

Mike Blake

OUR MISSION

"We harness the collective wisdom of technology leaders across hospitality to solve common problems and unlock global business potential."



BS Accounting



MBA-Finance & Economics



Northwestern
University

MS Computer Engineering

AHLA's Role

ADVOCATES

Responsible public policies
to ensure future growth of
lodging & hospitality industry



PROMOTES

Economic Impact
Workforce – “Dreams Happen Here”
Technology & Innovation

Strategic Issues: safety & security,
women’s empowerment,
sustainability, human trafficking



UNITES

All segments of the industry to speak
with “one voice”

Industry ecosystem convening all
stakeholders – service providers,
suppliers, etc.



Representing all segments of the industry

 **3.2 million**
Rooms

 **80%**
of all Franchised
Properties

 **10 out of 10**
Largest U.S. Hotel
Companies

BRANDS



OWNERS



MANAGEMENT COMPANIES



INDEPENDENT PROPERTIES



System & Services Portfolio Scope



IT Skills for a Single Hotel

- Big Data
- Business Continuity & Disaster Recovery
- Cloud IT
- Computer Hardware
- Computer Networking
- Data Center
- Database
- Enterprise Architect
- Help Desk
- Information Security
- IT Governance
- IT Training
- Linux
- Mobile App Development
- Mobility
- Programming
- Project Management
- Software Development
- Storage
- System Administrator
- Telecommunications
- Testing
- Unified Communications
- Virtualization
- VoIP & Telephony
- Web
- Windows
- Wireless Networking

Workgroups 2023

AHLA/HTNG Workgroups

Potential Workgroups

- 5G for Hospitality
- F&B Mobile Ordering
- Enterprise Timekeeping
- Group Billing Reconciliation
- Mobile Device Location
- Reputation Management
- Shared Global Network
- Web Content Publishing

Pre-chartered Workgroups

- Staff Alert
- Secure Payments/ Documents
- Revenue Management
- Refining Marketing Initiatives
- Displaced Persons

Active Workgroups

- AI for Hospitality
- Attribute Modeling for the Distribution Ecosystem
- Business Analytics Transactional Extract
- HTNG Express PMS Integrations
- Optimizing Lodging Content
- Next Generation Infrastructure

Communities of Interest

- Fiber to the Room
- Others to be identified

White Label Workgroup

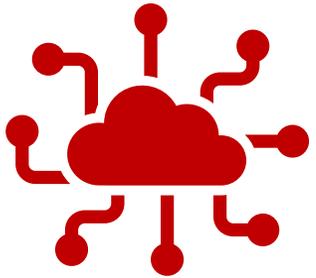
Restaurant Technology Network (RTN)

- Data Events - Labor and Scheduling
- Calculating Restaurant Tech ROI

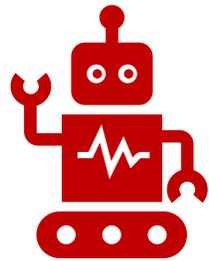
Real Estate Technology Alliance (RETA)

- Governance Committee
- Access Controls and Credentials
- Rental Debt Collections
- Managed Wi-Fi

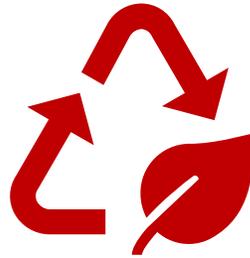
2023 Hospitality Tech Trends



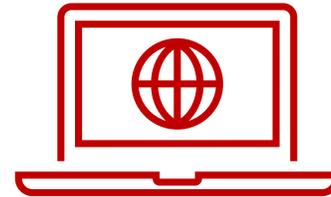
AI



Robotics



Sustainability



Cybersecurity



Privacy

Upcoming AHLA and HTNG Events

COMING TO A STATE NEAR YOU IN 2023!

Visit AHLA.com/OTR



A green highway sign with a white border and a yellow 'AHEAD' sign above it. The sign features the AHLA logo and the text 'ON THE ROAD'. Below the logo is a list of dates and cities for events in 2023.

Date	City	Date	City
2/7	Fort Lauderdale, FL	6/22	Denver, CO
2/16	Atlanta, GA	9/14	Honolulu, HI
3/16	Nashville, TN	9/26	Boston, MA
3/28	San Francisco, CA	9/28	Philadelphia, PA
4/25	Arlington, VA	10/3	Austin, TX
5/24	Phoenix, AZ	10/5	Chicago, IL
6/7	New York City, NY	10/26	San Diego, CA
6/13	Detroit, MI	11/7	Tampa, FL
6/15	Charlotte, NC	11/30	San Juan, PR



June 27-29, 2023
The Venetian Las Vegas
www.thehospitalityshow.com

HTNG EUROPEAN CONFERENCE |
Lisbon Oct 9-11

HTNG ASIA--PACIFIC CONFERENCE
Bangkok | Sep 5-7