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FOR IMMEDIATE RELEASE

Colorado Hotel & Lodging Association
About the Association

2008: Denver, Colo. ... The Colorado Hotel and Lodging Association (CH&LA) has more than 540 members representing more than 40,000 guestrooms throughout the state of Colorado, from Denver to Durango and Colorado Springs to Ft. Collins, including the world-famous ski areas of Aspen-Snowmass, Breckenridge, Copper Mountain, Keystone, Vail, Winter Park, Steamboat Springs and Telluride.

The CH&LA's member properties include romantic bed and breakfast inns, luxury hotels, affordable motels, Colorado ski resorts, Rocky Mountain cabins, rustic guest ranches, relaxing spas, weekend getaway timeshares, and condominium and vacation rental services, ranging in size from three to 1,600 rooms.

The CH&LA offers a leading searchable database of travel accommodations and vacation lodging in Colorado, from the Plains to the Front Range, from the Rocky Mountains to the Western Slope.

The Colorado Vacation Planner is offered through the CH&LA to assist you in planning your entire vacation to Colorado! Just visit the Colorado Hotel and Lodging Association's website at www.coloradolodging.com to receive the most recent edition of the Colorado Vacation Planner. Colorado is a place for all seasons, a place for adventure, business and recreation. Visit and enjoy Colorado, where friends are made and memories last a lifetime!

The origins of the CH&LA are traced back to a meeting held in November of 1938. There, a Denver hotel manager, a Denver hotel owner and a Denver lawyer formed the Denver City Hotel Association (DCHA). Eventually, the DCHA evolved into the Colorado Hotel Association (CHA), but the organization's focus on tackling legislative issues that affected hotels did not change. In 1962, the CHA expanded to include motels, thus becoming the Colorado Hotel and Motel Association (CHMA). In 1966, Colorado merged with Wyoming to form the Colorado-Wyoming Hotel and Motel

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Association, but in 1990 split to become the Colorado Hotel and Motel Association. In 1992, the name change to Colorado Hotel and Lodging Association (CH&LA) was official, which is how it remains to date. Despite the changes in members and names of the CH&LA through the years, the goals to promote business relations among hotels, to encourage conventions and tourist travel and to promote legislation to stabilize and encourage hotel business have remained the same from 1938 to 2005.

For more information on CH&LA, visit www.coloradolodging.com.

All press releases and media materials, including high-resolution photography in a downloadable format, are available via www.kruzic.com.

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