



CONNECTICUT LODGING ASSOCIATION

BENEFITS OF B&B MEMBERSHIP

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 in 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 the ability to advance and protect 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 membership. Please decide to make a difference and support 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
- CLA Bed & Breakfast Committee with special emphasis on issues specific to B&B's.
- Support and connections with CT departments and resources about state regulations you may not know.
- Free quarterly labor and hospitality law counsel through **Siegel, O'Connor, O'Donnell & Beck, P.C.**
- The Connecticut Lodging Association Annual Dinner and the **Stars of the Industry Awards**
- **Education seminars** mandated by state and topics of interest to the lodging industry, eg. Workers Comp 101, Human Trafficking Awareness Trainings, Annual Tax and Labor Seminar
- Access to members-only rates and discounts through the CLA **Allied Partner Buyer's Guide**
- 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 monthly newsletter
- Independent option for dual membership with **American Hotel & Lodging Association** – *additional fees apply*
- Marketing and promotion on the CLA B&B Website – **ctbandbs.com** & **CT B&B Bike Trail** - *additional fees apply*

Connecticut Lodging Association

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