

Independent Lodging Industry Association



Media Information



www.IndependentLodging.org

▶ Introducing ILIA



The Independent Lodging Industry Association was formed to promote, protect and advance the interests of independent lodging owners and their management teams, and to provide a network of resources to support member efficiency, profitability and professionalism. First and foremost is our view that a vibrant lodging industry that offers the greatest choice best serves the travelling public.

The Independent Lodging Industry Association (ILIA) was founded by The California Lodging Industry Association (CLIA) in 2010. CLIA was founded in 1946 and represents the voice of lodging owners and operators. ILIA's nearly 1,000 members are small business people made up of independent hotel owners and operators.

ILIA's mission is to provide an outlet to hotels in all states to have representation in Washington D.C. and their State Capitol. ILIA exists to promote consumer choice in the travel industry and support the free-market against attempts to limit competition.

Every year, laws are passed that impact the lodging industry. Chain hotels and corporate franchises have dominated the policy making process and independently owned hotels currently do not have a seat at the table. Fair franchising laws, burdensome tax regulations, transient occupancy taxes, and many other issues are decided in halls of the Capitol from Sacramento to Washington, D.C. ILIA will level the playing field and allow independent hotels a seat at the table.

ILIA focuses on four key components: Advocacy, Education, Networking, and Resources.

▶ What We Do



ADVOCACY

ILIA works in concert with other leading hospitality, business and consumer groups to support and protect the billion dollar tourism industry, through responsible advocacy. ILIA serves as a major voice for the independent lodging industry when group action is needed, especially important when lobbying industry views before government agencies. The association is actively involved in representing its members to the State Legislatures. ILIA legislative advocates work diligently to enact laws that protect the industry from unscrupulous operators and those who would knowingly defraud innkeepers. ILIA continues to be increasingly visible and aggressive as a coordinator of industry efforts and active in anticipating potential problems and initiating legislative action.

ILIA is also active in seeking more effective ways to promote travel and tourism across the country utilizing the legislative process. One of ILIA's focal points is to develop business strategies to keep the industry economically sound.

EDUCATION & NETWORKING

ILIA continually provides education and training to improve profitability and performance for their nearly 1,000 members. ILIA hosts a number of educational seminars regarding legislative advocacy, business development, communication & marketing and a variety of other topics. ILIA holds an annual convention where members can learn from other lodging owners and operators and network with those in the travel industry.

RESOURCES

Our goal is to meet the very unique and specialized needs of our members. ILIA staff understands that its members put their personal investment on the line every day and need the resources we provide to advocate, promote and keep their businesses profitable. ILIA is a member-first organization and that is why we continue to grow.

ILIA offers a wide range of resources for their members to make the day-to-day operation of one's lodging establishment an easier task, including a legal helpline, free listing on Rooms on the Run, and weekly electronic industry & advocacy updates.

Q. What is the Independent Lodging Industry Association?

A. The Independent Lodging Industry Association was formed to promote, protect and advance the unique interests of independent lodging owners and their management teams. First and foremost is our view that vibrant lodging industry that offers the greatest choice best serves the travelling public.

Q. Who are independent lodging owners?

A. Most ILIA members are individual owners of hotels, motels, bed and breakfasts, franchise hotels, resorts and other non-chain lodging and recreation facilities.

Q. Why should travelers consider staying at an independently owned hotel?

A. ILIA members represent the full range of choices for consumers through their vast variety of lodging options. Independently owned lodging establishments offer travelers a unique one-of-a-kind experience that distinguishes our members from larger, corporate hotel chains.

Q. How does ILIA's advocacy benefit the travelling public?

A. Without the loyal guests that frequent independently owned hotels, our members would be out of business. We understand that we all have to work hand-in-hand with our local cities and communities to maintain a thriving travel industry. However, unfair tax burdens should not be disproportionately placed on the travelling public or travel industry. In most areas, travelers already pay a locally imposed hotel tax for the privilege of occupying that room. ILIA opposes efforts to add additional taxes on consumers for optional services like valet parking, in-room movies, laundry services etc. ILIA will educate policy makers all over the country how these tax initiatives hurt jobs, the travel industry and the traveling public.

Q. Why is ILIA opposed to expanding current taxes on online travel bookings?

A. A robust travel industry is vital to the health of the lodging industry. Independently owned hotels do not have the advertising budgets or staff sizes that corporate hotel chains do, and therefore rely on online travel agencies to help sell hotel rooms that would otherwise go unsold. Our members already pay the local taxes based on room price and believe that adding a second tax specific to these online companies hurts the consumer and independently owned hotels.

▶ What Our Members Are Saying



“As an independent hotel owner, I face the same challenges other small business owners face—smaller staff sizes, burdensome regulations and limited resources. Being a member of ILIA, I receive a network of support that keeps me informed and protects my ability to operate and provide jobs.”

Joe Wolosz
Chablis Inn
Napa, California

“I belong to ILIA because they not only have the best interests of their members in mind, but equally important, the travelling public’s best interests. ILIA’s strong focus on providing a competitive and vibrant lodging industry keeps costs and prices low benefiting everyone.”

Meg O’Leary
Big Sky Resort
Montana

“ILIA gives independent hotel owners and operators a voice in the important policy making process that impacts us all in the lodging business. Independently owned hotels are unique and ILIA will be the key organization protecting our industry.”

Charles Wertman, Amsterdam Hospitality

The Ameritania / The Amsterdam Court / The Bentley
The Empire / The Marcel at Gramercy / The Moderne
New York City

The Berkeley
Asbury Park, NJ

The Blake
Charlotte, NC

“It is important to have affordable choices for travelers providing them every option when making their business or vacation plans. ILIA plays an important role in supporting consumer choice and their advocacy protects the free-market against attempts to limit competition.”

Narender Taneja
JJM Group Hotels
Wyoming

▶ Contacts



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