



Updated March 2011

Dear Owner or General Manager,

There is no better year to become a member of the Lodging Association of the Florida Keys and Key West.

Who We Are

The mission statement of the Lodging Association is to fairly and consistently promote a professional and united voice to further the beliefs and values of the Lodging Association of the Florida Keys and Key West for the betterment of the community.

What We Do

Lodging is the single largest industry in the Keys and as such needs representation that protects our interests in every arena. This takes many forms, and includes everything from monitoring ordinances and laws that will affect our industry (currently that includes careful monitoring of any proposed bed tax legislation) to advocating events that will sustain our tourist economy. Currently we are working keys wide on redevelopment ordinances that maximize smaller properties' (fewer than 200 rooms) abilities to redevelop or upgrade their properties with minimal loss of units. We work with the city and county regarding events and tourism interests to represent the voice of our industry. While many residents and politicians see our lodging facilities as an amenity that their guests or tourists enjoy or as a place to hold a meeting or event – the reality is that lodging is one the biggest sustaining factors of our local economy. It is our mission to maintain a strong public voice for lodging interests; the more rooms we represent, the stronger that voice.

What We Offer You

General Membership Meetings: While we do hold a few mixers a year for networking and fun, most of our meetings are luncheons featuring a speaker or program of interest to the industry, including marketing and development, educational opportunities, candidate forums and insight from industry leaders.

Insights: Our weekly e-newsletter includes industry articles, district specific and generic marketing opportunities, Association and community events and local and national issues affecting you.

Board Meetings: Open to every lodging member, you can voice your opinion to our Board of Directors and help define industry positions on public issues.

Seminars & Training Programs: For both you and your staff. Our periodic seminars and training programs address issues that affect our industry and region, including an annual hurricane conference just prior to storm season. Our programs assist owners, general managers, and senior staff to better understand our markets, public policies, new technologies, products and services. Additionally, we have been working with The Florida Keys Community College in their quest to offer a comprehensive two year Hospitality Curriculum that will provide essential training for new employees as well as continuing education for our current employees to help them achieve continued advancement in the hospitality industry.

Website: Your property listing by region with contact information appears on www.keyslodging.org as a member benefit. A link to your site is also available for an additional charge

Scholarship Program: Every year, we offer a \$4,000 four-year scholarship to one graduating senior in the Keys who wishes to pursue a hospitality degree in the hope that they will return to the Keys with their expertise.

Trade Show: It's difficult to take your purchasing staff to the mainland to attend large trade shows. Every November, we invite vendors from around the state to showcase their products and services to our market.

Rack Brochure Distribution Program: You may host a rack in your lobby for the convenience of your guests at no charge. Forty-five area attractions, stores and services pay the Association for distribution of their rack cards at 25 Key West locations.

Awards Banquet: Each year we set aside a special evening to honor the most dedicated and innovative professionals in our industry.

Join Now

2011 will present many challenges to our industry and to the community as a whole. This is precisely the time to ensure your interests are well represented before public boards and commissions and in public forums. A unified voice is the best way to sustain the Florida Keys and Key West as a premier vacation destination. Please contact our office at 305-296-4959, or email executiveoffice@keyslodging.org if you have any questions or require more information.

Become a member of the Lodging Association today, and make sure the voice of the lodging industry continues to be heard.

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