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FOR IMMEDIATE RELEASE:

Louisville Hotel Association Launches Brand to Advocate on Public Matters Impacting the Local Hospitality Industry

LHA is comprised of Hotel GM's Committed to the Advancement of Tourism in Greater Louisville

(Louisville, KY) February 12, 2019: Today, the Louisville Hotel Association launched its new brand to align the hotel industry in Louisville to have a strong voice that resonates in economic growth, local and state legislation and workforce development.

The Louisville Hotel Association is comprised of 54 members, which covers over half of the hotel rooms in Louisville, KY, which totals to be over 11,000 hotel rooms. In Louisville, over \$300 million in revenue is generated by the hotels annually with \$30 million dollars in room tax that helps support various organizations such as Louisville Tourism and KICC.

The LHA organization will focus on four key pillars of success in 2019;

1. Government Affairs; to engage in continuous and meaningful dialog with local and state government
2. Community Involvement; we've committed \$10,000 to help address the homeless issues of Louisville
3. Education and Membership Development; we will work on continuous learning for our members and provide \$10,000 financial commitment toward workforce development and careers in hotels.
4. Networking and Membership development; we will create value to our members by connecting our industry with the others that can help strengthen our businesses.

The Louisville Hotel Association also elected their 2019-2020 Board of Directors. The new leadership team consists of –

President: David Greene, Marriott Louisville Downtown

First Vice President: Scott Stuckey, Omni Louisville

Second Vice President: Josh Matthews, Hilton Garden Inn St. Matthews

Secretary/Treasurer: Angela Kretzer, TownePlace Suites and Fairfield Inn & Suites Louisville Northeast

Director: Gary Burdette, Embassy Suites Louisville East

Director: Jay Nichols, Homewood Suites Louisville Downtown

Director: Brad Walker, The Brown Hotel

"This is an exciting day, and the start of an exciting new era for those of us in the hotel-industry," said David Greene, General Manager of the Louisville Marriott Downtown and President of the LHA Board of Directors. "Hospitality is not only what we do; it is who we are, and we are proud to launch a supportive, inclusive, member-focused organization. Our new brand logo reflects this united spirit and unified industry voice."

For more information on Louisville Hotel Association or to learn how you can get involved – visit www.louisvillehotelassociation.org or call Greg Jewell at (502) 456-1851

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