

MARKETING OPPORTUNITIES WITH CHLA



CA LODGING NEWS MAGAZINE

VOICES OF HOSPITALITY

EVAN MARX, Director of Guest Experience, The Madrona Hotel

Q: Why is hospitality important to California?

California personifies the quintessential American vacation. It's vital that we, as California hospitality professionals, maintain close ties with our local, state, and national politicians to ensure our needs are heard and acknowledged so that we can continue offering travelers from all over the country the opportunity to experience our unique 'Golden State' hospitality.

DERRICK LEE, Front Desk Manager, Alpine Inn

Q: What are the biggest challenges facing California hospitality?

For a small business in Southern California, our biggest challenges are high operating costs, labor shortages, and governmental regulations. For a small motel, following issues related to wage laws and business regulations will be important, as these directly affect operating costs and staffing.

TRENT SELBREDE, General Manager, Residence Inn La Jolla

Q: What are the biggest challenges facing California hospitality?

There seems to be a perception that a big building means unlimited profits and resources. The regulatory environment continues to challenge daily operations and the profit margins of hotel owners.

Q: What November election issue will you follow closely?

While the election cycle is certainly important, all hotels should pay more attention to local and state legislation through CHLA and other local associations. We often don't see regulations before they pass, and our voice is not heard.

EMPLOYEE PROFILE

'I DREAMED I WAS A DOORMAN AT THE HOTEL DEL CORONADO'

Richard is the 19th generation of the family that founded the Hotel Del Coronado. He is a 19th-century hotelier who has spent his life working at the Hotel Del Coronado, a historic hotel in San Diego, California. He is a 19th-century hotelier who has spent his life working at the Hotel Del Coronado, a historic hotel in San Diego, California.

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SOCIAL MEDIA POSTS

California Hotel & Lodging Association
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Happy Earth Day from CHLAI

In the spirit of conservation and sustainability, we would like to highlight our member property, **Temecula Creek Inn**, which recently won the CHLA Stars of the Industry Good Earthkeeping award for its efforts to be greener and reduce waste in all areas, including its golf course water conservation program.

Watch the video below to learn more.

California Hotel & Lodging Association
March 21

Celebrate Jennifer Mann's 35-year journey at Hyatt Regency Sacramento, a testament to her dedication to hospitality. From starting as an opening team member to her current role as Senior Sales Manager, Mann's story exemplifies the spirit of #InternationalWomensHistoryMonth. Read the full story at <http://calodging.com/~heartfelt-hospitality-with-/>.

CALIFORNIA LODGING NEWS

CAREER OUTLOOK

HEARTFELT HOSPITALITY with Jennifer Mann

calodging

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calodging Yesterday, AHLA presented its 2023 General

CHLA News

<p>AUGUST 22, 2024</p> <p>W Los Angeles Wins Western Region Hotel Of The Year</p>	<p>AUGUST 13, 2024</p> <p>CHLA Hospitality Foundation Awards \$175,000 for 62 College Scholarships</p>	<p>AUGUST 9, 2024</p> <p>Governor Proclaims California Panda Day</p>	<p>AUGUST 1, 2024</p> <p>New Indoor Heat Illness Prevention Standard Now in Effect</p>
<p>JULY 30, 2024</p> <p>California Hotel Law's Fourth Edition a Comprehensive, User-Friendly Guide</p>	<p>JULY 25, 2024</p> <p>New Hotel Developments In Santa Monica To Boost Jobs And Local Economy</p>	<p>JULY 16, 2024</p> <p>CHLA, Oxford Economics Launch "Hotel Caring" Initiative</p>	<p>JULY 11, 2024</p> <p>These 100 Hotels Were Voted Best In The World</p>

PRESS ROOM

CHLA Member Hotels Ranked Among 100 Best New Hotels In The World

Four newly opened CHLA property member hotels in California have secured spots among the world's best, according to Travel + Leisure's 2024 list of the 100 Best New Hotels of the Year. The hotels were divided into six categories: U.S. resorts, affordable luxury, splurge-worthy stays, international resorts, best city hotels and, for the first time, T+L ranked the best new cruise ships. Among the top American resorts were the Pendry Newport Beach, The Inn at Mattei's Tavern in Santa Barbara County, and Dawn Ranch in Guerneville. The Georgian in Santa Monica was featured on the broader list of the top 100 new hotels in America.

READ MORE

TRAVEL + LEISURE

To learn more and take advantage of these opportunities, please contact Sandra Oberle, CHLA's Vice President of Membership at sandra@calodging.com or 916.554.2662.