

REASONS TO JOIN

As a hotel located in Maryland, you need to be a member of the Maryland Hotel Lodging Association. We are the sole trade association dedicated to representing the state's \$15 billion lodging industry. Your support as a member enables us to unite, inform and protect Maryland hotels. You will benefit from:

ADVOCACY

Be part of a powerful voice, *strengthened with every member*, as MHLA lobbies the Maryland General Assembly and County / City Councils to ensure a positive regulatory environment for Maryland's lodging industry. Recent Wins:

- » Legislation requiring short-term rental platforms to collect and remit state sales tax went into effect on June 1, 2019.
- » Elimination of unfair competition from commercial operators renting multiple units on STR platforms (like Airbnb) through regulations passed in Baltimore City, Montgomery County & Prince George's County.
- » Closed a tax loop hole to ensure \$3-5 MIL in previously unremitted sales tax is paid to the State of Maryland annually by online travel companies (OTCs).

HOTEL COST SAVINGS

Protect against unreasonable regulations impacting profitability and operations. For example, MHLA efforts resulted in:

- » Passage of sensible regulations protecting guests from carbon monoxide poisoning, and saving hotels upwards of \$1,450 per guest room.
- » Passage of legislation allowing hotel operators to determine their need for a lifeguard in four jurisdictions where lifeguards were previously mandated at all times, potentially saving hotels \$20–65 K annually.

RESOURCES

Gain access to industry specific data and exclusive resources, such as:

- » **NEW** Human trafficking awareness training available FREE to members and their staffs, provided through our partnership with BEST (Businesses Ending Slavery and Trafficking) and sponsored by AAHOA.
- » Scholarships available to Maryland hotel employees (*Three \$1,500 scholarships awarded in 2019.*)
- » Allied Member network
- » Legislative updates & alerts
- » Compliance Webinars
- » Monthly statewide STR data
- » Media Alerts
- » Industry research

EVENTS & MEETINGS

Gain industry information, recognition and networking with peers.

- » Stars of the Industry Awards Luncheon
- » Golf Outing
- » Annual Meeting and Tradeshow
- » Regional meetings
- » Hotel Business Meetings (scheduled as local issues arise)

JOIN NOW

Hotel membership is activated immediately upon payment of dues.

ANNUAL DUES RATE (MAY BE BILLED ANNUALLY, SEMI-ANNUALLY, QUARTERLY OR MONTHLY.) \$9.50 PER ROOM FOR 51+ ROOMS / \$475 FOR 1-50 ROOMS.

FOR QUESTIONS OR TO JOIN, please contact Debbie McCready,
Director of Membership Development, at Debbie@MDLodging.org or 410-974-4472 x104.