

Diversity, Equity, and Inclusion Statement

Hospitality is the fundamental value of our industry. Our business is built on the warm, friendly and generous welcoming and treatment of guests and visitors.



The California Hotel and Lodging Association (CHLA) embraces the values of diversity, equity, and inclusion, and we welcome and care for all without regard for difference. This core value begins with our partners, colleagues, and coworkers, and extends to our guests.

CHLA envisions an industry where ownership, leadership, management, and all employees fully reflect the spectrum of ethnicity, race, age, background, religion, gender, sexual orientation, and physical facility of the guests we serve.

- CHLA is inclusive of those involved in local, regional, state and national hospitality industry groups. All are agents of change working to ensure equal political, educational, social, and economic opportunity for all.
- Together, we commit our influence, resources, and resolve for diversity, equity, and inclusion in the nation's hotel and lodging industry.

For CHLA, diversity, equity, and inclusion are imperative, a strategic advantage and an ethical responsibility.

- CHLA partners with communities and businesses to tap diverse talent and supplier sources and to increase awareness of inclusion, opportunity, and career paths in the hotel and lodging industry.
- CHLA commits to increasing access, equality, education and awareness to ensure that the array of opportunities and career paths in the hotel and lodging industry are open to all.

Adopted by the CHLA Board of Directors, April 11, 2006; revised November 21, 2019.