

NEWS RELEASE

Contact: Jim Abrams
(916) 444-5780
jabrams@chlaonline.com

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CALIFORNIA HOTEL & LODGING ASSOCIATION LAUNCHES NEW WEB SITE *Ease of Use & Member Section are Priorities on www.calodging.com*

SACRAMENTO – The California Hotel & Lodging Association (CH&LA) has just completed a major overhaul of its web site, www.calodging.com. The revamped site is easier to use and includes a comprehensive member section, and was created out of the overall desire to better serve the lodging industry and members of the California Hotel & Lodging Association.

“We really wanted to build our site with members and the industry in mind and showcase our strength as the largest and most influential state lodging association in the nation,” said James O. Abrams, President & CEO of CH&LA. “By starting with a clean slate, we were able to more efficiently demonstrate CH&LA’s breadth of products and services, along with the ability to communicate our mission and purpose, and provide resources in a more intuitive and member-friendly approach.”

On November 1, the site went live, the result of more than nine months of research, planning, development, and testing. The site redesign was led collaboratively by the CH&LA Membership Committee and the internal staff of CH&LA. Together, they looked at www.calodging.com from the perspective of the people who use the site – members and industry professionals. CRdeZign, a web development firm based in

Sacramento, was hired to develop the site in an attractive and easy-to-use format, complete with e-commerce capabilities and member database applications.

“The new site emphasizes our partnership with CH&LA’s national affiliate, the American Hotel & Lodging Association,” said Cindy Power, CH&LA’s Chair and General Manager of the DoubleTree Hotel, Modesto. “By building on the branding of AH&LA, we were able to provide a cohesive web presence to the benefit of our members, capitalizing on the power of our national association.”

The new site includes e-commerce capabilities for events and publications provided exclusively by CH&LA, in addition to state-of-art database applications listing both allied and property members. Enhanced features of the site include a Career Center that is provided by Hotel Career Solutions and a legislative and governmental affairs component provided by Capital Advantage, both leaders in their respective fields. A multi-media application was incorporated to stream the award winning *We Welcome Service Animals*[™] program as well.

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The California Hotel & Lodging Association (CH&LA) is the largest state lodging industry trade association in the country. Its 1,600 member properties, which comprise close to 200,000 guest rooms, consist of hotels, motels, bed and breakfast inns, guest ranches, resorts, spas, condominium rentals, timeshares, and vacation home rentals located throughout California. CH&LA’s mission is to be the indispensable resource for communicating and protecting the rights and interests of the California lodging industry, for providing educational training and value programs for all segments of the industry, and for supporting strategic

alliances to promote the value of California tourism and travel. Sacramento-based CH&LA has been representing California's lodging industry for more than a century. CH&LA is on the web at www.calodging.com.