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## **AAHOA and HotStats Announce Strategic Partnership**

ATLANTA, Ga., Nov. 6 – AAHOA, the largest hotel owners association in the world, and HotStats, a monthly profit-and-loss data benchmarking service for the hospitality industry that offers a competitive edge for hoteliers announced a strategic partnership that will focus on information sharing and engagement between AAHOA members and HotStats.

The partnership will give AAHOA members the opportunity to tap into HotStats’ wealth of data at a special rate, allowing them the ability to see how their revenues, expenses and profit stack up against their competition on a monthly basis and relative to their specific market.

Through the partnership, HotStats will also share data and trend stories at several AAHOA regional events in 2019 and at the association’s convention in San Diego, Calif. in April.

“AAHOA is pleased to announce our partnership with HotStats, a global leader in hospitality intelligence that provides unique and accessible data analysis to hoteliers,” said AAHOA President and CEO Chip Rogers. “Their performance metric comparisons can give hoteliers a deep insight into hotel operations. We look forward to working with HotStats and connecting them with AAHOA’s members to help provide a more complete picture of the hospitality industry.”

“HotStats is excited to be partnering with AAHOA as we push further into North America providing hoteliers with our unique monthly profit-and-loss benchmarking platform,” said Pablo Alonso, CEO of HotStats. “With AAHOA members owning a large proportion of the hotels in the U.S., we believe our platform will be a powerful tool at their disposal, equipping them with the data intelligence to make prudent operational decisions to maximize their asset’s ROI. We look forward to our relationship with AAHOA—now and in the future.”

### **About AAHOA:**

AAHOA is the largest hotel owners association in the world. The nearly 18,000 AAHOA members own almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.

### **About HotStats:**

HotStats provides a unique profit-and-loss benchmarking service to hoteliers from across the globe, which enables monthly comparison of hotels' performance against their competitors. It is distinguished by the fact that it provides in excess of 100 performance metric comparisons covering 70 areas of hotel revenue, cost, profit and statistics, providing far deeper insight into the hotel operation than any other tool. The HotStats database currently totals more than 1 million hotel rooms worldwide.

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