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AAHOA Launches *HerOwnership: Opening Doors for Women in Hospitality* Initiative to Highlight and Support Women Hoteliers and Leaders in the Industry

ATLANTA, Ga., Aug. 9 – AAHOA, the nation’s largest hotel owners association, with nearly 20,000 members who own 60% of the hotels in the United States, announced today the launch of *HerOwnership: Opening Doors for Women in Hospitality*, an initiative aimed at elevating, educating, and empowering the women hoteliers of AAHOA and across the industry.



HER OWNERSHIP
AAHOA Opening Doors for Women in Hospitality

“AAHOA has been proud to celebrate the important work women are doing at every level of hospitality, and this initiative further underscores our commitment to the women of AAHOA and elevating their contributions to the industry,” said AAHOA President & CEO Laura Lee Blake. “While there’s still much work to be done, AAHOA recognizes the significant strides women have made to be seen at industry events, heard in the boardroom, and valued in the workplace – *HerOwnership* celebrates these accomplishments and will further drive our association's work around elevating and supporting women in the industry.”

In what has been a predominantly male-dominated industry, AAHOA understands how important it is to foster, promote, and empower women entrepreneurs – and the impact that *HerOwnership* can have to help women shatter the glass ceiling and pursue their own entrepreneurial journey.

“Women play an active role in all areas of hospitality – from welcoming guests at the front desk to providing the best in housekeeping services to owning and operating

hotel properties, women hoteliers continue to step up to leave their mark in the industry,” said AAHOA Female Director Eastern Division Lina Patel, CHO. “I’m proud to work alongside the entire AAHOA Team to launch the *HerOwnership* program and give women hoteliers the chance to learn from and inspire each other, and set everyone up for years of progress and success.”

AAHOA’s *HerOwnership* program will offer networking and educational opportunities for women hoteliers and hospitality industry professionals, and elevate AAHOA to be the foremost resource and advocate for women in the industry. This initiative will ultimately support all women in their endeavors and ensure more stability and opportunities for generations to come.

“Women are the backbone of this industry, and AAHOA recognizes the importance of helping advance women’s initiatives in our industry and beyond,” said AAHOA Chairman Neal Patel, CHO, CHIA. “I’m proud to see more and more women hoteliers in top leadership positions within the association, and the industry at large. AAHOA’s *HerOwnership* initiative further highlights our organization’s commitment to encouraging women hoteliers to take an active role in hospitality with a program created to open doors for them in every way.”

As part of our initial launch of this initiative, AAHOA is hosting a Women Hoteliers *HerOwnership* Conference & Retreat, October 26-27, 2022, in Cincinnati, OH, which will focus on bringing together AAHOA’s engaged community of women hoteliers for education, inspiration, and empowerment.

“AAHOA has long been an advocate of amplifying women’s voices within the industry, and the brand-new *HerOwnership* program invites more and more women to shape the future of hospitality and advance their careers,” said AAHOA Female Director Western Division Tejal N. Patel, CHIA, CHO. “Additionally, the AAHOA *HerOwnership* Conference will aim to expand women hoteliers’ scope and view of what is possible professionally and personally in hospitality. I could not be more excited for all that will be accomplished thanks to *HerOwnership* and AAHOA’s renewed focus on opening doors women leaders in the industry.”

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About AAHOA

AAHOA is the largest hotel owners association in the nation, with Member-owned properties representing a significant part of the U.S. economy. AAHOA’s 20,000 members own 60% of the hotels in the United States and are responsible for 1.7% of the nation’s GDP. More than one million employees work at AAHOA member-owned hotels, earning \$47 billion annually, and member-owned hotels support 4.2 million U.S. jobs across all sectors of the hospitality industry. AAHOA’s mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.