



**For Immediate Release**

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## **Independent Lodging Industry Association Tops 3,000 Members Nationwide**

*High Country Hospitality president Scott Anderson: "The needs and issues that face the independent hotelier are different in many respects from a chain property"*

(Sacramento, CA) - The [Independent Lodging Industry Association \(ILIA\)](#) has exceeded 3,000 members nationwide, with members in all 50 states. The new national organization, has far exceeded the 1,000 new member goal it set for itself at the beginning of its membership drive earlier this year. The association was formed specifically to address the unique needs of independent hoteliers, operators and management teams and modeled after the sixty-five year strong [California Lodging Industry Association](#).

"The needs and issues that face the independent hotelier are different in many respects from a chain property. In many cases they don't have the resources required to manage and market their properties in today's complex environment," remarked new Independent Lodging Industry Association member [Scott Anderson, president of High Country Hospitality](#).

"The Independent Lodging Association creates a forum for the independent lodging owner and manager to dialogue with their peers, learn from one another and share best practices. I am thrilled to assist to further their goals of promoting, protecting and advancing the interests of the independent lodging owners and their management teams."

Moving forward into 2012, ILIA will continue its focus on building membership and providing the best representation on the critical issues facing this industry and building on the successes of 2011. Two of the main [legislative issue priorities](#) for ILIA at the national, state and local levels of government include curbing burdensome regulations that stifle hospitality industry jobs and attempts to increase ToT taxes.

**To find out more about the Independent Lodging Industry Association or to Join or Renew Your ILIA Membership NOW! Click [HERE](#)**

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