

HEADS 'N BEDS



A Publication of the Missouri Hotel & Lodging Association

January 2018



PRESIDENT'S MESSAGE

Trey Propes
Director of Operations
Ehrhardt Hotels

Dear MHLA Members and Prospective Members,

I wanted to start off my term as MHLA President by thanking each and every one of you for your commitment to the MH&LA. All of us on the board realize that without each and every member we would not be able to do the work we do as YOUR Voice, the Voice of Missouri's Hospitality Industry. I also wanted to thank outgoing President, Greg Walker, for all that he did to lead MHLA over the past couple of years. During his administration MHLA successfully fought to stop the unfair Minimum Wage Increase proposed last year as well as holding off Expedia, AirBnb and the other members of the "Home Sharing" community from passing legislation that would have unfairly impacted hotels, statewide. So "Thank You, Greg, Jorgen, Sandy and the other members of the MHLA Board for fighting for our rights as hoteliers.

Moving forward, I have some short term goals for myself and the association as well. As for myself I think that communication is a key to the MH&LA's continued success. To that end I want to attend a meeting of each of our member City Associations within the first 6 months that I am in office. Our Executive Director, Sandy Boeckman, will reach out to each City Association soon to get them scheduled.

My short term goals for our MH&LA include passage of fair legislation that regulates the "Home Sharing" market, whether it is a room or an entire facility. In my opinion this legislation should cover payment of ANY and ALL state and local taxes that hotels pay... those same taxes should apply to all lodging facilities no matter the size. The legislation should also protect the patrons of these establishments. In this climate where our Attorney General and Legislature are focused on cracking down on illegal sex trafficking let's not forget that these "Home Sharing" facilities offer the perfect environment for these acts to occur. A person rents over the internet, receives a code or location for a key, uses that code to gain entry into the facility and carry out whatever illegal activities they wish such as

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Missouri Hotel and Lodging Association exists to serve and unite representatives of the lodging and tourism industry in Missouri for the promotion and protection of our common interest.

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Missouri State Capitol

The Missouri Hotel & Lodging Association exists to serve and unite representatives of the lodging industry in Missouri for the promotion and protection of their common interest. S. MHLA's mission is to establish member properties as the preferred lodging properties of choice in Missouri through enhanced marketing efforts and the highest standards of professionalism.

FROM THE CAPITOL

Jorgen Schlemeier, Governmental Consultant

PROPOSED LEGISLATION FOR HOME SHARING PLATFORMS

Chapter A. Chapter 67, RSMo. is amended by adding thereto one new section to be known as Section 67.5110 to read as follows:

"67.5110. 1. As used in this section, the following terms mean:

- 1) "Facilitation platform", any online or other intermediary, but not including a property manager, that facilitates or markets on behalf of an owner short term rental of any residential dwelling and collects purchase payments;
- 2) "Guest room", the same meaning as that term is defined under section 315.005;
- 3) "Lodging establishment", the same meaning as that term is defined under section 315.005;
- 4) "Marketing platform", any online or other intermediary, but not including a property manager, that facilitates or markets for rent on behalf of an owner short term rental of any residential dwelling but does not collect any purchase payment;
- 5) "Owner", a person who owns a residential dwelling that is available for short term rental to transient guests;
- 6) "Political subdivision", any county, city, town, village, township, fire district, sewer district, or water district;
- 7) "Purchase payment", the amount paid by or on behalf of a transient guest for short term rental of a residential dwelling without the taxes included;
- 8) "Property manager", an individual or entity designated or engaged by an owner to manage a residential dwelling who is physically present at the residential dwelling as required to perform its management duties;
- 9) "Reasonable regulation", any ordinance or law that does not expressly prohibit or have the actual effect of prohibiting short term rentals throughout an entire political subdivision;
- 10) "Residential dwelling", any building, structure, or part of a building or structure that is used and occupied for human habitation or intended to be so used, including any real property and appurtenances belonging to it or enjoyed with it;
- 11) "Short term rental", a rental of a residential dwelling or any part thereof to transient guests. This definition shall not include a time-share unit, as defined under section 407.600;

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12) "Transient guest", any person who rents and occupies all or any portion of a residential dwelling for no more than thirty-one consecutive days during a calendar quarter.

2. A political subdivision shall not enforce an ordinance or law enacted after January 1, 2018, that is not a reasonable regulation.

3. The provisions of paragraph 2 of this section shall not prohibit a political subdivision from applying and enforcing any ordinance or law in effect prior to January 1, 2018.

4. Nothing in this section limits the authority of a political subdivision to enact or enforce an ordinance or law that imposes reasonable regulation on an owner of a residential dwelling available for short term rental.

5. A transient guest shall pay, in accordance with the provisions of Section 67.511.6 below, any applicable taxes that are imposed on a transient guest occupying any guest room or sleeping room for a short term rental whether imposed by the state or any other political subdivision or taxing authority in which the residential dwelling is located and whether the tax imposed be a sales tax, hotel and motel tax, occupancy tax, transient guest tax, lodging tax, tourism tax, or otherwise; including but not limited to taxes imposed pursuant to Chapter 67; Chapter 92 or Chapter 144.

6. Any applicable state and local taxes imposed on a transient guest pursuant to the provisions of Section 67.511.5 above shall be collected and remitted on behalf of any transient guest as follows:

i. subject to (ii) below, if: (A) the owner receives the purchase payment directly or through a property manager owner shall collect and remit all applicable taxes; or (B) if a facilitation platform fails to collect and remit taxes in violation of this Section 67.511.6, owner shall not be relieved of its obligations under this Section and shall collect

and remit all applicable taxes;

ii. if a facilitation platform receives the purchase payment on behalf of an owner from any transient guest, the facilitation platform shall collect and remit all applicable taxes imposed on a transient guest for a short term rental in accordance with the provisions of Sections 32.096 to 32.110, Sections 136.101 to 136.380, and Sections 144.010 to 144.525.

7. A facilitation platform shall comply with the requirements of Section 67.511.6 by entering into a voluntary agreement with the Missouri Department of Revenue and any political subdivision or taxing authority to collect and remit applicable taxes, whether the tax imposed be a sales tax, hotel and motel tax, occupancy tax, tourism tax, or otherwise, and shall be deemed to be in compliance with this section for as long as that agreement is in force. A facilitation platform that is collecting and remitting applicable taxes shall report the taxes and remit the aggregate total amounts to each taxing authority, along with such information as may be necessary to verify the amount of tax due from each owner. A property manager that collects and remits, on behalf of an owner, taxes imposed on a transient guest pursuant to this section shall not be considered a facilitation platform.

8. When an owner uses a marketing platform, such platform shall either collect and remit on behalf of the owner any applicable taxes as if it were a facilitation platform or such marketing platform shall, prior to listing an owner's residential dwelling for short term rental on their platform, verify that an owner has obtained: (i) a certificate of no tax due from the Missouri Department of Revenue; (ii) a valid and current license as required under Section 315.011; (iii) a retail sales tax license; and (iv) acknowledgment from the owner of its obligation to collect and remit all applicable taxes in accordance with this Section. The marketing platform shall disclose to the transient guest the obligation to pay any applicable state and local taxes to the owner for

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FROM THE CAPITOL

Jorgen Schlemeier, Governmental Consultant

purposes of remitting to the taxing authority and the owner or property manager shall collect and remit any applicable state and local taxes imposed on the transient guest pursuant to this section. A facilitation platform or marketing platform shall not be required to obtain a copy of a valid current license required under Section 315.011 if owner provides a valid exemption letter or some other similar document issued by the Department of Health and Senior Services stating that owner is exempt from the requirement to obtain a license under 315.011 by virtue of Section 67.5110.11.

9. Prior to initially facilitating or listing a short term rental and no less often than annually thereafter, facilitation platforms and marketing platforms shall require as a term of providing any service to an owner, that the owner agrees to abide by all state and local requirements applicable to short term rentals, and submit documentation verifying their compliance with all applicable taxing statutes; state and local licensing requirements and the provisions of this Section and Section 315.005 *et seq.*, which shall include but not be limited to submission of a valid license to operate as required pursuant to Section 315.011 and Section 67.5110.11.

10. A facilitation platform or a marketing platform shall maintain records of any short term rentals and records required by this Section for three years from the date of rental for the purpose of audits requested by any taxing authority or other state agency. Facilitation platforms and marketing platforms shall, as condition to offering short term rental of any residential dwelling in this state, submit to the Department of Revenue annual reports setting forth the number of sleeping rooms offered for short term rental in any residential dwelling and the number of nights per calendar year each residential dwelling was occupied by a transient guest.

11. An owner offering short term rental for more than thirty days per calendar year shall comply with all laws imposed on lodging establishments pursuant to Section 315.005 *et seq.*

12. Any facilitation platform or marketing platform that fails to comply with any provisions applicable to it under this Section 67.5110 shall be required to immediately cease listing or facilitating for short term rental any residential dwelling located in this State.

PRESIDENT'S MESSAGE CONTINUED

creating a Meth Lab, illegal sex trafficking.... you name it. Then they leave whenever their "reservation" is up ... Never having seen any authority figure or responsible party. Even though this is through no fault of the home owner it is still reality. That is why other lodging establishments have staff on hand 24/7, to protect the lives of our guests and the property of all involved. As for my other short term goal for our MH&LA, its simple, we need to grow our membership and improve our funding. That way the next time unfair legislation is proposed and hotels are targeted or being taken advantage of we have the resources in place to represent those members affected with the best possible assistance they could ever receive.

I hope you will all join me in seeing that YOUR Missouri Hotel and Lodging Association is set up to represent all of us for success in the future.

Sincerely,

Trey Propes

President

Missouri Hotel & Lodging Association

CERTIFIED GREEN LODGING PROGRAM



Become a Missouri Hotel and Lodging Association “Certified Green” Hotel and receive these benefits:

- MH&LA’s Certified Green Certificate to display at your property or a plaque with yearly applique for an additional cost.
- Knowing that your business is doing what it can to be more environmentally sustainable in your community.
- Allowing the MH&LA and its associates to let your guests know that you are committed to protecting the environment.
- Listed on the MH&LA website under Certified Green Hotels.
- Approved use of our yearly logo on your website, printed material, email or digital documents and other media forms.
- Preferred status with companies looking for Corporate Responsibility and Green Hotels.

How the program works:

1. Complete the Certified Green Self-Certification Workbook by checking off all of the initiatives that your facility is currently undertaking. If you need assistance filling out the workbook, please call the Missouri Hotel and Lodging Association at 573-636-2107 or Sandra@lodgingmissouri.com. Also, please visit the MHLA’s webpage at www.lodgingmissouri.com and click on the Certified Green Logo for more information and resources.

(Please understand that it is not necessary to complete all of the items in the workbook to become a Certified Green Hotel; the workbook is a comprehensive list of the many different ways to generate points. Employing all of the initiatives in this workbook is unrealistic, so please use the ones that you have not yet implemented as recommendations.)

2. Calculate your estimated score by adding up all of the checked boxes.
3. Submit completed cover sheet and workbook to MHLA as instructed on the following page.
4. Your workbook will be reviewed and receive a final score by the Executive Director of MH&L. You need to include a check or Credit Card information to cover the following schedule of fees.

Initial Certification	\$150.00
Optional customized Certified Green Plaque	\$100.00
Yearly recertification (Includes yearly faceplate for Plaque)	\$100.00

(Listing on the MHLA website to confirm your hotels status and access to the Yearly digital logo for your hotel use.)

5. A Certified Green independent inspector may randomly select businesses for verification appointments throughout the year. These visits will be scheduled and not “unannounced”. Visits may require the independent inspector to spend the night to review management and staff activities. Participating businesses agree as part of the program to provide one night’s lodging in a standard non smoking room for this purpose at no cost to the inspector or MHLA. A Reservation confirmation number should be provided at the time the visit is scheduled. Inspectors will not visit the business more than once during a certification period, unless requested by the business or to certify a hotel that did not qualify on the first inspection.

6. Upon final scoring of the workbook, you will receive an official letter detailing your point total. If your business scores 100 points, your business qualifies for the certification of “Certified Green” from MH&LA. In addition, you will receive a certificate suitable for public display of your designation as a Certified Green Lodging Participant.

AIRBNB ANNOUNCES HISTORIC HOME SHARING TAX AGREEMENT WITH MISSOURI

Jefferson City, Missouri

Reprinted from News Tribune, Jefferson City

Today, Airbnb, the world's leading community driven hospitality company, announced a historic tax agreement with the Missouri Department of Revenue that will allow the company to collect and remit state taxes on behalf of its 6,300 Missouri hosts.

With the tax agreement in place, the state will be able to fully capitalize on more people visiting Missouri and staying longer through home sharing. Effective **February 1**, Airbnb will automatically collect and remit the state sales tax (about 4.2%) as well as a variety of local taxes on all Airbnb bookings in Missouri.

The tax agreement accounts for a broad array of taxes assessed by the State Department of Revenue, including state and many county and municipal taxes:

Missouri State Sales Tax: 4.225%

City Sales Tax: 0.25 - 1.375%

County Sales Tax: 0.25 - 0.5%

Additional County Sales Tax: 0.125% - 0.5%

Tourism Tax to Maintain Quality of Water: 0.25%

Promotional Tourism Tax: 0.5 - 5%

Local Sales Tax: 1%

Based on the state sales tax alone, if Airbnb bookings to Missouri were to replicate that of the last 12 months, it would mean **\$1.1 million in revenue to the state**.

"Home sharing is introducing a whole new world of travelers to the authenticity of Missouri while offering new economic opportunities for thousands of middle class Missourians," said Laura Spanjian, Midwest policy director for Airbnb. "We are so proud to have collaborated on this agreement, and we believe this can serve as a model for other states. We are dedicated to finalizing additional agreements to collect and remit taxes with Missouri municipalities."

While Airbnb has partnered with about 350 of local

governments throughout the U.S. to collect and remit taxes -- including neighboring states like Iowa, Kansas, Illinois, Kentucky and Arkansas -- this marks the company's first tax agreement within Missouri. This agreement with Missouri DOR covers taxes assessed by the state, meaning any cities or counties with their own separately assessed taxes will require their own agreements with Airbnb. Columbia -- with the support of Airbnb -- is currently moving towards amending its law to allow short-term rentals to be taxed. Additionally, Airbnb has also encouraged Kansas City to consider updating its law so as to allow for the taxation of short-term rentals.

The agreement comes at a time of dynamic home sharing growth within Missouri. Airbnb recently announced that its Missouri host community earned \$28.9 million in supplemental income in 2017 while welcoming 289,000 guest arrivals to the state.

Home sharing has impacted a wide spectrum of Missouri's communities. Airbnb hosts significantly expanded lodging capacity during the eclipse as hotels in cities like St. Louis along the path of totality completely sold out. Airbnb provided additional, affordable lodging options for college parents during university commencement weekends in cities like Columbia and Kansas City. However, home sharing growth has also helped open up Missouri's less traditionally touristy communities to the economic benefits of travel -- rural areas of Missouri saw some of the fastest Airbnb guest growth of any state in the nation.

And Missouri hotel revenue and prices continue to grow -- in parallel to Airbnb's growth. This suggests that Airbnb is opening up the state to a new slice of prospective tourists by catering to travelers less able to afford hotels, those who desire to stay in neighborhoods or cities that lack hotels, and families who prefer to be together under one roof.

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AIRBNB ANNOUNCES HISTORIC HOME SHARING TAX AGREEMENT WITH MISSOURI

Jefferson City, Missouri

Airbnb welcomes the opportunity to secure tax agreements with any additional Missouri municipalities who assess their taxes independently. Local governments should contact the company at taxagreements@airbnb.com to discuss further.

About Airbnb

Founded in 2008, Airbnb's mission is to create a world where people can belong when they travel by being connected to local cultures and having unique travel experiences. Its community marketplace provides access to millions of unique accommodations from apartments and villas to castles and treehouses in more than 65,000 cities and 191 countries. With Experiences, Airbnb offers unprecedented access to local communities and interests, while Places lets people discover the hidden gems of a city as recommended by the people that live there. Airbnb is people powered and the easiest way to earn a little extra income from extra space in a home or from sharing passions, interests and cities.

What follows is a city by city overview of the top 30 home sharing markets in Missouri from 2017:

City	Total 2017 Guest Arrivals	Total 2017 Host Income
St. Louis	88,500	\$9.14 million
Kansas City	75,240	\$7.7 million
Branson	23,950	\$2.24 million
Columbia	11,140	\$1.1 million
Springfield	8,140	\$749,000
Osage Beach	5,580	\$594,000
University City	4,900	\$415,000
Lake Ozark	4,450	\$565,000
Hermann	3,020	\$294,000
Grandview	2,030	\$160,000
Richmond Heights	1,880	\$190,000
Saint Charles	1,860	\$187,000
Hollister	1,730	\$191,000
Independence	1,600	\$108,000
Four Seasons	1,570	\$169,000
Reeds Spring	1,570	\$141,000
Kimberling City	1,490	\$142,000
Clayton	1,290	\$177,000
O'Fallon	1,190	\$117,000
Joplin	1,170	\$84,000
Cape Girardeau	1,160	\$90,000
Sunrise Beach	1,060	\$131,000
Jefferson City	1,050	\$111,000
Raytown	1,030	\$53,000
Camdenton	1,000	\$111,000
Maplewood	980	\$94,000
Kirkwood	850	\$109,000
Steelville	820	\$98,000
Saint Joseph	810	\$111,000
Hannibal	800	\$85,000

MYER HOTELS

Best Western Music Capital Inn Updates Identity

Guests will notice a new look at the Best Music Capital Inn with the unveiling of brand new signage, the result of a recent brand and logo refresh to demonstrate Best Western® Hotels & Resorts' commitment to the future of travel.

"We're excited about the updates not only to the signage on our property, but across the brand as well," said Gail Myer, VP of Operation for the Best Western Music Capital Inn. "We are investing heavily in our property to ensure we continue to be an asset to the community and guests."

New logoed signs are going up at all 2,100 Best Western properties across North America, and the brand's reimagined identity will be fully implemented by December 31, 2017. "We are embracing our future with a completely reimagined brand identity that clarifies our exceptional offerings and broadens our appeal with a contemporary, energetic and relevant look," said David Kong, President and Chief Executive Officer of Best Western Hotels & Resorts.

The new Best Western hotel logo brings a custom, proprietary and contemporary look to the brand. The hand drawn lettering is familiar and personable and pulls through the company's updated blue color. The centerpiece globe comes to life through the use of special effects such as gradient, highlighting and a 3-D treatment.

Dorothy Dowling, Senior Vice President of Marketing and Sales for Best Western says, "The new logos not only represent the force Best Western is today, but also help define the new voice of Best Western for the future."

The award-winning Best Western Music Capital Inn is located on Shepherd of the Hills Expressway across from the Shoji Tabuchi Theater. It is one of America's top ranked Best Western hotels on TripAdvisor. The hotel is a past recipient of three of Best Western's highest honors: the Chairman's Award, Director's Award and M.K. Guertin Award. The hotel is one of six Myer Hotel properties in Branson.

Branson Hotel Company Continues Food Drive Tradition to Help Community

Myer Hotels donated 810 pounds of food and grocery items and over \$380 in cash donations through a staff campaign to help benefit Christian Action Ministries. Over the last three years, the Myer Hotels team has donated over 2,400 pounds of food and grocery items.

The company looks forward to each November when a friendly competition among hotels is started to help benefit C.A.M.

Chris Myer, VP of Marketing for Myer Hotels says, "It is a blessing being able to help so many people in our community through the service of Christian Action Ministries. Our staff sees the significance of helping the community and it is a joy to be a part of helping this organization."

Michael Woody, Assistant General Manager at the Holiday Inn Express Green Mtn. Drive says, "It has been a pleasure to help lead this annual food drive for C.A.M. We have steadily increased the amount of food as well as cash donated each year. I get a tremendous

amount of satisfaction knowing we can help put food on the table for citizens going through unfortunate times. None of this would be possible without the generosity of our owners, team members and managers. Just seeing the delight on the people's faces during the drop off puts everything into perspective."

The staff at Myer Hotels find this time of year a special time to help give back to the community. Being able to help Christian Action Ministries is just a small way to help make this season brighter for those in need.

Christian Action Ministries has a food pantry that distributes hundreds of pounds of food and grocery products to hungry and needy people in our community. This distribution process is made possible by companies in the food and grocery industry, as well as, individuals and businesses who regularly donate surplus, distressed and damaged food and grocery items. Christian Action Ministries uses these donations to help Taney County families who need it most.

ADVERTISING RATES

Website Advertising

ALLIED SPOTLIGHT \$100.00

This ad will rotate and feature a different Allied Member on each rotation.

LOGO LINKS \$250.00/yearly

This will be a logo of your property that will link to your website and will appear on the Primary MHLA webpage.

SET UP CHARGES

Spot: Static - \$80.00 Animated - \$125.00

Logo Links: Static - \$50.00 Animated - \$75.00

Newsletter Advertising

FULL PAGE (7.5" X 10") \$400.00 single issue

HALF PAGE (7.5" X 5") \$200.00 single issue

QUARTER PAGE (3.75" X 5") \$100.00 single issue

Other

CONSTANT CONTACT BLAST..... \$50.00

Send us your information and we will blast it to the membership.

Contact Information

COMPANY _____

CONTACT _____

ADDRESS _____

PHONE _____ EMAIL _____

NUMBER OF ADS AND TYPE _____

Remember that you will reach a growing number of internet users when you place your ad on the MHLA website. These ads are designed to grab attention and help direct traffic to your website.

For more information or current availability call the MHLA office at 573-636-2107.

BOARD OF DIRECTORS

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CALENDAR OF EVENTS

February 21, 2018
Workshop & Board Meeting
Jefferson City

February 22, 2018
Capitol Days/Pancake Breakfast
Jefferson City

May 10, 2018
Board Meeting
MHLA Office, Jefferson City

August 6, 2018
Annual Meeting
Old Kinderhook, Camdenton

September 25-27
Governor's Conference on Tourism
St. Charles Convention Center
St. Charles, MO

MISSION STATEMENT

The Missouri Hotel & Lodging Association exists to serve and unite representatives of the lodging industry in Missouri for the promotion and protection of their common interests. MHLA's mission is to establish member properties as the preferred lodging properties of choice in Missouri through enhanced marketing efforts and the highest standards of professionalism.

NEWSLETTER

SUBMISSIONS

Send all newsletter submissions to sandra@lodgingmissouri.com