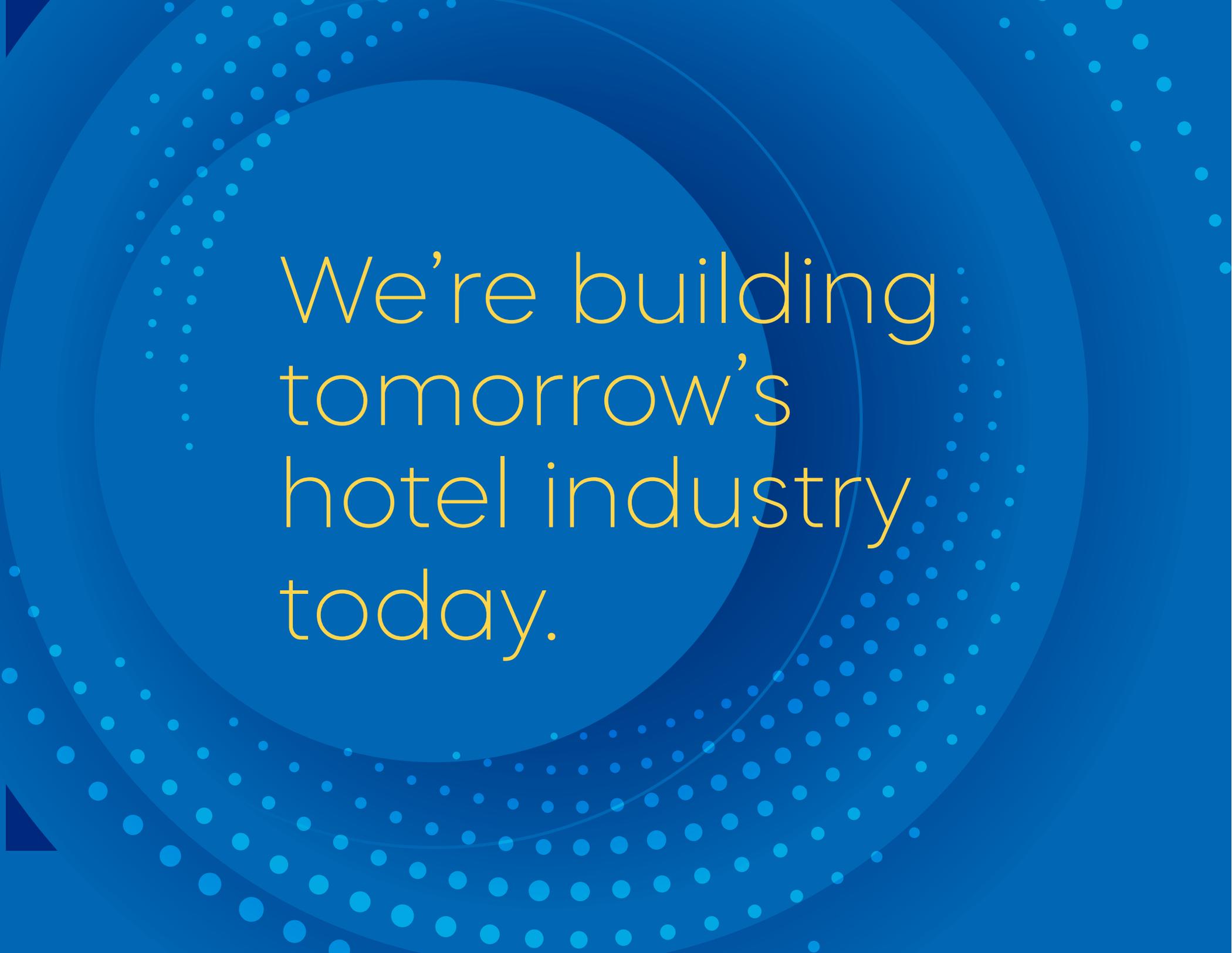


# 2025 Annual Report



  
**AHLA  
FOUNDATION**





We're building  
tomorrow's  
hotel industry  
today.

# AHLA Foundation 2025 Annual Report

## Letter from the President & CEO

Dear Friends and Supporters of the AHLA Foundation,

What a year it has been! As I look back on everything we've accomplished together, I'm struck by a deep sense of pride and an even deeper sense of gratitude for each of you who has helped make our journey possible.

Our industry has faced its share of challenges this year, but if there's one thing hospitality knows how to do, it's rise to the occasion. And that's exactly what we've seen: resilience, creativity, and an unwavering commitment to the people who make this industry vibrant.

This was a year of transition for the Foundation, as we made important changes in our governance model and in evaluating the programs and initiatives the Foundation leads. These efforts have made us stronger, more focused, and better positioned for the future. Together with the American Hotel & Lodging Association, we're taking on interconnected challenges with a unified, nimble approach that is delivering real results for the industry.

The AHLA Foundation has been privileged to play a leading role in building and maintaining the strong, stable, skilled workforce our industry needs to thrive. As we enter the Foundation's 73rd year, I'm so grateful for the collective commitment of our team that makes everything we do possible.

At the heart of everything we do is a simple but powerful mission: to inspire, support, and elevate all who work to advance our industry—supporting the incredible people working in hospitality today while opening doors for those who will join us tomorrow. This year, we've stayed laser-focused on that mission, and I couldn't be more proud of what we've achieved: upskilling hundreds of current hotel employees through apprenticeships, opening doors for nearly 300 future leaders through academic scholarships, connecting industry professionals across the industry through mentorship, more than 4,300 industry professionals supporting women through the FORWARD/NETWORK, and serving close to 2,500 trafficking survivors through our No Room for Trafficking initiative. We've deepened our strategic partnerships in meaningful ways, aligning resources and bringing together the right people at the right time to create real impact.

Looking ahead, I see tremendous opportunity. The foundation we've built together—the programs, the partnerships, the trust—puts us in a strong position to go even further. We're ready to deepen our impact and continue being the resource our industry can count on as we navigate the years ahead.

Thank you for being part of this work. Your support, your partnership, and your belief in what we're building means everything. Together, we're creating a brighter future for hospitality and for everyone who calls this industry home.



**Kevin F. Carey**  
President & CEO  
AHLA Foundation



# Industry-wide Initiatives

The AHLA Foundation is the philanthropic arm of the American Hotel & Lodging Association (AHLA), dedicated to investing in people, promoting the industry's reputation as a place of opportunity for all, and using our industry-wide perspective, credibility, and access to create lasting impact.



## No Room for Trafficking

The hotel industry is committed to playing our part in ending human trafficking for good through the No Room for Trafficking (NRFT) initiative. NRFT provides resource guides, training toolkits, and policy templates that help hotels standardize their approach to prevent trafficking. Hotels are on the front lines of prevention, training employees to identify and report suspected instances of trafficking, partnering with anti-trafficking experts and organizations, and lifting up survivors through grants to survivor-support organizations that invest in economic empowerment programs. By sharing best practices and success stories, the industry is reinforcing a unified commitment to human trafficking prevention.

- **418,000+ anti-trafficking trainings completed in 2025**
- **2.5M anti-trafficking trainings completed since 2020**
- **\$4M+ raised by 25 member organizations for Survivor Fund since 2022**
- **\$2.3M distributed to 28 Community-Based Organizations that provide direct survivor support since 2023**



# FORWARD

**FORWARD** is a movement to build community, develop leaders, and create game-changing events that advance women in hospitality.



**FORWARD** unlocks and accelerates leadership potential by ensuring talented women leaders have access to the visibility, development, and opportunities that accelerate their rise—so leadership reflects the strength and depth of our industry’s talent.

- **900+ attendees at FORWARD/25, including 26 male allies**
  - **4x increase in conference registration since 2018**
  - **3,000 impacted through FORWARD conference since 2022**
- **70 BUILD & ELEVATE participants in 2025**
  - **250 BUILD & ELEVATE participants since 2022**
- **18 FORWARD-sponsored industry events since 2024**
  - **7 sponsored programmatic panels/events hosted at industry conferences in 2025**
- **4300+ FORWARD/NETWORK members in 2025**



“The FORWARD/ELEVATE program has been such an incredible experience for me. From the investment in my growth by my company, to the insightful speakers and women who led the programs throughout the year, to the coach I worked with, I feel empowered to continue in my journey while also investing in myself. I am grateful for the FORWARD community and look forward to staying involved and helping in any way I can with this important mission!”

– 2025 FORWARD/ELEVATE participant



“I was particularly impressed by the well-organized structure of the conference, which included a great mix of main stage sessions and breakout discussions. The breakout sessions were especially impactful, providing meaningful insights and fostering engaging conversations. As this was my first time attending, I found the networking breaks to be invaluable for connecting with others. Overall, the experience was truly inspirational and reinforced my commitment to being a stronger ally as a white man. I look forward to attending again in the future.”

– FORWARD/25 participant

“The variety and quality of breakout sessions was fantastic this year. Perfect for a spectrum of career stages from student to C-Suite... I enjoyed hearing from speakers from outside of the industry ...It’s always good to hear different perspectives on leadership.”

– FORWARD/25 participant



# Programs & Impact Highlights

## Academic Programs

- Nearly 250 students supported in 2025 through academic programs
- 100+ travel scholarships awarded since 2024
  - 87% of travel scholarship recipients in 2025 are from underrepresented groups
- \$2.7M distributed in scholarships since 2022



## Apprenticeship & Professional Development

- 350+ enrollments in 2025
  - 75%+ enrollments from underrepresented groups in 2022
- 1,000+ hospitality certifications completed since 2022
- 2,600+ apprentices enrolled since 2017

## Empowering Youth Program (EYP)

- 78 Opportunity Youth enrolled in programs that provided hospitality training, work readiness skills and hotel industry exposure
  - More than 50% of graduates earned industry certifications within 2 months
- Almost 700 graduates with 100+ hired into industry since 2022



## Mentoring

- Nearly 70 flash mentoring sessions held in 2025
- 250+ mentoring relationships cultivated
  - 450 mentoring relationships since 2024
- 90% satisfaction rating at 30-day checkpoint



# Events

## Night of a Thousand Stars (NOTS)

Night of a Thousand Stars (NOTS) is AHLA Foundation's annual gala and signature fundraiser honoring leaders across the hotel and lodging industry, including property-level talent who embody the spirit of hospitality. All proceeds benefit AHLA Foundation programs that help recruit and retain the industry stars of tomorrow.



Each year during NOTS, we recognize outstanding achievements of property-level employees in the following categories:

- **North Star Award: Lodging Employee of the Year**
- **Stevan Porter Emerging Hospitality Leader of the Year Award**
- **AHLA Foundation Scholar of the Year Award**
- **Hotel Hero Award**

The evening also marks a special moment to recognize the Arne Sorenson Social Impact Leadership Award recipient and incoming chairs of AHLA and the AHLA Foundation, celebrating their leadership and the Chairs' vision for the year ahead. **The 2025 NOTS gala raised more than \$1 million.**



TOTAL RAISED  
\$1,037,325





## OFF-SITE: The Classic

The Classic is a three-day golf and social event designed to bring together hoteliers and suppliers, golfers and non-golfers. More than 150 industry leaders gather for hospitality's premier networking event and enjoy a world-class resort experience, all in support of the Foundation. **The 2025 OFF-SITE event raised \$900,000.**

# Donors & Sponsors

The AHLA Foundation is grateful for each of its generous donors. With your support, we have accomplished more than ever before.

## FOUR DIAMOND \$100,000 AND ABOVE

JON & ELLEN  
BORTZ

ECOLAB<sup>®</sup> P

encore<sup>™</sup> P

guestworldwide<sup>®</sup> P  
a Sysco company

Hilton<sup>®</sup> \*  
GLOBAL FOUNDATION

*Hilton* CONRAD N. HILTON  
FOUNDATION

HYATT<sup>®</sup> \*  
Hyatt Hotels Foundation<sup>™</sup>

IHG<sup>®</sup> \*  
HOTELS & RESORTS

WYNDHAM<sup>®</sup> \*  
HOTELS & RESORTS

## THREE DIAMOND \$50,000 - \$99,999

Aimbridge<sup>®</sup> \*

AMERICAN  
EXPRESS<sup>®</sup> P

CHOICE<sup>®</sup> \*  
HOTELS

DIRECTV<sup>®</sup> P  
HOSPITALITY

HD SUPPLY<sup>®</sup>

Hilton<sup>®</sup>

HOST<sup>®</sup> \*  
HOTELS & RESORTS

INSPIRE

ISHP<sup>®</sup> \*  
International Society of Hospitality Purchasers

James L. Madden  
Hospitality Scholarship  
Fund

pepsico<sup>®</sup>  
Food. Drinks. Smiles.

rdi RDI-USA, Inc.

ROCKBRIDGE

SONESTA<sup>®</sup> \*

SUMMIT<sup>®</sup> \*  
HOTEL PROPERTIES

**TWO DIAMOND**  
**\$25,000 - \$49,999**

Atrium Hospitality Management  
CBRE  
Corning Optical  
Communications LLC  
Curator Hotels & Resorts  
Dormakaba<sup>P</sup>  
Enseo, Inc  
Extended Stay America (ESA)  
HBO<sup>P</sup>  
Highgate  
Hyatt Hotels Corporation  
JLL - Jones Lang LaSalle<sup>P</sup>  
Justin Knight  
Korn Ferry  
Loews Hotels, Inc.  
Marriott International Inc.  
My Place Hotels of America  
LLC  
Mitch Patel

PM Hotel Group  
Red Roof Franchising, LLC  
Sage Hospitality Group  
Standard Textile Co. Inc.  
Vesta Hospitality  
Vingcard - Assa Abloy  
Global Solutions  
Vision Hospitality Group\*

**ONE DIAMOND**  
**\$10,000 - \$24,999**

Accor  
Actabl  
Agilysys, Inc.<sup>P</sup>  
Apple Hospitality REIT, Inc.  
The Allied Group  
Avendra International<sup>P</sup>  
Geoff Ballotti  
BirchStreet Systems  
BRE Hotels & Resorts  
John Cohan  
Jamie Colee

Crescent Hotels & Resorts  
Davidson Hospitality Group  
Diversey - A Solenis Company  
First Hospitality  
Handlery Foundation  
Clark Hanrattie  
Hospitality 1 Source  
Jones Day  
LAZ Hospitality<sup>P</sup>  
Park Hotels & Resorts  
Peregrine Hospitality  
Petra Risk Solutions  
Proven IT  
Pyramid Global Hospitality  
Questex  
RFID Hotel  
RLJ Lodging Trust  
Dan & Jen Rohan\*  
Anu Saxena  
Julienne Smith\*  
Jon Stanner

Rick Takach  
Towne Park Ltd.<sup>P</sup>  
Scott Trebilco  
TruePath Vision, LLC  
Tuffin Reilly PLLC  
Waterford Group Charitable  
Foundation  
White Lodging Services  
Corporation  
WorldVue  
Xenia Hotels & Resorts, Inc.  
Xenios Group  
**GOLD**  
**\$5,000 - \$9,999**  
Alliance Abroad  
Alvi Satellites  
Asian American Hotel Owners  
Association, Inc. (AAHOA)  
Avion Hospitality  
Tom Bardenett  
BHN Group by Northstar  
Barry Bloom

BWH Hotels  
Canary Technologies  
Kevin Carey  
Paul Cash  
Champion Hotels  
The Coca-Cola Company<sup>P</sup>  
Columbus Hospitality  
Management  
Danby Appliances  
Kevin Davis  
Donohue Hospitality  
Eleven Software  
Thomas Fisher  
Fisher & Phillips LLP  
Flock Safety<sup>P</sup>  
Gibson Dunn  
Hilton Supply Management  
Hospitality ESL  
Hotel Shield  
InterContinental Los Angeles  
Downtown Hotel  
Greg Juceam

KHP Capital Partners  
Robert Kline  
Raul Leal  
Rosanna Maietta  
Marinus Analytics  
Jim Merkel  
Morris, Manning, & Martin, LLP  
Peachtree Hospitality  
Management  
Dan Peek  
Relay Pro<sup>P</sup>  
Remington Hospitality  
Louis Stervinou  
Stonebridge  
USA Digital Technology  
Solutions<sup>P</sup>  
Visual Matrix  
Jonathan Wang  
Waterford Group Charitable  
Foundation  
Woodmont Lodging, LLC

**SILVER**  
**\$1,000 - \$4,999**

Adrienne Andrews  
Ark Hospitality  
B.F. Saul Company  
Hospitality Group  
Jean-Luc Barone  
Larry Birnbaum  
Joseph Bojanowski  
The Breakers, Palm Beach  
Liam Brown  
Jeffrey Brown  
Alex Cabanas  
Jay Caiafa  
California Lodging  
Investment Conference  
Cargo Crew  
Mark Carrier  
Raj Chandnani  
Meghan Cocci  
Jeffrey Dauray  
Navin Dimond

Sarah Dinger  
Ellis Hospitality  
Ben Erwin  
Alicia Evanko-Lewis  
Fairmont Orchid - Hawaii  
Fill It Forward - Green  
Menu Inc.  
Thom Geshay  
Terri Haack  
Dan Hansen  
John Hardy  
Thomas Healy  
Amanda Hite  
Lee Hunter  
Hyatt Regency Columbus  
Walter Isenberg  
Jessica Janis  
Harry Javer  
Ilan Marcoschamer  
Marcus Hotels & Resorts  
Charles Oswald

Bakulesh “Buggsi” Patel  
Vinay Patel  
Pebblebrook Hotel Trust  
Liz Perkins  
Brian Quinn  
Craig Smith  
Robert Smith  
Dean Stambules  
Scott Steilen  
Tambourine  
Rose Tashjian  
Matt Vizza  
Graham Weaver  
Whiting-Turner Contracting  
Company

**BRONZE  
UNDER \$1,000**

JoAnna Abrams  
Fatima Achhal  
Sofia Adoum  
Brad Aldrich

Jason Altberger  
Janette Ament  
Cynthia Anderson  
Frances Archilla  
Rob Bahl  
Andrea Ballance  
Jordan Ballance  
Jason Ballard  
Michael Beardsley  
Mary Bennett  
Kimo Bertram  
Preet Bhaidaswala  
Grace Blanchard  
Barrie Bloom  
Jordan Boeck  
Maggie Bohlman  
Joseph Bojanowski  
Lisa Bonifacio  
Ave Bradley  
Cody Bradshaw  
Jeff Brainard

Jamie Breen  
Erin Brown  
Greg Burgett  
Alex Cabanas  
Eric Calder  
Allison Callen  
Matt Capuzzi  
Brittany Carey  
Harry Carr  
Max Carr  
Matt Carrier  
Jeanette Clarke  
Katie Collett  
Trey Conkling  
Hali Cooper  
Joe Corsetti  
Paul Daly  
Christopher Dekle  
Daniel Del  
Amanda Denning  
Clay Dickinson

Christopher Diffley  
David Donnelly  
Patrick Drouin  
Rose Durso  
Katie Duthaler  
Doug Eichler  
Eric Eilbacher  
Aly El-Bassuni  
Justin Epps  
Elliott Estes  
Kara Filer  
Troy Flanagan  
Kathryn Fonda  
Andrea Foster  
Jeff Fox  
Mark Fraioli  
Jan Freitag  
Dawna Fry  
Mark Gaber  
Fannelie Gerard  
Frank Giacomini

Brad Goembel

Adam Gollance

Geri Gomes

Devjn Grady

Maire Griffin

Matthew Grillo

Anthony Gulieri

Marilou Halvorsen

Leanne Harwood

Omari Head\*

Lara Hernandez

Eileen Herzog

Haleigh Hildebrand

Kathleen Hollis

Matthew Hostetler

Rachel Humphrey

Nike Irvin

Eric Jacobs

Michael Jacobson

Ashli Johnson

Cartarwa (CJ) Jones

Jeanelle Johnson

Kristen Johnson

Margie Jones

Will Jones

Teja Jonnalagadda

Peter Kanneth

Kevin Keefer

David Kelsheimer

Nelson Knight

Joey Kotick

Stan Kozlowski

Dayna Kully

Kenneth Lakra

Kayla Lamar

John Lancaster

Kent Landers

Justin Leon

Jake LeVan

Bree Lewis

Glenda "Liz" Rivera Perez

The Lodging Conference

Lisa Lombardo

Carl Long

Katherine Lugar

Emily Lustig

Colin Macdonald

Michelle Majewski

Gianna Maldone

Adam Mali

Sarita Mallinger

Adam Martinez

Shawn McAteer

Glenn McFarland

James McKinney

Jordan Meaker

Monica Melancon

Simon Mendy

Rob Michaud

Joshua Miller

Lindsay Miller

Kevin Milota

Mark Morrison

Lynn Mucciano

Alexander Murphy

John Murphy

John Murray

Caitlin Ng

Fab Notter

Jaime Novikoff

Jennifer Nycz-Conner

Steven Okuley

Andee Oleno-Thomas

Charles Olson

Lee Palaschak

Jagruti Panwala

Brian Parker

Arti Patel

Vinay Patel

KT Patel

|                 |                    |                  |                |
|-----------------|--------------------|------------------|----------------|
| Lina Patel      | Mark Rintamaki     | Mike Stengel     | Vieira Valones |
| Preyas Patel    | Darice Rose        | Kathryn Stone    | Brian Venable  |
| Pinal Patel     | Michelle Russo     | Scott Strickland | Tara Waldier   |
| Kiersten Pearce | Azim Saju          | Bob Sullivan     | Dustin Warr    |
| Kirk Pederson   | Luis- Rene Sanchez | Raina Taillon    | Kurt Weber     |
| Walter Pelaez   | Richard Schaeffer  | Abby Telusma     | Adrienne Weil  |
| Thomas Penny    | Marco Scherer      | Eric Terry       | Mike Wilbert   |
| Ben Pierson     | Sally Schiff       | James Theodore   | Mark Williams  |
| Jamie Pomeroy   | David Schloss      | Ralph Thiergart  | George Winker  |
| Ralph Posner    | Pete Sears         | Dan Thorman      | Jordan Wood    |
| Michael Powers  | Karina Sedigh      | Brent Tinter     | Riley Wood     |
| Jason Rabidoux  | Luis Segredo       | Jeremy Tobin     | Adam Wudel     |
| Robert Rain     | Atish Shah *       | Peggy Trott      | Tom Xavier     |
| Uday Ram        | Jay Shah           | Kristin Tschantz | Stuart Youngs  |
| Matthew Rash    | Chirag Shah        | Michelle Tuffin  | Michael Yousif |
| Josh Reichert   | Sasha Somuah       | Kimberly Twiggs  | Eddie Yu       |
| Nicole Remedios | Cameron Sperance   | Liz Uber         | Jessica Zielke |
| Peter Ricci     | Brad Stelzer       |                  |                |

The list is reflective of gifts/commitments received in 2025 and does not reflect commitments made for 2026. Donors to the NRFT Survivor Fund are denoted with an asterisk. AHLA Premier Partner contributions are indicated with a P.





[ahlafoundation.org](http://ahlafoundation.org)