



### **VRLTA Represents Virginia's Hospitality & Tourism Industries**

The Virginia Restaurant, Lodging & Travel Association (VRLTA) is the unified voice for restaurant, lodging, travel and hospitality supplier associations in the Commonwealth. VRLTA creates value for its members by promoting the legislative interests of the industry, providing opportunities for networking and education, and protecting free enterprise.

### **Advocacy**

The Government Affairs team at VRLTA works year-round to educate lawmakers about issues that are important to the hospitality and tourism industry. They actively participate during the state's General Assembly sessions on behalf of their members and host an annual Day on the Hill in Richmond during the winter Regular Session. The team also shares compelling stories from its constituents to help elected officials understand how their policies may affect hospitality- and tourism-related businesses.

### **Networking & Programs**

VRLTA offers numerous opportunities for members to network including chapter meetings, membership meetings, and Political Action Committee (PAC) and Education Foundation fundraisers. Webinars are offered throughout the year to connect with peers on topics of interest, from regulatory updates to marketing ideas.

### **Annual Events**

The VA1 Tourism Summit in November, hosted with the Virginia Tourism Corporation and the Virginia Association of Destination Marketing Organizations, is a much-anticipated conference featuring nationally recognized speakers, sessions covering the latest trends, and great networking. The Ordinary Awards in October brings together members and non-members from across the state to celebrate Virginia's best restaurants, hotels, attractions and people.

### **Workforce & Training**

To meet the critical needs of employers and job seekers, VRLTA offers a job board with hospitality- and tourism-specific positions available in Virginia, and the organization provides state-wide training resources including ServSafe classes for restaurant workers and American Hotel & Lodging Educational Institute hospitality programs for hotel employees. VRLTA also partners with organizations to provide innovative workforce solutions including apprenticeships, veteran programs, vocational rehabilitation and job matches for families in need. In a partnership with the National Restaurant Association Educational Foundation, VRLTA also supports the HOPES program – Hospitality Opportunities for People ReEntering Society – that connects young adults with current or previous justice-involvement to training and career opportunities in restaurants, foodservice and hospitality.

### **Education Foundation**

The VRLTA Education Foundation supports hospitality education across the state by bolstering interest in hospitality industry careers and awarding scholarships to high school and college students studying in

the hospitality industry. The Virginia ProStart Student Invitational is a competition hosted by the foundation that offers students a chance to showcase their culinary and restaurant management skills.

**Partnership Discount Programs**

Members of VRLTA can save big with numerous discount programs. Special rates are available for group healthcare through United Healthcare, STR STAR reports, BMI music licensing fees, ServSafe Manager training classes and the DoorDash Storefront program. Dual membership with the National Restaurant Association also is included for restaurant members.

VRLTA welcomes new members year-round from tourism and hospitality related businesses including lodging, restaurants, tourism authorities, campgrounds, attractions, wedding venues, and more. To join, contact them at [membership@vrlta.org](mailto:membership@vrlta.org) or 804-288-3065, ext. 204.

Learn more at [www.vrlta.org](http://www.vrlta.org).