

A circular collage of six images showcasing Colorado's hospitality industry: a snow-capped mountain peak, a modern hotel rooftop pool at night, a city skyline with a forest in the foreground, a large historic hotel in winter, the entrance to the Crawford Hotel at Union Station, and a modern hotel building with a unique white facade and arched windows.

CHLA

COLORADO HOTEL AND
LODGING ASSOCIATION

CHLA.com

**By joining the Colorado Hotel &
Lodging Association (CHLA),**

**you will be part of the only
organization dedicated exclusively to
protecting, supporting, and
advancing Colorado's lodging
industry.**

From powerful advocacy at the State Capitol and in local communities, to legal resources, industry updates, professional development, and networking opportunities that connect you with hospitality leaders across the state - **your CHLA membership is an investment in your business and in the future of Colorado hospitality.**

Join today to ensure your voice is represented, your team stays informed, and your company benefits from the strength and unity of our industry's statewide network.



LEGISLATIVE & LEGAL ADVOCACY

Every day, CHLA works to protect the interests of Colorado's lodging industry at the State Capitol. During the challenging 2026 legislative session, CHLA successfully defeated, amended, or helped veto legislation that would have significantly increased costs and regulatory burdens for hotels. Our advocacy protected members from a proposed \$2,300-per-employee Medicaid tax, prevented property tax increases on condo hotels, preserved local control over lodging taxes, and helped maintain Colorado's balanced Labor Peace Act. CHLA also opposed legislation that threatened hotel loyalty programs and increased legal costs for employers. Working alongside coalition partners and engaged members, CHLA ensured the lodging industry's voice was heard, protecting your business while advancing policies that support tourism, job creation, and Colorado's hospitality economy.

LEGISLATIVE & LEGAL ADVOCACY



The future of Colorado's hospitality industry depends on electing leaders who understand the value of a strong business climate. Through LodgePAC, CHLA supports pro-business candidates who champion policies that protect jobs, encourage investment, and strengthen tourism. With one of the most consequential election cycles in state history approaching, political advocacy is more important than ever. Your membership helps ensure CHLA has the resources and relationships needed to advance the lodging industry's voice where it matters most—at the ballot box and under the Gold Dome.



CHLA continues to lead the fight against Colorado's Regulation 28 and Energize Denver through our federal lawsuit challenging these Building Performance Standards under the Energy Policy and Conservation Act (EPCA). Our case is progressing well, and we remain optimistic about a positive ruling in the coming months. This litigation is critical to protecting hotel owners from costly, unrealistic energy mandates that threaten the long-term viability of our industry.

It's important to note that any successful outcome in this federal challenge may apply only to coalition members — not to all covered building owners across the state. That means non-member properties would still be required to comply with these burdensome regulations. Your CHLA membership directly supports this vital litigation and ensures your property benefits from any favorable court ruling that limits or overturns these excessive mandates.

NETWORKING EVENTS

In 2026, CHLA and the Metro Denver Lodging Council (MDLC) are joining forces to host two incredible golf tournaments, each with a unique opportunity to make a lasting impact.



CHLA & MDLC Scholarship Golf

Tournament - Join us on May 4, 2026 at the **Cheyenne Mountain Resort** for a special spring event uniting hoteliers from across the state to raise scholarship funds for hotel associates pursuing education at trade schools, colleges, or universities.

[Click here to purchase your foursome now!](#)

Mark your calendar and plan to join us

October 11th and 12, 2026 at The Broadmoor for our **Annual Conference and Legislative Readiness Fund Golf Tournament!**

These events provide you and your team a great opportunity to network with hoteliers and suppliers from across the State, to learn, and to have some fun!





Each year, CHLA hosts the **Stars of the Industry Awards Luncheon** to celebrate the outstanding individuals who make Colorado's hospitality industry shine.



This signature event gives hoteliers the opportunity to recognize their top line-level and supervisory team members—those who go above and beyond to deliver exceptional guest experiences and keep operations running smoothly. The **2026 Stars of the Industry Luncheon** will take place in **early December in downtown Denver**, bringing our industry together for a day of recognition, pride, and celebration.



QUARTERLY HOTEL SUPPLY REPORTS

Through our exclusive partnership with Newmark Valuation & Advisory's Hospitality, Gaming & Leisure (HGL) practice, CHLA **members receive quarterly hotel and lodging supply updates** across key Colorado markets. These reports deliver meaningful insights and data to help support informed decisions in operational forecasting, marketing strategies, renovation planning, and investment considerations.

Whether you're evaluating the competitive landscape, preparing for future upgrades, or exploring new opportunities, these quarterly updates are a powerful tool to keep you ahead in Colorado's rapidly evolving hospitality industry. [Click here](#) to access the most recent reports.

WEBSITE & ONLINE MEMBERSHIP DIRECTORY

Did you know that the CHLA website features a comprehensive **Members Resource Page** with a wide range of tools and information tailored specifically for hotels? You'll also find our **online membership directory**, which provides full access to all CHLA members — including our Allied partners who offer an extensive variety of products and services.

In addition to your organization's primary contact, **any member of your team** can create their own login to access these resources and will automatically be added to our e-newsletter distribution list. New Member Compass accounts can be created directly from our homepage.

If you need assistance logging in or navigating the website, please reach out to [Dana Gresham](#)—we're happy to help!





JOIN NOW!

Membership is only \$11/room. Click [here](#) to join now. And, please contact CHLA President & CEO to learn more about the benefits of membership and how you can get more involved!

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