



MEMBERSHIP
THAT MAKES A DIFFERENCE.



INSPIRING SERVICE, GROWING VALUE



Our purpose is to support our members and strengthen Alberta's tourism and hospitality industry. Through our four pillars we strive to provide programs and services that enhance the economic prosperity and social fabric of our industry.



As President & CEO, I believe the Alberta Hotel and Lodging Association (AHLA) offers your business an extraordinary value you will not find anywhere else.

The AHLA is a member-driven organization that represents the interests of more than 850 hotels, motels, accommodations and campgrounds across the province. Since 1922, our association has provided a common voice to important issues that affect Alberta's tourism and hospitality industry. Our philosophy of creating value through partnership has resulted in tremendous benefits for our industry. Today, we offer our members a wide range of programs and services:

- Our strategic approach to **Government Relations** ensures that our members' interests are represented on important legislative, policy, and regulatory decisions.
- Through the power of volume purchasing our **Member Value Programs** help your business save on property insurance, electricity, natural gas, telecommunications and more.
- Our **Tourism Marketing** print and web-based publications and quality assurance programs help you to effectively promote your property to the travelling public.

- Our **Human Resource Development** programs help you to become an employer of choice in Alberta's highly competitive labour market.

We are driven by our mission to support our members and strengthen Alberta's tourism and hospitality industry. We are guided by our eight key values of:

- Respect
- Trustworthiness
- Stewardship
- Service
- Honesty
- Quality
- Celebration
- Courage

Knowing what we stand for is important. It inspires us to create outstanding value and deliver exemplary service to our members. I would like to invite you to join us. Please take a few minutes to explore the benefits of becoming a member of the Alberta Hotel and Lodging Association. If you have questions about our association or want to know more, feel free to contact me at dkaiser@ahla.ca. **We look forward to serving you!**

Sincerely,

A handwritten signature in blue ink, appearing to read "Dave Kaiser", enclosed within a blue oval scribble.

Dave Kaiser, CHA, President and CEO
Alberta Hotel and Lodging Association



MEMBER VALUE PROGRAMS

MEMBER VALUE PROGRAMS THAT SERVE YOU...AND SAVE YOU.

The AHLA's Member Value Programs are specifically developed for the hospitality industry by people who understand that your property serves guests all day, every day. Whether you have five rooms or 500, we work hard to get our members the best value for products and services that you can't do business without. The AHLA leverages the buying power of Alberta's hospitality industry and passes the savings on to you on:

- Electricity
- Natural Gas
- Property & Liability Insurance
- Employee Health Benefits
- Employee RRSP Program
- Telecommunications Solutions
- Environmental Stewardship
- AGLC Bond
- Automated Teller Machines
- Credit Card Merchant Rates
- Discounts with National Suppliers

By combining the buying power of our membership, everybody benefits – paying less and getting more. The AHLA's Member Value Programs give your business a competitive edge. Find out more at www.ahla.ca.

The member value programs more than pay back the investment we make in the AHLA.

– Country Inn & Suites by Carlson, Calgary

TOURISM MARKETING THAT HELPS YOU REACH CONSUMERS

Travelers have a lot of choice when it comes to where they want to spend their time...and money. Whether you run a campground or a large branded hotel, the Alberta Hotel and Lodging Association can help you increase your occupancy. We help the traveling consumer choose the hotel, motel, lodge, resort or campground that meets their needs. The AHLA's Quality Assurance team can help your property offer the quality and amenities that travelers want. Our accommodation rating programs ensure that your guests know what to expect when they choose your property.

- Our Housekeeping Awards, presented in conjunction with the Government of Alberta recognize properties in the Approved Accommodation program who demonstrate excellence in cleanliness, comfort and state of repair.
- Voluntary star rating program inspects participating properties to ensure they meet consumer expectations. Ratings are based on extent and quality of facilities, services and amenities.
- Approved Accommodation and Campground programs offer objective and standardized evaluations of properties around the province for cleanliness, comfort and state of repair.
- Approved properties are listed in the Official Alberta Accommodation Guide or Official Alberta Campground Guide, as well as TravelAlberta.com. These guides are the #1 resource for travelers, and are distributed throughout Alberta, across Canada, and around the world.
- Green Key Eco-Rating voluntary program helps your property to be more environmentally friendly and show your guests that you are doing your part to protect the environment.

*This is the most valuable
membership I have ever had.*

– Prairie Breeze Inn, RV & Camping, Wetaskiwin

▶ **TOURISM
MARKETING**



HUMAN RESOURCE DEVELOPMENT THAT DEVELOPS THE PROFIT IN PEOPLE.

Like your guests, your employees choose to stay with you. Investing in your employees not only pays dividends, it increases the value of your business. The AHLA's Human Resource Development team can help you make the right investments in your people and get an edge in Alberta's dynamic labour market.

The AHLA offers individual consultations to identify your property's strengths and needs, enabling you to distinguish your hotel, motel, resort or campground from other employers. The AHLA can help identify your property's needs in the areas of:

- Organizational Effectiveness
- Organizational Learning, Training & Development
- Staffing
- Total Compensation
- Employee & Labour Relations
- Workplace Health & Safety
- HR Information Management

The AHLA has variety of products, programs and services that can help your property, including:

- Comprehensive Employer of Choice program
- Training & Workshops to develop your staff
- *emerit* Professional Certification & Training Products
- Temporary Foreign Workers
- Annual Wage Survey

We can help you develop the profit in your people!

"Given the challenges in recruitment and retention facing Alberta employers in this time, we have relied heavily on using the HRD Pillar of the Alberta Hotel and Lodging Association."

– Fantasyland Hotel at West Edmonton Mall



HUMAN RESOURCE
DEVELOPMENT



▶ GOVERNMENT RELATIONS

GOVERNMENT RELATIONS THAT LET YOUR VOICE BE HEARD

Alberta's tourism & hospitality industry is subject to local, provincial and federal regulations and policies that can seriously impact your property's bottom line. It's hard for one business to influence government – especially after a decision has been made. Our association was founded in 1922 by hotel operators who believed that they could achieve more by working together. Today, our members *know* they do.

Through the AHLA, Alberta's tourism & hospitality industry speaks with one voice, working proactively with elected officials and bureaucrats to ensure they understand the impact of their decisions on your business. The AHLA is constantly at work, monitoring and advocating for our members on:

- Tourism
- Liquor & Gaming
- Labour & Immigration
- Taxation & Levies
- SOCAN tariffs
- Transportation

Our members understand that fostering good relations with provincial and federal officials helps their voice to be reflected in government policy. The AHLA works with our members to ensure that they are aware of important issues and how they affect our industry. By working together, our members are a powerful force.

*I would not want to be in the business
without AHLA membership.*

– Youngstown Hotel



MEMBER COMMUNICATIONS

MEMBER BENEFITS THAT GROW THE VALUE OF YOUR INVESTMENT

AHLA membership gives you access to resources that can help every department in your property. Our team of experienced industry professionals understands the challenges you face every day, and can help you to get the most from your AHLA membership. AHLA members:

- Receive regular updates about issues and trends that affect your business via our *Innsight* newsletter, *Alberta Hospitality* quarterly magazine and email notifications.
- Have exclusive access to the members' only area of www.ahla.ca for up to the minute information on what the AHLA is doing to serve you.
- Gather at our Annual Convention to learn from industry colleagues, celebrate their achievements and share their experiences.
- Attend one of Canada's most popular hospitality industry trade shows to see the latest products & services for hotels, motels, resorts and campgrounds.

- Are represented by industry peers through the AHLA's Board of Directors. All members in good standing are eligible to run for election and vote.

Get involved! AHLA members are critical to the vitality of the association. Your involvement helps us represent Alberta's tourism and hospitality industry on current trends and issues.

The AHLA is a great resource for all aspects of the industry and really does a great job keeping me posted on upcoming events and news.

– The Varscona Hotel, Edmonton

MEMBERSHIP

THAT MAKES A DIFFERENCE.

Our industry is changing, and the Alberta Hotel & Lodging Association is changing with it. But our fundamental principles remain the same.

We remain guided by our values and driven by our mission - to support our members and strengthen Alberta's tourism and hospitality industry.

To become a member, visit www.ahla.ca or call our office for a membership application.

We look forward to serving you!

Call us toll free at

1-888-436-6112

or email

membership@ahla.ca



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