



CHLA Allied Membership

BUILD RELATIONSHIPS | INCREASE VISIBILITY | GROW YOUR BUSINESS

Join the Colorado Hotel and Lodging Association, the network that connects Colorado's hotel decision-makers with the industry's leading suppliers and service providers.



CHLA: Where Colorado's Hotel Leaders and Industry Partners Connect

The Colorado Hotel & Lodging Association (CHLA) is the only statewide lodging association dedicated to bringing together hotel decision-makers and trusted industry partners. **Allied Membership** provides direct access to the people who influence purchasing decisions, operational priorities, and the future of Colorado's hospitality industry.

Whether your goal is to build relationships, increase visibility, or grow your business, CHLA provides year-round opportunities to connect with hotel owners, management companies, general managers, and emerging industry leaders across the state.

See Who You'll Reach

Colorado's leading hotels, management companies, and hospitality suppliers are actively engaged with CHLA. And many of the industry's most recognized vendors and service providers are already leveraging CHLA membership to build relationships, increase visibility, and grow their business throughout the state. We encourage you to explore the strength of the CHLA network for yourself by visiting the following sites:

- [Our Hotel Member Directory](#)
- [Our Allied Member Directory](#)



Why Allied Members Join CHLA

- **Access to Key Decision Makers**

Build relationships with hotel owners, operators, executive leaders, management companies, and hospitality professionals throughout Colorado.

- **Networking That Drives Business**

Develop meaningful connections that lead to long-term partnerships, new business opportunities, and increased market presence.

- **Increased Visibility & Credibility**

Showcase your company through sponsorships, events, educational programs, and member engagement opportunities that position your organization as a valued industry partner.

- **Industry Insights & Education**

Stay informed on industry trends, challenges, and opportunities through CHLA programs, events, and communications.

- **Engagement & Industry Influence**

Participate in conversations that shape Colorado's hospitality industry while supporting advocacy efforts that strengthen the business environment for hotels statewide.

CHLA Executive Access Concierge

One of the most valuable benefits of CHLA Allied Membership is direct access to Colorado's hospitality leaders.

Through our new Executive Access Concierge, CHLA will coordinate one-on-one meetings between Allied Members and hotel decision-makers of your choosing. Whether you're looking to connect with a General Manager, a member of a hotel's executive leadership team, or an executive at a hotel management company, CHLA will facilitate the introduction and coordinate the meeting on your behalf.

The number of meetings available each year is based on your Allied Membership level, providing a powerful opportunity to build meaningful relationships, gain industry insight, and present your products and services directly to key hospitality decision-makers.

Annual Meeting Allocations:

- Platinum Allied Members: Up to 5 meetings per year
- Gold Allied Members: Up to 2 meetings per year
- Silver Allied Members: Up to 1 meeting per year

Skip the cold calls and open the door to valuable conversations with the leaders shaping Colorado's lodging industry.





Signature Networking and Recognition Events

CHLA Annual Conference

The CHLA Annual Conference is Colorado's premier gathering of hotel owners, management companies, general managers, hospitality executives, and industry partners. This multi-day event combines high-quality educational programming, industry insights, and unmatched networking opportunities, bringing together the leaders who are shaping the future of Colorado's lodging industry.



CHLA Legislative Readiness Fund Golf Tournament

Each October, CHLA's premier golf event at The Broadmoor brings together hoteliers and industry partners from across Colorado for networking, relationship building, and fundraising in support of the CHLA Readiness Fund.

CHLA & MDLC Scholarship Golf Tournament

Held each spring at Cheyenne Mountain Resort, this tournament unites hospitality professionals from across the state to raise scholarship funds for hotel associates pursuing higher education and professional development opportunities.

Stars of the Industry Awards Luncheon

One of CHLA's most celebrated annual events, the Stars of the Industry Awards recognizes exceptional hospitality employees who go above and beyond to deliver outstanding guest experiences. The luncheon brings together hotel leaders from across Colorado for a day of recognition, pride, and celebration.





Exclusive Member Resources

Quarterly Hotel Supply Reports

Through CHLA's partnership with Newmark Valuation & Advisory's Hospitality, Gaming & Leisure (HGL) practice, members receive quarterly hotel supply updates and market intelligence across key Colorado markets. These reports provide valuable insights to support operational planning, marketing strategies, capital investments, and competitive analysis.

Member Resource Center & Online Directory

CHLA members have access to a comprehensive online resource center and membership directory, connecting them with hotels, Allied Members, and hospitality professionals throughout Colorado. Team members can create individual logins to access resources, receive industry updates, and engage with the CHLA community recognition, pride, and celebration.



Allied Membership Levels

BRONZE \$1,500/Year

- One registration to the Colorado Hotel and Lodging Association Annual Conference.
- One registration to the Stars of the Industry Awards Luncheon.
- One-time list of all lodging members with addresses.
- Customizable listing in online Membership Directory.
- Recognized at all Colorado Hotel and Lodging Association events on signage.

SILVER \$3,000/Year

- Includes all Bronze benefits plus:**
- One additional for a total of two registrations to the CHLA Annual Conference.
 - One additional for a total of two registrations to the Stars of the Industry Awards Luncheon.
 - One-time list of all lodging members including email addresses.
 - Silver members receive 1 meeting/year with a hotelier of your choosing through the CHLA Executive Access Concierge.

GOLD \$5,000/Year

- Includes all Silver benefits plus:**
- Two additional for a total of four registrations to the Colorado Hotel and Lodging Association Annual Conference.
 - Two additional for a total of four registrations to the Stars of the Industry Awards Luncheon.
 - Consultation with CHLA President regarding marketing efforts to membership.
 - Private reception with the CHLA Board of Directors at the summer Board Retreat
 - One article in the CHLA e-newsletter spotlighting member organization.
 - Gold members receive 2 meetings/year with a hotelier of your choosing through the CHLA Executive Access Concierge.

PLATINUM \$10,000/Year

- Includes all Gold benefits plus:**
- Two additional for a total of six registrations to the CHLA's Annual Conference.
 - Two additional for a total of six registrations to the Stars of the Industry Awards Luncheon.
 - 2x/year list of all lodging members including email addresses.
 - Platinum members receive 5 meetings/year with a hotelier of your choosing through the CHLA Executive Access Concierge.



Let's Connect!

I would welcome the opportunity to discuss how CHLA Allied Membership can help your company build meaningful relationships, increase visibility, and grow its business throughout Colorado's hospitality industry.

AMIE MAYHEW, PRESIDENT & CEO

Colorado Hotel & Lodging Association

amie@chla.com | 303.297.8335 | chla.com

