AAHOA Leadership Meets with Federal Trade Commission Commissioner Alvaro Bedoya to Address Industry Issues and Franchise Rule

WASHINGTON, D.C., Sept. 16 – On Thursday, September 15, AAHOA leadership met with Federal Trade Commission (FTC) Commissioner Alvaro Bedoya in our nation’s Capital. The Commissioner included FTC staff involved with oversight of franchising, including Consumer Protection Bureau Director Sam Levine.

They discussed several key issues affecting the hospitality industry, including the many unfair practices in franchising and the FTC’s Franchise Rule.

As the newest Commissioner, Commissioner Bedoya has taken a great interest in franchising and being a strong advocate for protecting AAHOA Members and American consumers.

“We are grateful for Commissioner Bedoya’s commitment to AAHOA Members and for being a staunch advocate for franchisees from every background and sector,” said AAHOA President & CEO Laura Lee Blake. “It is through our great working relationship with the Commissioner and the Federal Trade Commission that we are able to continue to advance and advocate for the best interests of AAHOA Members,” she said.

During the meeting, Blake also addressed AAHOA’s recent revamp of its 12 Points of Fair Franchising as an educational primer for AAHOA Member franchisees and the important work the association is doing to advance fairness in the franchise space.

“There are so many important topics to address when it comes to advancing fair franchising, and the Federal Trade Commission and the work it does is an important component to AAHOA’s overall strategy,” said AAHOA Chairman Neal Patel.

“It is through our continued relationship with Commissioner Bedoya and the FTC that we are able to shed light on important issues affecting Franchisees – not only those affecting hotel owners, but for franchise owners across the U.S.,” he said. “When it comes to protecting Franchisees, the FTC is crucial in ensuring that the U.S. business environment is free from deceptive and unfair business practices, and
we are thankful for the FTC's ongoing engagement with AAHOA and protection of U.S. consumers.”

Commissioner Bedoya appeared in an exclusive interview in the September 2022 issue of Today's Hotelier magazine. Access that article here.

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About AAHOA

AAHOA is the largest hotel owners association in the nation, with Member-owned properties representing a significant part of the U.S. economy. AAHOA’s 20,000 members own 60% of the hotels in the United States and are responsible for 1.7% of the nation’s GDP. More than one million employees work at AAHOA member-owned hotels, earning $47 billion annually, and member-owned hotels support 4.2 million U.S. jobs across all sectors of the hospitality industry. AAHOA's mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.
