American Hotel & Lodging Association (AHLA)

New insights into member behaviors and engagement

Real-time reports and dashboards empower staff to be in tune with data

Smarter decision-making with powerful analytics and dashboards

The right partner for constant innovation: How Nimble AMS empowers organizations to evolve

The American Hotel & Lodging Association represents every segment of the hotel industry and serves 32,000 members from all over the world. Because AHLA represents members in the hospitality industry, the organization needs to fully understand member activity to offer the latest in resources and support.

AHLA staff struggled to maintain quality and consistency with its data and reporting. Because the organization's data wasn't logged into one powerful platform, there was a decrease in staff productivity, an increase in manual staff work, and inconsistent reporting processes.

The organization needed an intuitive solution with built-in reporting to more easily understand its member activity. By leveraging Nimble AMS, AHLA could simplify its ad hoc reporting processes, analyze member behavior, increase member engagement, and more.

Product Used

✳ **NimbleAMS**

"We are very fortunate to have Nimble AMS. We continue to grow our offerings in Nimble Communities and reach higher levels of member engagement."

Michael Blake, Chief Technology Officer at American Hotel & Lodging Association

Challenges

With AHLA's previous system, it was challenging for staff to locate member data. The old system couldn't track or log activity, resulting in employees spending too much time analyzing member data.

AHLA staff had to manually build reports, with no clear source of truth as data was divided across platforms. Because the AHLA team didn't have the proper technological resources to leverage reporting, the organization experienced an unproductive use of staff time.

Solution

AHLA needed a total system solution with user-friendly reporting and a 360° view of their members. The organization chose Nimble AMS to embrace advanced member management, utilize Artificial Intelligence, and leverage the platform's continuous innovation.

Because Nimble AMS offers advanced reporting, solutions to boost member engagement, and tools to enhance communications, AHLA could streamline its processes and reduce inconsistencies.

Results

Since AHLA began leveraging Nimble AMS, the organization has greatly reduced redundancies, simplified processes, and improved the staff and member experience.

With Nimble AMS, AHLA now has easier and more reliable access to its member data. The organization can simply review member activity, export as needed, and boost member engagement. Because Nimble AMS is cloud-based with continuous upgrades, AHLA routinely receives easy product upgrades, ensuring the organization is constantly innovating.

> "The best way for innovation is to pick the right partner. Nimble AMS has done that for us. The platform keeps getting better and better."
>
> **Michael Blake,** Chief Technology Officer, American Hotel & Lodging Association

About American Hotel & Lodging Association

The American Hotel & Lodging Association is the only national organization dedicated to serving the interests of hoteliers on the front line, behind the scenes, and on Capitol Hill. Members are empowered with exclusive bottom-line savings, educational resources, and networking opportunities with an expansive network of top-level industry professionals.

90	**32,000**	**3.2M**
Staff members	Members	Hotel Rooms

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