# MARKETING OPPORTUNITIES WITH CHLA



# **CA LODGING NEWS MAGAZINE**



#### DERRICK LEE, Front Desk Manager, Alpine Inr

Q: What are the biggest challenges facing California hospitality them California, our californi it, as these directly affect operating costs and staffing



Q: What are the biggest challenges facing California hospitality? ion that a big build ns to be a perception he regulatory rgins of hotel Q: What November election issue will you follow closely?

TRENT SELBREDE, General Manager, Residence Inn La Jolla

VOICES OF HOSPITALITY

ity important to California?

ifies the quintessential American

intersential American vacation, it's vitial that we, and ionals, maintain close ties with our local, state, and our needs are heard and acknowledged so that we om all over the country the opportunity to experier

MARX, Director of Guest Expe

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



+ Follow ....

Happy Earth Day from CHLA!

In the spirit of conservation and sustainability, we would like to highlight our member necula Creek Inn. which recently won the CHLA Stars of the Industry property. Te 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



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## SOCIAL MEDIA POSTS

na.cor

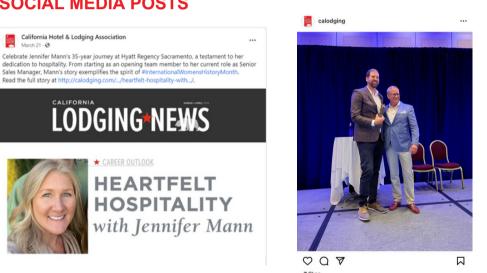
LODGING\*NEWS

★ CAREER OUTLOOK

California Hotel & Lodging Association

March 21 - 3

Read the full story at http://



7 likes calodging Yesterday, AHLA presented its 2023 General

### **CHLA News**



W Los Angeles Wins Region Hotel Of The Year

LAW

California Hotel Law's Fourth Edition a

Comprehensive, User Friendly Guide

JULY 30, 2024

AUGUST 13, 2024 CHLA Hospitality Foundation Aw

AUGUST 9, 2024 Governor Proclaims

New Indoor Heat California Panda Day Illness Prevention Standard Now in Effect



AUGUST 1, 2024

JULY 11, 2024 Voted Best In The World

**CHLA WEBSITE** 

# **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

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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.



CHLA, Oxford

Economics Launch "Hotel Caring"

These 100 Hotels Were

11,403 \$175,000 for 62 College Scholarships

JULY 25, 2024

Economy

New Hotel Developments

In Santa Monica To

Boost Jobs And Local