



AAHOA Launches Critical Member-Property Initiative

The Asian American Hotel Owners Association (AAHOA) Board of Directors launched an important member-property initiative earlier this month following the May 4-5 board meeting in Atlanta. It comes after months of debate on how best to gather crucial member data for the purposes of enhancing AAHOA's advocacy efforts with both hotel brands and elected officials.

The initiative, headed up by AAHOA's Vice President of Franchise Relations, Rachel Humphrey, will consist of a short survey that includes questions on the number and type (independent or franchise) of hotels owned; the hotels' locations; and staff size. The survey is 100 percent confidential; no information will be shared with anyone outside AAHOA's Franchise Relations team. No vendors, brand representatives, public officials, or other AAHOA members will have access at any time.

Central to the initiative's purpose is the need to speak authoritatively on AAHOA members when it comes to brands and location data. The more information AAHOA has on every one of its members, the more effectively it can advocate for hoteliers at the local, state, and federal levels.

If you are an AAHOA member, you may participate in the survey by clicking [here](#). If you are a hotelier but not an AAHOA member, please visit AAHOA.com to sign up. Questions regarding the survey and data-gathering initiative should be directed to Rachel Humphrey (Rachel@aahoa.com).