

# NEWS RELEASE

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## **CALIFORNIA HOTEL & LODGING ASSOCIATION FORMS PARTNERSHIP WITH THE CALIFORNIA ASSOCIATION OF BED & BREAKFAST INNS**

**SACRAMENTO, CA** – The California Hotel & Lodging Association (CH&LA) and the California Association of Bed & Breakfast Inns (CABBI) today announced that the two organizations have entered into a partnership to provide their respective members with greater access to legislative, marketing, educational and professional development benefits specific to the lodging industry. This newly formed relationship will strengthen the voice of California's lodging industry across all market sectors, while providing property owners with the tools to operate a successful lodging business in California.

"This is a great step toward unifying the California lodging industry," said CH&LA Chairperson Tony Bruno, vice president of Disneyland Resort Hotels & Downtown Disney. "This partnership gives the industry a stronger voice at the capitol and integrates CABBI into the largest lodging association in California."

"This partnership is another positive sign for the California tourism industry and only strengthens our collective voice," stated Caroline Beteta, executive director of the California Travel & Tourism Commission. "Congratulations to CH&LA and CABBI on a giant step toward unifying the tourism industry."

This strategic partnership will allow CH&LA to concentrate on critical legislative, economic and educational issues pertinent to the California lodging industry, while CABBI focuses intently on developing and implementing targeted marketing opportunities for California bed and breakfast inns. A CABBI Council, largely

comprised of the CABBI Board of Directors, has been created within CH&LA to direct CABBI programs and services. CABBI members will receive CH&LA and AH&LA member benefits, in addition to CABBI's current programs and services.

“We are pleased to partner with the most influential state lodging association anywhere,” said CABBI Board of Directors President Stephen Willey. “CH&LA will significantly broaden program resources available to CABBI members. In turn, CH&LA members who own B&Bs will benefit from CABBI's niche industry expertise. We are looking forward to a long and successful relationship.”

#### **About CH&LA**

The California Hotel & Lodging Association (CH&LA) is the largest state lodging industry association in the nation and a Partner State Association of the American Hotel & Lodging Association. Its 1,900 members, which comprise approximately 175,000 guest rooms, include all segments of the lodging industry. CH&LA is the leading resource for communicating and protecting the rights and interests of the California lodging industry. CH&LA was established in 1893. CH&LA is on the web at [www.calodging.com](http://www.calodging.com).

#### **About CABBI**

The California Association of Bed & Breakfast Inns is California's largest association of professional innkeepers and certified bed and breakfast inns. CABBI is a marketing-driven organization designed to create awareness among consumers of individual CABBI members and the benefits of choosing a CABBI-certified inn for overnight accommodations in California. CABBI was established in 1991. CABBI is on the web at [www.cabbi.com](http://www.cabbi.com).

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