



May 16, 2018

The Honorable Robert Moon  
City of Palm Springs  
3200 E. Tahquitz Canyon Way  
Palm Springs, CA 92262

Dear Mayor Moon,

The California Hotel & Lodging Association and the American Hotel & Lodging Association write to express our **support for Measure C (Vacation Rentals)**. The hotel industry strongly believes that communities, such as Palm Springs, are being infiltrated by illegal hotels due to the rise of short-term rental platforms, and we applaud the proponents of Measure C for taking a stand to save their single-family neighborhoods from illegal commercial operators.

Our associations proudly represent a dynamic hotel industry of more than 54,000 properties nationwide that supports \$1.1 trillion in U.S. sales and generates nearly \$170 billion in taxes to local, state and federal governments. In California alone, the hotel industry employs over one million Californians at 5,600 hotel properties.

We believe competition is the hallmark of the lodging industry; in fact, we embrace and thrive in a highly competitive marketplace. The hotel industry is constantly exploring new ways to improve the guest experience, promote innovation, drive growth and increase jobs – but it must be done on a level playing field and in a legal manner that safeguards consumers.

While the hotel industry supports true home-sharing, whereby hosts welcome guests into their home on an occasional basis for supplemental income, we encourage communities such as Palm Springs to take steps to curb the proliferation of unregulated illegal hotels that violate standard health and safety codes, circumvent zoning requirements and avoid the tax obligations to which every other legitimate lodging operator must adhere.

Measure C is a necessary step to rein in the illegal short-term rental operators and we applaud this effort.

Sincerely,

Lynn Mohrfeld  
President & CEO  
California Hotel & Lodging Association

Troy Flanagan  
Vice President, Government Affairs & Industry Relations  
American Hotel & Lodging Association

cc: Mayor pro tem J.R. Roberts  
Councilmember Geoff Kors  
Councilmember Lisa Middleton  
Councilmember Christy Holstege  
City Attorney Edward Kotkin