HFTP to Host AAHOA President/CEO for a Virtual Legislative Update

ATLANTA, Ga., May 11 – Later this month, Hospitality Financial and Technology Professionals (HFTP®) is featuring Laura Lee Blake, president and CEO of the Asian American Hotel Owners Association (AAHOA), for an HFTP Virtual Education webinar: “U.S. Legislative Updates from AAHOA.” The webinar is scheduled for May 23 at 1:00 p.m. CDT and is complimentary to all industry stakeholders. This exchange is part of a deepening partnership between the associations with a shared pursuit to advance the hospitality environment to the benefit of their members and the overall industry.

“This webinar is an example of our associations’ synchronized partnership at work to advance our industry,” said HFTP CEO Frank Wolfe, CAE. “AAHOA represents 60 percent of hotel owners in America and works tirelessly on behalf of its individual members and the industry to improve hospitality as a profession, to maintain our attractiveness as an investment opportunity and to preserve the American dream."

The AAHOA session will address its initiatives on the U.S. Federal level, as well as state and local government levels. These efforts are to ensure the sustainability of hotels and the broader American travel industry. Blake will cover policy recommendations that address the industry’s labor shortage and SBA loan limits. In addition, she will discuss how AAHOA works with states on STRs, OTA, evictions, and human trafficking awareness training and prevention. HFTP offers a robust Virtual Education program for its members, hosting between two to four hour-long sessions a month on a variety of topics of interest to its stakeholders. Registration for this session is now open.

“Our industry is stronger when we work together, and when we work together to address critical issues affecting America’s hotel owners, we tend to see better outcomes,” said AAHOA President and CEO Laura Lee Blake. “AAHOA has nearly 20,000 members, and as the voice of America’s hotel owners, we will continue to track and engage on legislative and regulatory issues to promote sound public policy.”

At the recent AAHOACON last month in Los Angeles, HFTP was able to contribute its expertise for the event’s Tech Pitch, where numerous companies competed to be
named the 2023 winner. With experience running the start-up pitch competition Entrepreneur 20X, HFTP was able to help power this event.

The two associations will continue to collaborate going forward on similarly mutually beneficial initiatives. Beyond the webinar, HFTP and AAHOA are co-producing the HITEC Young Professionals Event on June 27 from 6:00 – 8:00 p.m. at the Radisson Blu Toronto Downtown Hotel. The event is open to registered HITEC attendees who are 35 and under and must RSVP to attend. HITEC, produced by HFTP and the largest and longest-running hospitality technology event, will be held June 26–29 in Toronto.

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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.

**About HFTP**

Hospitality Financial and Technology Professionals (HFTP®), established in 1952, is a hospitality nonprofit association headquartered in Austin, Texas USA with offices in the EU and Middle East. HFTP is recognized as the spokes group for the finance and technology segments of the hospitality industry with an international network of members and stakeholders. HFTP uniquely understands the industry’s pressing issues, and assists its stakeholders in finding solutions to their challenges more efficiently than any organization. HFTP offers expert networks, educational resources, career development programs, research, leadership opportunities and conferences and events. HFTP produces international events throughout the year, including the world's largest hospitality technology tradeshow and conference brand: HITEC. In addition, it oversees the hospitality-specific Pineapplesearch.com® and the Uniform System of Accounts for the Lodging Industry (USALI). For more information about HFTP, visit www.hftp.org. For the latest news, visit the HFTP News page at news.hftp.org and the HFTP Connect blog at blog.hftp.org.

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