



## Hotel Equities Throws Full Support Behind American Hotel & Lodging Association (AHLA)

ATLANTA – September 13, 2023 – Hotel Equities, a leader in hotel ownership, management, and development, proudly affirms its commitment to the [American Hotel & Lodging Association](#) (AHLA). There is no more important organization representing our industry and the issues that matter. As members of the AHLA, we recognize their critical role in championing our industry's collective success and advocating for our shared interests.

In an era marked by unprecedented challenges, the significance of solidarity within our industry is invaluable. The hospitality sector has been deeply impacted by global events of the past years, and it is now more important than ever for us to stand united, fostering an environment of collaboration and support. As proud members of AHLA, we are part of a collective force that not only champions our concerns but also drives innovative solutions and promotes policies that strengthen our industry's future.

Brad Rahinsky, President and CEO of Hotel Equities, underscored the importance of industry unity and AHLA's role in navigating these complex times. "As we continue to face headwinds, the value of being part of a larger community becomes increasingly evident. AHLA serves as the bedrock of our industry, providing a platform for us to come together, share insights, and collectively address the issues affecting us all."

The AHLA represents a vital forum where stakeholders from across the hospitality spectrum collaborate, strategize, and advocate for policies that drive the industry forward. From advocating for fair regulations to promoting workforce development and ensuring a safe and enjoyable guest experience, AHLA's efforts directly impact the success of our businesses and the overall guest experience.

Hotel Equities invites all industry participants to join us in reaffirming their commitment to AHLA. By standing together, we amplify our voice, enhance our advocacy efforts, and shape the future of hospitality. For information on how you can become a member, or for valuable resources for industry leaders, visit [www.ahla.com](http://www.ahla.com).

### **About Hotel Equities**

Hotel Equities (HE) is an award-winning full-scale hotel ownership, management, and development firm with a portfolio of approximately 300 hotels and resorts throughout the United States and Canada. Fred Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. Hotel Equities is an affiliate of 33 Degrees, an integrated management platform combining market knowledge and industry experience across a broad

range of CRE assets including office, restaurant, retail, mixed-use and multi-unit residential. For more information on Hotel Equities, visit [hotequities.com](http://hotequities.com)

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