



Group Listing Partner Benefits

The Texas Hotel & Lodging Association is a nonprofit trade association serving every aspect of the lodging industry in Texas. THLA is the statewide expert on legislation, regulations, and resources that promote a strong, vibrant, and growing lodging and tourism industry in Texas.



Marketing

All THLA partner lodging properties are listed on three leading tourism websites for promoting travel and lodging in Texas. These sites provide tremendous exposure through advertising and marketing for hotels.

www.traveltexas.com – The State’s Travel & Tourism website. The state will spend over \$140 million biannually marketing the TravelTexas website. Lodging properties are listed on the TravelTexas.com website through partnership with THLA.

www.tourtexas.com – TourTexas.com is the #1 independent Texas travel website for travelers looking for inspiration and information to plan their trip and within Texas. All THLA partner lodging properties are listed on the booking widget of this site.

www.texaslodging.com – THLA’s website showcases all of our partner lodging properties. In addition, the website provides hotels with invaluable innkeeper information and unlimited access to all of our online resources.



Legal Support

THLA partnership provides you 24/7 complimentary access to our in-house legal staff who deliver expert advice on day-to-day legal and operational issues.



Statutory Expertise

THLA has an unparalleled expertise on all of the laws that affect CVBs, hotels and Tourism Public Improvement Districts.



Education

THLA partner lodging properties have exclusive access to tools and training through our online resources, and our award-winning Short Course. In addition, our partners receive latest industry news and events through our monthly newsletter.

Group Listing Partner Testimonial

In Laredo we truly appreciate our longstanding relationship with the Texas Hotel & Lodging Association. They are a valued resource for our local tourism industry, not only as a trusted source of information, but for their willingness to provide education on different related topics to the community. We are so grateful for our partnership with THLA and will continue to support their efforts for years to come.”

-Aileen Ramos
Director, Visit Laredo

Our group listing partnership with THLA is a benefit that provides phenomenal value for promoting tourism and lodging in Georgetown. Our hoteliers are grateful that we invest in their business’s exposure on high profile tourism websites. Plus, free legal advice from THLA. Every question gets an immediate answer.

-Cari Miller
Tourism Manager, Georgetown CVB

Texas Hotel & Lodging Association

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Promoting and Serving the Texas Lodging and Tourism Industry Since 1903.