



CHLA 2025 HIGHLIGHTS



Legislative and Advocacy Wins

- **SB 346:** Helps to create a more level playing field with short term rental hosts by supporting local government collection of taxes and fees
- **AB 299:** Under specific conditions, this measure enables hoteliers to safely support/host disaster victims for up to 270 days without risking tenancy issues
- **AB 858:** CHLA forced amendments to remove language which would have effectively guaranteed a labor law violation any time a hotel employee was fired and replaced it with phase out language for California's existing hotel employee retention statute
- **San Diego:** CHLA built a leverage campaign and led a coalition of businesses to negotiate the San Diego City Hotel Wage ordinance



Industry Social Responsibility

- Over 3,500 individuals trained in human trafficking awareness and prevention in 2025 and over 15,000 individuals trained since the program began
- Hotel Caring, a CHLA initiative, was expanded to four other states in 2025



Member Resources Delivered

- Immigration resources
- Service animal training
- Digital tipping policy



ADA Protection Program

- CHLA State Bar complaint led to suspension of high-frequency ADA lawyer
- Seven Member Alert communications sent throughout the year highlighting increased lawsuit activity by region
- CCDA webinar + compliance guidance



Event Highlights

- 181 Hotel All Stars honored
- Scholarship Awards Gala grew attendance by 30% YOY



Membership & Partnership Growth

- 6.5% property membership growth
- Three new large group members welcomed
- New partnerships secured: Alaska Airlines; CoStar; Pacific Advisors; NBCUniversal; Paychex



Financial Stability

- \$5.1M total revenue
- \$2.46M reserves



Hospitality Foundation Impact

- \$170k awarded to 97 recipients from 21 California colleges and universities