

We **EDUCATE** via Seminars Across A Range of Topics.

SEMINARS | EVENTS | WEBINARS

As in previous years, HANYC's team staged a number of presentations, seminars and events that spanned the gamut of operations, marketing and of course, labor relations. HANYC's exclusive partnership with Mastercard was showcased at the Annual General Meeting and at a private roundtable with both providing invaluable geo-specific marketing data for hotels. Similarly, HANYC's partnership with Expedia provided pointed insights into the NYC hotel market for members.

Other HANYC seminars and events included presentations by then Commissioner of DSNY and current NYPD Commissioner Jessica Tisch, NYPD Chief of Patrol John Chell, an SRO/Hotel Stabilization seminar, a talk by the Director of OSE on the new STR law's status, Human trafficking training and Sustainability Committee Webinars on renewable energy, among others.



In a city that serves as a global center for entertainment, media, finance and culture, the hospitality industry plays a pivotal role. HANYC continues to anticipate the growing needs of its member hotels within New York City's ever-changing economic and political climate.



Serving the Hotel Industry since 1878, the Hotel Association of New York City is the oldest hotel association in the US and one of the oldest professional trade associations in the nation. Today the Hotel Association of NYC is an internationally recognized leader in New York City's \$5 billion tourism industry, representing nearly 300 of the finest hotels with over 80,000 rooms and approximately 50,000 employees.

The HANYC Foundation seeks to advance issues of importance to hotels such as economic viability, sustainability and corporate and social responsibility through educational and crisis relief initiatives.

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WE **ARE** NYC'S HOTEL INDUSTRY!

ADVOCATE | FACILITATE | EDUCATE
Where Membership Has Its Benefits

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We **ADVOCATE** on Behalf of The Hotel Industry Across City And State Government.

LEGISLATIVE ADVOCACY EFFORTS

COALITION OF HOTELS TO FIGHT LOCAL LAW 104 OF 2024, HOTEL LICENSING BILL

HANYC President and CEO met with a majority of City Council Members to stop the original version of the bill, eventually resulting in "version C" that became law. These efforts included outreach to Majority Leader Amanda Farias who agreed to stay off the bill until the very end, when version the final version was adopted and signed off by HANYC.

Engaged a grass roots advocacy platform, CiviClick, for an online campaign that reached over 10,000 residents in the five boroughs.

Pro-actively reached out to and secured the support of major New York City organizations including the Partnership for New York City, REBNY, Grand Central Partnership and a leading hotel brokerage company.

It was HANYC's efforts that ultimately resulted in "version C" of the bill that reduced the number of categories of employees that constitute "core employees" and eliminated business-crippling provisions in earlier versions that would have prevented REITs and other owner groups from owning hotels in NYC. HANYC was exclusively responsible for negotiating an exemption for the core employee rule for hotels of 100 rooms or less.

COALITION TO FIGHT INT 1107

As a result of HANYC's efforts and a coordinated push with the hotel union as well as affordable housing coalitions, Local Law 18 of 2022 was passed. The law, which went into effect in September 2023, requires that all listings on STR platforms be registered with the City of New York. Local Law 18 protects both affordable housing and legal operators of STRs. Furthermore, HANYC worked with other stakeholders to ensure that State Multiple Dwelling Law provisions with respect to STRs are preserved.

In November 2024, City Council Speaker Adrienne Adams and bill sponsor CM Farah Louis introduced Int 1107, a bill that carves out one and two-family homes from key provisions of Local Law 18, enabling these units to be rented transiently without the owner or operator's presence. This will open up over 700K units to STR platforms, and likely will result in demands by renters in condos and other multi-family units for similar exemptions.

HANYC reached out to a housing coalition that would be the most affected by the potential loss of housing stock that would ensue as a consequence of the law opening these buildings to transient rentals.



NYPD Commissioner Jessica Tisch with HANYC President and CEO Vijay Dandapani

As the go-to source for New York's hotel industry, HANYC is its proactive voice on all matters pertaining to hospitality.

It advocates, educates, communicates and innovates to ensure the long term health and vitality of the industry.

VIJAY DANDAPANI, PRESIDENT & CEO



We **FACILITATE** Interaction With Decision And Policy Makers That Affect The Industry.

CAMPAIGN TO DELIVER TAX RELIEF FOR NYC HOTELS

HANYC continues to engage key members of the City Council and Adams Administration to build support for several policies that will provide New York City hotels with tax relief. Proposed policies to deliver relief include:

- Lowering the occupancy tax rate from 5.875% to 2%.
- Allowing any properties that challenged their prior assessed values and got them lowered, use that lower rate as the base for this tax year and keep that rate for the following year to further facilitate rebound. HANYC proposes to make this policy permanent.
- HANYC's efforts included working closely and in coordination with strategists on op-eds and quotes to help push this in the media.



HANYC Foundation presentation of donation to Citymeals on Wheels

LEGISLATION REGARDING HOSTELS

HANYC has lent its voice to advocates calling for hostels to be permitted in NYC, as that would benefit the hotel industry and is working towards hostels receiving their own classification in the city's building codes, which they never had before.

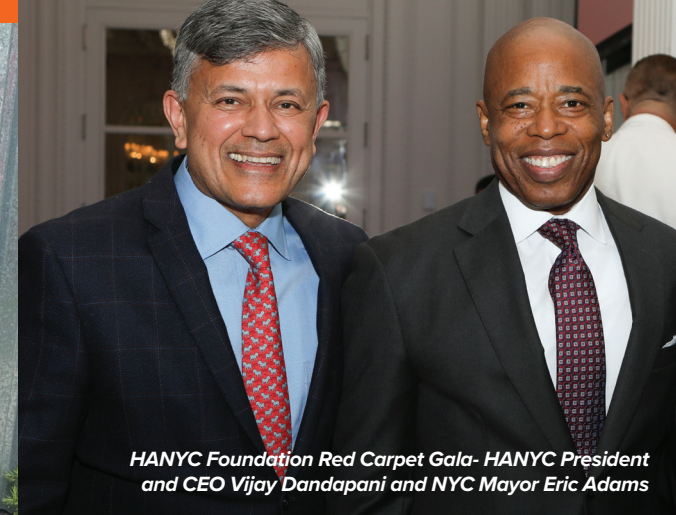
EDUCATING ELECTED OFFICIALS ON THE HOTEL INDUSTRY'S RECOVERY

HANYC continues to engage in extensive outreach to City Council Members and senior staff from the Mayor's Administration to illustrate that the Hotel Industry has not yet fully recovered from the impact of the pandemic. To illustrate: despite significant ADR growth real (adjusted for inflation), RevPar exceeded 2019 levels only in September and October of 2024.

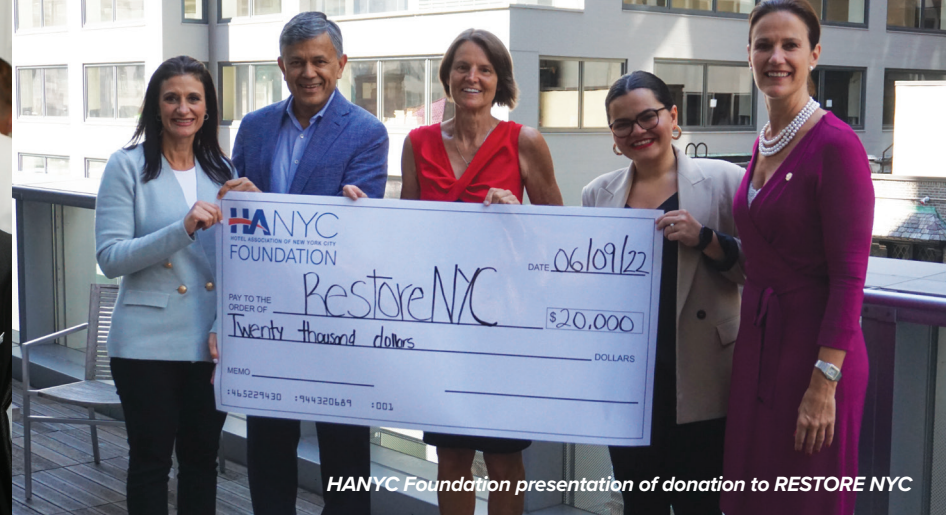


HANYC Foundation Red Carpet Gala

HANYC Foundation presentation of donation to victims of fire in CM Lee's Queens district



HANYC Foundation Red Carpet Gala- HANYC President and CEO Vijay Dandapani and NYC Mayor Eric Adams



HANYC Foundation presentation of donation to RESTORE NYC

Where **MEMBERSHIP** Has Its Benefits.



MEMBERSHIP BENEFITS HOTEL

To support the city's hotels, the Association utilizes outside professional counsel to complement its wide range of services without sacrificing in-depth knowledge and expertise.

The services provided include:

- Legal: HANYC has full time outside counsel for all labor matters (union and non-union). Additional areas covered include: Liquor License, Land-use, SRO Tenancy, ADA, Data-protection, Anti-trust & Landlord Tenant
- City/State Legislative Representation
- Fire Protection & Public Safety
- Association/National Involvement
- Access to City Hall
- Opportunity to Interface with City & State Representatives

In addition, the Association and the Foundation host mixers, annual events including a Golf Outing, Safety and Security Seminar, Walkathon, Big Apple Stars Awards, Annual Meeting and Cocktail Reception, and Red Carpet Gala, scholarships for children of eligible hotel member employees, a booking engine exclusively for member hotels, Human Trafficking Training and Resources for all hotel member employees, and educational seminars throughout the year in a variety of operational areas.

MEMBERSHIP BENEFITS ALLIED

Companies that provide services and products to the industry can become Allied Members. As an Allied Member, suppliers are afforded an excellent opportunity to meet and network with executives of major New York City hotels and to sponsor exclusive hotel member events.

Members are invited to various HANYC social functions throughout the year, including:

- Annual Golf Outing
- End of Summer Celebration
- Red Carpet Hospitality Gala
- Annual Meeting & Cocktail Reception



HANYC End of Summer Celebration at Penthouse45