

PA TOURISM & LODGING ASSOCIATION

# Membership Benefits S U M M A R Y

ATTRACTIONS • CAMPGROUNDS • RESTAURANTS  
STUDENTS • SCHOOLS/UNIVERSITIES  
TOURIST PROMOTION AGENCIES  
ASSOCIATIONS • RETAIL • SKI OPERATORS  
CONFERENCE/CONVENTION CENTERS

**MAKE THE MOST OF YOUR MEMBERSHIP**



PTLA is Your **#1 Resource** for Industry Expertise

# PENNSYLVANIA TOURISM & LODGING ASSOCIATION

PTLA was founded in 1981 when the PA Hotel/Motor Inn Association and the PA Attractions and Travel Association formally merged. PTLA is a partnership of national, state and local lodging associations across the state representing more than 600 members and over 41,000 rooms. Our members represent all segments of the industry – from economy properties and five-star resorts to B&Bs, farm vacations, campgrounds and attractions. Membership enables hospitality professionals to increase their bottom line, understand industry trends, network with colleagues and leverage their collective power.

## About PTLA

The PTLA exists to advocate, support, promote and enhance the tourism and lodging industry within the Commonwealth of PA. We seek to be inclusive and provide lobbying, education and professional development opportunities, information and other resources as well as value-adding services to our members to ensure their – and the industry's – ongoing growth and success.

PTLA's goal is to be your #1 Industry Resource. It is important you see a return on your membership investment. PTLA will work with you to identify the products and services that will meet your needs. It is our mission to protect and support the industry on every front:

- ▶ Governmental Affairs Advocacy
- ▶ Voice of the Industry
- ▶ Education
- ▶ Research
- ▶ Information
- ▶ Vendor Resources
- ▶ Value-Added Member Benefits and Service

This guide is a handy reference to just some of PTLA benefits; visit [www.patourism.org/kickthetires](http://www.patourism.org/kickthetires) to view more details about what PTLA can mean to you. For more information about member benefits and services, contact us at 717/232-8880 or [info@patourism.org](mailto:info@patourism.org).

We look forward to your active involvement and encourage you to take full advantage of your PTLA member benefits. Make PTLA your first call!

## PTLA STAFF



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## PARTNER ASSOCIATIONS

American Hotel & Lodging Association  
Council of PA B&B Associations  
Cumberland Valley Lodging Association  
Dauphin County Lodging Association\*  
Greater Lancaster Hotel/Motel Association  
Greater Philadelphia Hotel Association

Greater Pittsburgh Hotel Association  
Pennsylvania Amusement Parks Association  
Pennsylvania Association of Convention and Visitors Bureaus  
Pennsylvania Restaurant Association  
Pennsylvania Tourism Coalition  
Professional Association of Innkeepers International

\* MANAGED BY PTLA

PTLA PARTNERS WITH



## PTLA RESOURCES

**PTLA looks to our members to learn how we can continue to grow our resources and leverage our industry knowledge on your behalf. It is critical our members take advantage of the offerings and see a value-add from many areas within their property. From our industry publications to our extensive in-house library, we offer product and services that can be used by every employee on your staff. For more information on how to access PTLA Resources, please contact 717/232-8880.**

### PTLA OnLine Offers a Wealth of Resources

The PTLA website [www.patourism.org](http://www.patourism.org), is a valuable information source to better serve members' needs. Members can find issues on legislation; solutions network & discount programs, educational conferences, and much more. The PTLA website features a "members only" section to provide current information designed to meet your needs. The Website is your one stop shop for all lodging industry inquiries.

### Member Communications

Using today's email technology PTLA communicates all industry hot topics and time-sensitive materials via our semimonthly email **InfoBlast**. A timely distribution of "in-the-know" details allows you to scan for information that is pertinent to you and your staff. Additionally, PTLA distributes a quarterly newsletter, **The SOURCE**, that contains industry educational editorials which can be archived for future reference. The editorials are written by industry experts who are Associate Members of PTLA. Another great avenue for communications is our **QVB** or **Quarterly Vendor Blast**. This is an email to our members showcasing just a few of our vendors who are not only experts in their fields but have products or services needed by the industry. This is a great way to learn more about other PTLA members and save money on their products and services while building relationships.

### PA Hospitality Operations Guide

This guide includes all laws and regulations pertinent to the hospitality industry, plus valuable sections on food safety, employment issues, general business issues, liquor issues and a new section dedicated to room tax. Avoid costly legal situations; protect your staff and property by ordering a copy of this valuable publication today!

### Webinars

PTLA offers 10 webinars on a variety of topics throughout the year including operations, human resources, sales & marketing, safety & security, legal issues and more.

### a2z HR Reference Guide

When we say "A to Z" we mean from beginning to end, from before you start the hiring process all the way through employee terminations and beyond. Not every hospitality business is fortunate enough to have a human resources department to handle issues of recruitment, hiring, evaluations, training and discipline. Even HR departments will find this publication to be a great reference for sample documents and checklists to simplify and streamline the process.

### PA Meetings Profile

Profile of organizations from around the state that hold meetings on a regular basis. This publication includes size and number of meetings, type of property preferred, largest meal function, contact name, etc. Compiled in an easy-to-use format, it will save you countless amounts of time. A must for every sales person!

### PTLA Business Partners & Vendor Resource Directory

Vendors who specifically support the hospitality industry are eager to provide products and services to you. Search the Online Buyers guide on the PTLA website to identify a vendor that will meet your needs. Upon request, PTLA can provide you a hardcopy Resource Directory which can be shared with your entire staff.

### PTLA In-House Library & Resource Center

The library offers materials on a variety of topics in both video and hardcopy files. This **FREE member benefit** provides the perfect opportunity to educate and train your staff in a number of different areas of hospitality. It is also an excellent opportunity to conduct research in a certain area of interest, or answer questions you may have regarding a particular subject. Find out more about PTLA's Resource Center by pointing your browser to [www.patourism.org/resourcectr/](http://www.patourism.org/resourcectr/)



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# MEMBERSHIP BENEFITS AT-A-GLANCE



## PTLA Education & Training

- ▶ Professional development conferences (Sales & Marketing, Food & Beverage) and Webinars
- ▶ Customer Service Seminars
- ▶ Food Safety Certifications
- ▶ Industry Certifications
- ▶ Training & Education - Personalized & Customized to meet your needs
- ▶ In-House Resource Library & Discounted Educational Institute products

## PTLA Workforce Development

- ▶ Lodging Management Career program
- ▶ START Hospitality Training Program
- ▶ PaHospitality Careers.com & HCareers.com employment websites
- ▶ Student Intern programs

## PTLA Governmental Affairs & Grass Roots Lobbying

- ▶ State Issues: room taxes, amusement taxes, funding for tourism in State budget, economic stimulus package, criminal background checks, Innkeeper Rights, LCB policies, smoking bans
- ▶ Federal Issues: Federal Per Diems, Americans with Disabilities Act, Immigration, etc.

## PTLA Your Industry Expert

- ▶ Access to Legal Counsel
- ▶ Dedicated Operational Support
- ▶ State and National hospitality-related Laws & Regulations
- ▶ Liability, Health & Medical Insurance resources
- ▶ Hotel Occupancy Tax
- ▶ Safety & Security
- ▶ State of the Industry reporting

## PTLA Keeps You Informed – Publications

- ▶ **The Source** – quarterly newsletter
- ▶ **InfoBlast** – electronic biweekly industry news
- ▶ **Pennsylvania Meetings Profile** – Sales tool for the association meeting market
- ▶ **a2z HR Reference Guide** – Reference for human resource issues
- ▶ **PA Hospitality Operations Guide** – Source for answers to legal & operational questions
- ▶ **Hospitality Compensation Survey** – Comprehensive source of salary & benefit information

## PTLA Business Partners & Discount Programs

- ▶ Business products & services including: advertising, car rental, criminal background checks, credit card processing, drug testing, energy procurement, health & dental insurance, marketing & communications, office supplies, real estate, tax savings analysis, telecommunications, data, utility and cost auditing services, and much, much more.
- ▶ PTLA OnLine Buyer's Guide

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*At a time when we are all being asked to do more with less, PTLA membership is the best investment a you can make. Your membership ensures that your interests are properly represented at both the state and federal level. It enables us to create a positive relationship with lawmakers. These relationships are critical when decisions are being made which will have impact on your business well into the future. PTLA provides a consistent and credible voice for our industry at a time when our voice needs to be heard.*

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Mike Rodden, General Manager  
Philadelphia West Marriott  
PTLA Vice Chairman, Membership