



ALLIED MEMBERSHIP BENEFITS

The Connecticut Lodging Association (CLA), founded in 1904, has a long history as the only industry trade association to represent Connecticut's lodging industry. CLA's foundation is based on advocacy, involved in speaking on behalf of the lodging industry on Connecticut legislative and regulatory issues.

The strength of CLA is directly related to its membership. Its future success in advancing and protecting the industry depends on the strength and diversity of the membership. As a member organization, the course CLA takes in the many critical issues facing the lodging industry is decided by the membership. Please decide to make a difference and support CLA. Benefits offered to Property Members include:

- Aggressive lobbying on lodging industry/business issues through Paolino Public Affairs Consulting, Inc., with email updates, alerts, and calls-to-action during the Legislative Session
- Up-to-date Excel database of CLA member properties in Connecticut
- Special marketing opportunities, including CLA newsletter spotlights (distributed to all Connecticut lodging properties) and promotional e-blasts to CLA members
- Booth space at the Allied Partner Cocktail Hour, featured at the CLA annual dinner - member-only rates.
- Networking opportunities with hospitality professionals. CLA members consider Allied Members committed friends of the industry. Networking opportunities exist at seminars, special association events, and direct mailings.
- Access to members-only rates and discounts through the CLA Allied Member Buyers' Guide.
- Featured in the Allied Members Buyers' Guide on the CLA website (www.ctlodging.org)
- Connecticut Lodging Association monthly newsletter and industry communications on hot topics
- Connecticut STR Report – monthly CT Occupancy (Penetration) Index, ADR (Rate) Index, and RevPAR (Yield) Index, found in the CLA newsletter