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FOR IMMEDIATE RELEASE

Colorado Lodging Industry: Measuring the "Quiet Good"

In 2005, the Colorado lodging industry donated in excess of \$20 Million

May 8, 2007, Denver, Colo., ... The American Hotel & Lodging Educational Fund (AH&LAEF), the not-for-profit affiliate of the American Hotel & Lodging Association (AH&LA) has released a new survey, *The Quiet Good: Measuring Corporate Social Responsibility within the Lodging Industry*. Commissioned by AH&LAEF and the board of the International Society of Hotel Association Executives (ISHAE), the study measures the contributions made to the community by lodging properties, lodging corporations and lodging industry-related foundations throughout the U.S. A total of 468 properties and corporations responded to the survey and 54 of the 70 industry-related foundations were analyzed. **For 2005, Colorado's total value of contributions at the property level was \$20,191,535.98.**

"The generosity of Colorado's lodging industry never ceases to amaze me," said Ilene Kamsler, Colorado Hotel & Lodging Association executive director. "This study quantifies what I have always known ... that our members are great assets to their communities"

A breakdown of donations made by the Colorado lodging industry in 2005 follows:

<u>Type of Donation:</u>	<u>Value:</u>
Number of donated room nights	61,491
Value of donated room nights	\$8,597,333.91
Value of restaurant contributions	\$2,125,744.72
Value of meeting space and a/v equipment, assistance	\$1,786,325.00
Value of donated employee wages	\$1,152,452.11
Value of donated goods	\$1,558,746.19
Value of cash contributions	\$2,883,411.91

Value of charitable contributions collected from customers on property	\$683,342.15
All other contributions	\$1,404,179.99
<i>Total value of contributions:</i>	<u>\$20,191,535.98</u>

Nationally, in 2005, the total value of contributions at the property level was \$815.2 million, which equates to .06 percent of annual sales or 3.6 percent of gross profits. Additionally, conservative number of reporting corporations claimed a total value of \$8.6 million, as well as an estimated lodging-related foundation contribution of \$53.2 million, bringing the grand total to \$877 million.

The study, conducted by the Virginia Tech Department of Hospitality and Tourism Management, aimed to measure quantitatively the value of community charitable and volunteer contributions of lodging properties at both the national and individual state levels; of lodging corporations at a national level; of lodging-related foundations at the national level; and to gain preliminary insight into the specific motivations to perform these types of service to the community, as well as the level of institutionalized policy currently established among hotels of all sizes and types throughout the U.S.

Among the many major findings, the survey revealed the following at the property level:

- Ninety-eight percent of responding properties reported making contributions of sleeping rooms, cash donations, restaurant gift certificate; etc. to various individuals or organizations within their community.
- Sixty-eight percent of responding properties reported they track contributions to their community
- Thirty-one percent of responding properties reported having written policies in place that direct the contributions of their hotel property.
- Nearly half (46 percent) of those who responded stated they contributed considerably more (15.2 percent) or somewhat more (31.4 percent) as a direct result of the unusually severe 2005 hurricane season in the U.S.

The complete report is available for download at www.ahla.com.

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The Colorado Hotel & Lodging Association has more than 470 members representing more than 40,000 guestrooms throughout the state of Colorado.

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 Colorado Hotel & Lodging Association offers visitors the leading searchable database of travel accommodations and vacation lodging in Colorado, from the plains to the Front Range and from the Rocky Mountains to the Western Slope.

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.