



Hotel
Association
of Los Angeles

Join HALA.
We're in this
together.



Are you an L.A.-area small business? Do you manage a restaurant? Run a flower shop? Own a bakery?

Then you're part of L.A.'s hospitality industry. That's right—the industry is more than just hotels. It's a whole family of businesses—like yours—working together to serve our 50 million visitors a year.

Our local political climate has made things tough lately. New, burdensome laws make it harder to do business. Special interest groups vilify the hospitality industry and scare off tourists.

More than ever, we need to work together to defend the industry and keep the visitors coming to our iconic destination. **That's why we invite you to join the Hotel Association of Los Angeles.**



We're not just working for hotels—we work for you, the businesses that make hotels successful.

Since 1932, HALA has been the voice of L.A.'s hospitality industry. Our singular mission is to ensure our tourism industry is strong and healthy. When you join HALA, you're joining a team that looks out for you—whether you're a hotel, a gift shop, a car service, or any other business directly or indirectly serving L.A. visitors. We identify challenges facing tourism, we organize, we take action, and we make ourselves heard—loud and clear—at all levels of government.



What You Get

What do you get when you join HALA? A lot:

Exposure

Get your business on the A List. When a hotel in L.A. County requires goods and services, they usually start with HALA vendor members first.

Industry Insights & Education

Stay informed about the latest trends, regulations, and best practices through workshops, webinars, and industry publications.

Networking

We're stronger when we're connected. Gain access to a network of industry professionals, potential customers, and key decision-makers at exclusive networking events, socials, and trade shows.

Advocacy & Government Relations

HALA is our industry's collective voice. With our advocacy and communications team covering L.A. County and its 88 cities, we take our seat at the table as laws are written—making sure elected officials understand the issues and hear us out.

Marketing & Promotional Opportunities

Leverage HALA's marketing resources and platforms to promote your business to a wider audience.

Cost Savings

Enjoy exclusive member discounts on a variety of services, including business insurance, legal assistance, and credit-card processing.

Membership Pricing

Small Business & Vendor Members: \$500 per year

JOIN TODAY

hotelassociationla.com/join

