

Le Méridien Denver Downtown



Brown Palace Hotel



Glenwood Hot Springs Resort

# Together we are stronger

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CHLA creates a collaborative positive change for Colorado's lodging industry. Everyone from seasoned professionals to those young executives starting their hospitality career are discovering the different ways a CHLA membership leads to the strength of viable connections. Here's how to get involved:

## Sign-up for Membership

Go to [CHLA.com](http://CHLA.com) and become a part of CHLA's legislative influence. There are multiple membership levels for lodging partners, industry affiliates and students.

## Attend Events

Connect with members through:

- networking events
- educational seminars
- workforce development training and fundraisers
- CHLA Annual Conference
- Legislative Readiness Fund Golf Tournament
- Condo Resort Forum

## Serve on a Committee

Options include: Government Affairs, Legislative Fundraising, Membership, Emerging Leaders Council, Business Development, Allied Partners, and Condo Resort Council.

# CHLA

COLORADO HOTEL AND  
LODGING ASSOCIATION



**Colorado Hotel & Lodging Association**

1701 California Street, Suite LL-1061  
Denver, CO 80202

P. 303 297 8335

**CHLA.com**





OXFORD

UNION STATION  
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UNION STATION

CHLA

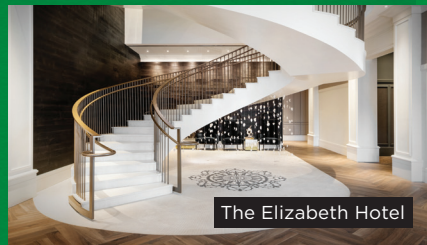
COLORADO HOTEL AND  
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ADVOCATE SUCCESS

# Mission Statement

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The Colorado Hotel & Lodging Association will engage, advocate, communicate, educate and deliver impact for its members and the Colorado lodging industry at large.





# Let's Talk Benefits... Exclusive to Members

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- **Legislative Representation**

CHLA works with its own lobbyist on educating and advocating for every segment of the lodging industry on state legislative issues that may impact your business.

- **Networking & Career Advancement**

CHLA serves 500 + members throughout Colorado, representing 35,000 + rooms including downtown hotels, country inns, luxury resorts, limited stay options and more. Conferences, committee meetings and events offer opportunities to meet, share ideas and collaborate.

- **Professional Development & Training Programs**

Members can access a calendar of educational events and staff training webinars ranging from front desk service to hospitality law, including high school outreach, industry certification and college scholarships for hospitality majors.

C Lazy U Ranch




Halcyon Hotel Cherry Creek



- **Members Only Webpage** – Exclusive access to Members Only section of website and online discussion forum.
- **Lobby Lights Wage Survey** – Compiles compensation data for a complete understanding on how your hotel compares with others on key operational levels.
- **Employee & Property Recognition Awards** – Our annual Stars of the Industry Awards recognize lodging employees and properties that best symbolizes quality service in this industry.
- **Emerging Leaders Council** – Serves as a collaborative Council with a mission to develop future leaders and new programs/ initiatives within CHLA, delivering impact to our members.
- **Job Board** – Search for opportunities at our member establishments and post your openings at a discounted member rate.
- **Member Discounts**  
Members can take advantage of discounts and special offers provided by Allied Members which include credit card processing, energy services, shipping, workers compensation and insurance discounts among others.
- **In addition**, CHLA Members gain access to Professional Development, Free Legal and Tax Hotline and Industry Certifications.

A photograph of Hotel Talisa, a large multi-story building with a modern architectural style, set in a snowy winter landscape. Several tall evergreen trees are in the foreground, and a ski lift is visible in the background against a clear blue sky.

Hotel Talisa

A photograph of The Broadmoor hotel at night. The large, multi-story building is illuminated with warm lights, and its reflection is visible in a nearby pond. The surrounding area is decorated with festive lights, and a mountain is visible in the background under a dark sky.

The Broadmoor