

WISCONSIN HOTEL & LODGING ASSOCIATION

ABOUT US

The Wisconsin Hotel & Lodging Association (WH&LA) is a nonprofit trade association representing hotel and lodging properties across the state.

Founded in 1896, WH&LA has worked to advance Wisconsin's lodging industry through advocacy and the delivery of valued services.

WH&LA membership supports education and advocacy efforts for the lodging industry in our state and comes with exclusive member benefits.



MEMBER TYPES



LODGING MEMBERS

Lodging properties of all sizes representing approximately 45,000 guest rooms



LODGING EXECUTIVES

Owners and management company operators with all properties in membership with WH&LA



ASSOCIATE MEMBERS

100+ businesses providing goods and services to Wisconsin hotel and lodging properties



TOURISM PARTNERS

40+ convention & visitor bureaus, chambers of commerce and other tourism organizations in Wisconsin



EDUCATIONAL INSTITUTION & STUDENT MEMBERS

9 colleges & universities along with students actively enrolled in a certificate, two-year, or four-year program specifically related to hospitality or lodging management

GOVERNANCE & ADMINISTRATION

The WH&LA Board of Directors is comprised of lodging industry leaders from across the state. These elected individuals operate different types and sizes of properties, bringing their unique perspectives to the association. The WH&LA Board of Directors meets quarterly to fulfill the WH&LA mission and to ensure the policies of the organizations are meeting the needs of its members.

WH&LA's 36 member board is comprised of 6 executive committee officers, 24 lodging directors, 5 associate directors, and one student representative.



Wisconsin Hotel & Lodging Association
1025 S. Moorland Road Ste. 200, Brookfield, WI 53005
WisconsinLodging.org | 262-782-2851

ADVOCACY

WH&LA advocates for legislation, regulations, and resources that will promote a strong lodging and tourism industry in the state of Wisconsin. As an association, we actively lobby state lawmakers and regulatory agencies in an ongoing effort to protect the rights of our lodging members. Our contract lobbyist works in Madison to ensure WH&LA has representation on all critical issues. WH&LA keeps our industry at the forefront of discussions and actions on many landmark issues that create an environment for hotel businesses to grow.

PARTNERSHIPS

Hotel and lodging properties are a key part of Wisconsin's tourism industry. WH&LA continues to cultivate valuable partnerships within our industry and also with other partners that share the goals of supporting economic growth, competitiveness, and jobs. We work closely with the Wisconsin Department of Tourism and other entities that make Wisconsin a leading destination for both visitors and businesses.



WH&LA is proud to partner with the **American Hotel & Lodging Association (AHLA)** to ensure that our industry has a strong voice in Washington D.C.



WH&LA is a partner of the **Tourism Federation of Wisconsin**—a lobbying coalition of Wisconsin tourism associations. TFW serves as the Wisconsin tourism industry's unified voice in government affairs, cooperatively seeking to improve Wisconsin's tourism industry through supportive legislation and policies.

MARKETING

WH&LA provides free and paid marketing opportunities to help you promote your business. Our programs are designed to deliver cost savings to help your bottom line.

- Complimentary listing with photos and descriptive text on WisconsinLodging.org
- Free listing in the Wisconsin Lodging Directory—150,000 copies distributed across the Midwest
- Discounted advertising rates on digital billboards and print publications through our Targeted Marketing Program

COMMUNICATIONS

WH&LA provides ongoing communications to keep you informed and up-to-date on issues and current events.

- Weekly Insider e-newsletter
- Quarterly InnTouch member magazine
- Timely and informative state and national news briefs
- Invitations to WH&LA events
- Up-to-date posts on WH&LA social media

DIRECT SAVINGS

- Free online listing with photos and descriptive text at WisconsinLodging.org
- Discounted member rates to WH&LA events
- Discount codes for WH&LA partner events
- Free legal advice from WH&LA contract legal expert
- Free regional lodging occupancy reports from STR, emailed directly to you each month

LEGAL SUPPORT

WH&LA is available to assist lodging property operators and other tourism industry professionals on room tax questions. We also help lodging members on innkeeper's rights, state regulations, and other day-to-day legal issues. Our hospitality expert lawyer is available for complimentary calls with WH&LA lodging members to assist with specific legal questions.

OPERATIONAL RESOURCES

Members of WH&LA have exclusive access to all online resources in the Information Center including guides on employee recruitment and retention, guest safety and security, human trafficking prevention, ADA regulations, pool codes and more.

CONFERENCE & TRADE SHOW

The annual Wisconsin Lodging Conference and Trade Show brings together lodging owners, operators, educators, students, and vendors for over two days of educational programming and networking events. This is the largest annual lodging specific event in Wisconsin and is recognized for bringing first-class speakers to share information on the most relevant topics impacting our industry.