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ILLINOIS HOTEL & LODGING ASSOCIATION PRESIDENT AND CEO MICHAEL JACOBSON  
OUTLINES KEY 2019 INITIATIVES

*Jobs, Fair Work Week Ordinance, Airbnb and Per Diem at the Forefront of Industry Needs*

CHICAGO, IL—As the recently appointed President and CEO of the Illinois Hotel & Lodging Association (IHLA), **Michael Jacobson** sets forth his agenda for 2019 and beyond. Having most recently served as the Senior Director of Industry Relations and Political Engagement of the [U.S. Travel Association \(USTA\)](#), Jacobson brings extensive expertise and innovation to an industry where service and hospitality are at the forefront of success. With a deep passion and drive, he aims to continue providing the most valuable experience for the Association’s members, while being a political advocate and educator for the industry.

In his first year at the helm of the Association, Jacobson aims to address many issues facing the hotel industry in order to continue the growth and impact of the IHLA. Various initiatives include but are not limited to **Per Diem** rates at hotels with the goal of offering state employees the rates they deserve; the **Fair Work Week Ordinance** and its implications for the entire industry; **Airbnb** and how it both helps and hinders the city and the state’s tax revenue; as well as the abundance of **jobs** that are offered throughout the industry and the incredible growth opportunity that comes along with them.

“My role at IHLA combines all of the passions I have in life,” said Jacobson. “I not only feel lucky to be named President and CEO but am also honored to be a part of a talented team equally committed to our industry. My mantra is that the role of a trade association is to do for your members what they can’t do for themselves, and the role of IHLA is to be the voice and advocate for the hotel industry throughout the state of Illinois.”

The following video addresses these topics and more and gives a sneak peek into Jacobson’s key focus areas in 2019: [WATCH VIDEO](#)



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**About Illinois Hotel & Lodging Association**

The Illinois Hotel & Lodging Association (IHLA) is a not-for-profit, 501(c)(6) trade association that represents the lodging industry in Illinois. IHLA members consist of over 400 hotels and their employees throughout the state as well as related industry partners and suppliers. IHLA provides significant benefits to its members by advocating the industry’s position on political issues, educating through quality, relevant seminars and webinars, providing promotional exposure and access to current industry news, resources, and contacts through IHLA’s website, marketing initiatives, member programs, and networking events, and recognizing hotel employees for their outstanding accomplishments, service, and leadership in the Illinois hospitality and lodging industry. For more information, visit [www.illinois-hotels.org](http://www.illinois-hotels.org) and follow the latest news on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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