

# CHARLOTTE AREA HOTEL ASSOCIATION (CAHA)

## CAHA VISION STATEMENT

"The vision of the Charlotte Area Hotel Association (CAHA) is to have the conventions, meetings & tourism hotels unified and speaking with one voice through the Association; to be recognized as the premier organization representing these hotels; and that the members represented through the Association are recognized for their economic and charitable contributions to the Charlotte region."

## CAHA MISSION STATEMENT

"The mission of the Charlotte Area Hotel Association (CAHA) is to represent and speak for the Charlotte regional convention, meetings and tourism hotel industry in a unified voice; and to provide a forum for the exchange of ideas; to be influential in leading and directing the development of the convention, meeting and tourism business in the region; and to partner with other organizations in the development of that business."



## WHO WE ARE AND WHO WE REPRESENT

CAHA is an association representing the interests of the meetings and convention hotels in the Charlotte area. There are more than 7,000 full service hotel rooms in Charlotte, generating annual revenue of more than \$172 million. These full service hotels pay well over half of the total hotel/motel occupancy taxes collected in Mecklenburg County. They employ over 3,500 people on average each month, with a payroll in excess of \$72 million. And they produce more than 3.2 million food servings per year, or an average of 444 servings per sleeping room. Employing more than 3,500 people per month, they use, consume, serve or sell a vast array of products and services to traveling hotel guests and the local public.

### SPECIAL POINTS OF INTEREST:

- **Monthly Meetings**
- **Monthly E-mail Newsletter**
- **Bus Pass Program**
- **Networking and Publicity**

## MEMBERSHIP BENEFITS AND DUES

- ◆ Monthly meetings with your fellow General Managers.
- ◆ Monthly e-mail newsletter that goes to the General Managers.
- ◆ Roundtable discussions with other General Managers on issues of importance to the hospitality industry in Charlotte.
- ◆ Discounted Bus Pass Program for your employees delivered right to your door.
- ◆ Networking and publicity for you and your hotel.
- ◆ The new introductory dues rate is \$600 payable in full or half-payments.

**M E M B E R S ' O P I N I O N S O N T H E A S S O C I A T I O N**

**How have you benefited from CAHA?**

- ◆ “Getting to know the other General Managers on a personal basis has helped me.”
- ◆ “Political leaders now view us more positively as an industry.”
- ◆ “It has provided our industry and my hotel with a voice and representation.”
- ◆ “Communication among the hotels has improved dramatically.”

**What do you think of the meetings and the agenda?**

- ◆ “Good balance between specific issues and open discussion.”
- ◆ The agendas have been very good at flagging issues I need to be paying attention to.”

- ◆ “The agenda and time elements help keep everyone on schedule and on topic.”
- ◆ “I like the two open blocks of time for discussing management and public policy issues.”

**What do you think of e-mail newsletters for General Managers and HR professionals?**

- ◆ “They keep me up-to-date on a lot of issues.”
- ◆ “I think they’re great and I pass them around to everyone on my management staff.”
- ◆ “I get a lot of information from a lot of sources, but this information differs generally from everything else, so it is very helpful.”
- ◆ “I take them to my staff meetings and we discuss many of the items so I get their input on issues.”



**M E M B E R S H I P A P P L I C A T I O N**

*The membership year for each member runs from the first of the month following receipt of this application and payment of appropriate dues and continues for twelve (12) consecutive months thereafter.*

*To take advantage of this Membership opportunity and benefits, please complete the following information:*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

I would like to pay:  Total Now  Half Now

CAHA EIN #02-060-8357

**Acceptance of Terms:**

*We understand and agree that submission of this application and acceptance by CAHA constitutes a contract for twelve (12) consecutive months beginning on the first of the month following acceptance by CAHA for a total amount of six hundred dollars (\$600) for the year, payable in one lump sum or in half payments beginning with the submission of this application.*

**SEND THIS APPLICATION AND YOUR REMITTANCE (PAYABLE TO CAHA) TO:**

Charlotte Area  
Hotel Association  
13000 S. Tryon Street  
Suite F, PMB 168  
Charlotte, NC 28278

All dues and other payments to CAHA cannot be deducted as charitable contributions, but may be deductible as other business expenses.