshamy@ahla.com](mailto:oshamy@ahla.com)**

**(732) 491-5580**

