AAHOA Announces Largest Trade Show in 34-Year History

ATLANTA, Ga., Feb. 8 – The Asian American Hotel Owners Association (AAHOA), the largest hotel owners association in the world with nearly 20,000 members, announced today that it has already secured a record level of booth sales for the Trade Show at AAHOACON23, April 11-14, 2023, making it the largest in AAHOA history.

The 2019 AAHOA Convention & Trade Show, AAHOA’s previous biggest show to date, which celebrated the association’s 30-year anniversary, totaled 77,500 square feet of exhibit space. This year, with many weeks remaining for industry partners to secure space, AAHOACON23 already sits at 81,900 square feet of sold exhibit space. In addition, as of February 8, AAHOA has nearly doubled the registration total of Lifetime Members compared to AAHOACON22, and the organization is still on pace to exceed 2019 registration totals of more than 8,000 attendees, with 60+ days still to go until AAHOACON23.

This is an exciting time for AAHOA, as its annual flagship event, AAHOACON, has historically been the most highly anticipated “Super Bowl” event of the industry – an event created exclusively for hotel owners, with thousands of attendees, world-class entertainment, and hundreds of vendors ready to make deals with hoteliers.

“I’ve been in the exhibition business for a long time, and I’m so impressed to see the enthusiasm, excitement, and response from vendors who are looking to do business with AAHOA Members,” said AAHOA Vice President of Business Development Dennis Smith. “Our team is thrilled to reach this historical milestone, with the ultimate goal of connecting as many AAHOA Members as possible with the product and service providers who can help them make money, save money, protect their investments, and better serve their guests.”

Over the past several decades, AAHOACON has risen to be one of the marquee events in our industry, and is known for bringing hoteliers together for networking, learning, and deal-making on the trade show floor. Each year, million-dollar buying decisions are made at AAHOACON, and with AAHOA Members spending $50 billion with suppliers each year, it’s no surprise.
“I always look forward to the industry’s Super Bowl event, and this year, as I conclude my term as AAHOA Chairman, I’m proud of the work our association has done to prepare for the event and connect even more vendors directly with decision makers,” said AAHOA Chairman Nishant (Neal) Patel. “AAHOA Members spend billions of dollars each year with suppliers, and AAHOA plays an important role in connecting hoteliers directly with those who can help them run a better, more profitable, and more efficient business – AAHOACON is where deals are made.”

In addition to a trade show of historic proportions and projected high levels of attendance, AAHOACON23 will also feature 14 must-see educational sessions, three General Sessions with world class keynote speakers (soon to be announced), and three nights filled with incredible entertainment and top-level networking. As per tradition, on the second day, AAHOACON23 will also feature speeches and debates from the candidates running for the AAHOA Board of Directors.

“Our team has been working around the clock to ensure AAHOACON23 is one of our most successful conventions to date, and I applaud the entire AAHOA Team for helping our organization reach this historical milestone,” said AAHOA President & CEO Laura Lee Blake. “We have a passionate group of team members, board members, and volunteer leaders who bring this event to life each year. As the first AAHOACON in my role as President & CEO, I have directed the team to ensure it is spectacular. I am so looking forward to meeting all of our members and industry partners, and making AAHOACON23 one for the record books.”

Please visit AAHOACON.com to register, and click here if you’re interested in securing a remaining booth space or learning about key sponsorship opportunities.

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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.