



DIRECTOR'S MESSAGE

March has been a very busy month for the Utah Hotel & Lodging Association. The end of the Legislative Session brought a rush of last minute lobbying that helped lead to a successful session for the hospitality industry.

As soon as the session was finished I took off for Washington DC to the Legislative Action Summit where I was able to represent our industry interests to our Congressional delegation. (Read more about LAS on Page 2)

Upon returning I headed to Cedar City to help a great group of properties get together to form the Iron County Lodging Association. It was a great meeting and I am very excited for that group to pull together as a community and work on uniting better as industry partners.

Then I was able to spend two days visiting some of our great properties in St. George and Springdale. It was nice to get down into the warm weather and out of the cold for a few days. But it was even nicer to meet with some of our new members and with many other properties that are considering involvement in the association.

I made it home just in time to celebrate mine and my wife's birthdays making a very busy and exciting month. There is certainly a lot going on in the Utah Hotel & Lodging Association.

Michael Johnson
Executive Director
Utah Hotel & Lodging Association

New UH&LA Committees

Are you interested in being more involved in UH&LA?

Here is your chance. In the near Future we will be creating several committees that will aid in the great work that UH&LA is doing. These committees will meet occasionally through teleconference and meetings based on the preference of the committee.

There will be a **Legislative Committee** that will discuss all of the bills and potential pieces of legislation that could affect hotels and help to set policy for the association.

An **Events Committee** that will help in the preparation and planning of all of our events to ensure that they serve our members well.

And a **Membership Committee** that will help in the efforts to increase membership and to make sure that every property finds value in the association.

If you are interested in serving on one of these committees please let me know. You can send me an email and let me know which one you would like to serve on. Send it to uhlmail@gmail.com.



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Utah Hotel & Lodging ASSOCIATION

AH&LA's Legislative Action Summit – March 15th-16th

During March I had the opportunity to visit one of my favorite cities in the world. I love Washington DC, I love the museums, the history even the politics of the place. This time my visit was all about the politics.

Representing Utah's hospitality industry I attended the American Hotel & Lodging Associations Legislative Action Summit. It was two days packed with information about what is happening in DC and what bills and executive action is going to impact our industry.

After a day of learning about the issues with industry partners, CEO's of chains and Partner State Executives like me, we headed to the Hill to talk about some of the most pressing issues.

The week I was there the House was preparing to vote on the Healthcare Bill. We emphasized with each of our House Members how concerned we were that the bill did not address costs but instead would create tough and expensive mandates for our property owners. Luckily they responded well and that weekend each of them voted against the bill, despite its ultimate victory.

We spoke a lot about the Employee Free Choice Act and how that would be a big problem for our owners and managers as it would tie their hands in contract negotiations like never before. Again we are lucky to have a delegation that for the most part understands our concerns.

We also spent a lot of time educating our delegation about the pending language to exempt OTC's (Online Travel Companies) from paying local taxing jurisdictions. We expressed our concern with Federal Legislation dealing with this issue as we believe that it is best handled at the local level and if passed could result in local jurisdictions coming after properties to recoup lost tax revenue. Again we feel like our message was well received.

Overall it was a great trip and gave us the opportunity to establish ourselves as a great resource to our Washington representation.

New UH&LA Members in March:

Dakota Mountain Lodge

New Allied Members

Smith Travel Research
ITIC

March Partner Highlight: Smith Travel Research

I am very excited to announce our newest Preferred Partner. Many of you are familiar with this company as they have been a leader in the hospitality industry for decades. Smith Travel Research is the world's leading provider of hospitality data and the creator of the STAR Report as well as the U.S. Hotel Review and other benchmarking reports that help properties to understand their markets and to maximize their RevPAR.

By offering significant discounts to UH&LA members for the Weekly STAR and the Monthly STAR, as well as other reports, STR has shown a real commitment to our association and to the hospitality industry in Utah.

If you are interested in learning more about these and other STR discounts offered to UH&LA members please take a moment and contact our STR representative James Terry at (615) 824 8664 x3371 or james.terry@str.com. If you speak with him thank him for his commitment to Utah's hotels.