



CHLA 2024 HIGHLIGHTS



Legislative and Advocacy Wins

PROTECTING HOTELS, COMMUNITIES, AND JOBS:

Website Accessibility Bill (AB 1757): Avoided unfeasible website standards, saving hotels from costly legal fees.

Coastal Commission Bill (AB 3192): Preserved billions in economic activity by protecting California's iconic golf courses and connected hotels.

PAGA Reforms (AB 2288 and SB 92): Reduced employer liability and streamlined case resolutions.

Fee Transparency Laws: Promoted fairness across hotels, OTAs, and short-term rentals, improving the guest experience.

Political Action Committee Impact: \$255,500 in state and local candidate contributions.



Industry Social Responsibility

HOTEL CARING: BY THE NUMBERS

\$68M in charitable giving.

328,000 volunteer hours to community causes.



Member Resources Delivered

2024 HIGHLIGHTS:

- Fee Transparency Compliance Guidance.
- California Hotel Law (4th Edition, Digital).
- Workplace Violence Prevention Plan.



Key Communication Achievements

Publications: Expanded reach with Hotel Weekly, Advocacy Weekly, and California Lodging News.

Social Media:

- 47% YOY LinkedIn growth
- 110,000 organic impressions



Event Highlights

Trends + Insights Hotel Conference: Forward-thinking discussions on emerging industry trends.

Hotel All Stars: Celebrated 144 exceptional hospitality professionals.



Membership Growth

5% growth in property members.

18% growth in allied and vendor members.



Training Milestones

2,000+ members trained in human trafficking awareness.



Financial Stability

Annual Budget: \$4.65M.

Cash Reserves: \$2.2M.



Hospitality Foundation Impact

\$175,000 awarded in scholarships to 62 students from 14 colleges and universities.