



CALIFORNIA HOTEL & LODGING ASSOCIATION'S TID PROGRAM



Be part of an exciting opportunity to provide valuable resources to your lodging properties at a discounted rate! Happy guests mean returning guests, and keeping lodging property staff educated is the best way to do this. Your members and their staff need to be the best at customer service so they stand out from the competition. They can attend our conferences, seminars, and webinars on such topics as:



- Navigating the COVID-19 Crisis
- Executing Meetings & Events Changes
- Safety & Security
- Current ADA Requirements for the Hotel Industry
- What Qualifies as a Service Animal
- Renting Rooms to Minors
- Revenue Management
- Current Prop 65 Compliance Regulations
- Legalized Marijuana & the Hospitality Industry
- Cal/OSHA MIPP Compliance Review
- How to Gain Guest Loyalty
- And More!



CHLA MEMBERSHIP SERVICES INCLUDE:

- COVID-19 Hotel Plan
- Clean & Safe Certification Program
- ADA Lawsuit Protection Program
- Legislative & Regulatory Advocacy
- Free Legal Advice
- Weekly Newsletter & Bi-monthly Magazine
- Occupancy & Average Room Rate Reports
- Compensation Survey
- Cal/OSHA MIPP Training Tool Kit
- Member Only Website
- Discount Programs
- Monthly Webinars
- Educational Conferences & Seminars
- Free Room Rate Cards & Drought Notification Cards
- Human Trafficking Awareness Training & Posters
- Online Staff Training, Including Legally Required Sexual Harassment



There also are unique opportunities for B&Bs and boutique inns to join CABBI, the **California Association of Boutique and Breakfast Inns**. CABBI has a consumer website, gift certificate programs and consumer e-newsletter.



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**SAVE
20%**
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TID's join CHLA so they can focus on their marketing programs, while CHLA supports their lodging programs by providing education, advocacy, and operational advice. When joining as a group for all properties, **CHLA membership is reduced by 20%**. Contact Sandra Oberle at CHLA at sandra@calodging.com or **916-554-2662** for more information.

CHLA supports the rights and interests of the California lodging industry!