



CONNECTICUT LODGING ASSOCIATION

BENEFITS OF PROPERTY MEMBERSHIP

The Connecticut Lodging Association (CLA) was founded in 1904, over one hundred years ago. It has a long history of being the only industry trade association to represent Connecticut's Lodging industry. The Association is involved in the very important work of speaking on behalf of the industry on legislative and regulatory issues.

The strength of the organization is directly related to its hotel membership. Its future success in the ability to advance and protect the industry depends on the strength and diversity of the membership. Please consider joining CLA. It is your organization and the course it takes in dealing with the many critical issues that face the lodging industry will be decided by the membership. Please decide to make a difference and join CLA. Benefits offered to Property members include:

- Aggressive lobbying through Paolino Public Affairs Consulting, Inc., with email updates, alerts and calls-to-action during the Legislative Session
- Networking opportunities and educational seminars on topics of interest to the lodging industry
- Free labor and hospitality law counsel through Siegel, O'Connor, O'Donnell & Beck, P.C.
- Option for a dual membership with the American Hotel & Lodging Association – Additional fees may apply.
- Discounts on ServSafe Qualified Food Operator (required by state) and ServSafe Alcohol liquor liability (encouraged by your insurance company) classes
- Annual Meeting and Stars of the Industry Awards
- Connecticut Lodging Association monthly newsletter with Member benefits.
- Education seminars mandated by state and combined with topics of interest to the lodging industry, eg. Workers Comp 101
- Access to members-only rates/ discounts on telecommunications, insurance, STR reports, discounted office supplies, and credit card processing.
- Connecticut STR Report – monthly CT Occupancy (Penetration) Index, ADR (Rate) Index and RevPAR (Yield) Index