



Allied membership is open to organizations that partner with or supply a specific product/service to the lodging industry, represent all facets of Philadelphia's hospitality and tourism industries, including restaurants, full- and select-service hotels, attractions, destination-marketing organizations, educational and other institutions, students, and vendors/purveyors/suppliers to the industry.

No matter your membership category, when you join you gain access to exclusive member programs, resources, reports, networking, and more.

## Legislation and Advocacy

- GPHA keeps abreast of legislation and regulations that affect your business, employee benefits and sick leave, hospitality and tourism. Information on discussion of common union issues/problems

## Information

- Quarterly conference calls to ensure that new members have the opportunity to attend regardless of when they joined. The benefit of doing it in a conference call is that we are bringing our new members together, getting them to actively engage with our organization, and giving them an opportunity to ask questions – all crucial for onboarding success.
- Access to available information about new hotel development, policy decisions, and business trends, new products, and state-of-the-art technical advances in the industry
- Access to Online Job Bank – both job postings and job openings
- Electronic Member Updates keep you informed about events, government affairs and advocacy, hotel performance, community service spotlight, awards and accolades and other issues of importance to GPHA community.

## Advertisement and Marketing Opportunities

- Increase your visibility through GPHA's advertising opportunities and place an ad in the GPHA Member Update, website banner ads, and monthly event/educational banner ads that will be sent to nearly 2,500 readers. Contact Arianna at [abender@gha.us](mailto:abender@gha.us) to book your ad.
- Official use of the GPHA logo on your website, stationery, marketing materials and social media.
- Follow GPHA on Facebook (Greater Philadelphia Hotel Association or @PhillyHotelAssoc), Twitter (@GPHA\_Philly) and Instagram (@GreaterPhiladelphiaHotel). And, don't forget to send [abender@gha.us](mailto:abender@gha.us) any news, events, special offers you would like us to share on our social media.
- Message us on Instagram to share your flyers and upcoming events on our story
- Build your database by obtaining hard copy of labels for members for letter of introduction, invitations or discount offers. You can also request the information in an excel document.
- Opportunity to include a flyer/brochure in one (1) monthly member meeting
- Opportunity to display flyer/brochure at GPHA meetings/ events, when possible

## Networking

- GPHA holds nearly 15 events annually for you to expand your knowledge, connect with your peers, protect your industry and give back to the community.
- Network with fellow members at our business-building, educational and social events throughout the year. Generate new ideas for success while meeting industry colleagues.
- Discuss common issues and develop relationships with hotel managers and vendors

- Host or sponsor a member networking event

#### Member Online Directory Guide

- All members receive a free listing on the Online Members' Directory, which includes a link to your company's website, description of your company products or services, and who to contact for more information. GPHA encourages its restaurant, lodging, and tourism members to refer to the Online Members' Guide when purchasing products and services for their businesses

#### Education

- Strengthen your knowledge and skills by attending educational seminars on a variety of topics of interest to the hotel community
- Conduct an educational seminar / lunch and learn to communicate information, increase visibility, and meet members.
- GPHA Michael M. Boyle Scholarship tuition for member employees and families in high school and college that are pursuing a career in the hospitality industry (applications online).
- Graduate Education Partnership with Temple University - employees of hotels that are member of the Greater Philadelphia Hotel Association (GPHA) will be given the opportunity to advance their skill set with a guaranteed \$4,000 scholarship and application fee waiver through Temple University's School of Sport, Tourism and Hospitality Management (STHM).

#### Events

- Fun and educational interactive events such as Power Meetings and Business Opportunity, Annual Golf Outing, Annual Stars of the Industry Awards Gala, Softball League, team-building events and more allow you to network with GPHA members and enjoy your colleagues in a festive and educational atmosphere.
- Sponsoring our events will give you the chance to get your name out to our members to show that you are active in the community

#### Committees

- With more than 10 committees, including Safety & Security, Allied Member, Community Involvement, Golf Outing, Education, Events and more, there is a way for every member to get involved with GPHA!

#### **About GPHA:**

[www.gpha.us](http://www.gpha.us)

GPHA was established in 1988, and today represents 90 member hotels and 130 allied members located in Philadelphia, Bucks, Chester, Delaware and Montgomery counties; Camden county in New Jersey. Our hotel members range in size from 19 rooms to over 1,400 rooms. GPHA recognizes the importance of promoting relationships between GPHA members and business partners providing services to the hospitality industry.

As a member of the GPHA, you are immediately recognized as part of the Greater Philadelphia region's most important industry. Your involvement in the programs and committees of GPHA offer an opportunity to serve this vital part of the community's economy. Membership provides a host of opportunities for businesses to interact and share ideas with GPHA members.

For more information, contact:

Greater Philadelphia Hotel Association – Membership Department

215.557.1900 / [abender@gpha.us](mailto:abender@gpha.us)