



2025 Contributor Guidelines

Thank you for your interest in contributing an article to *Today's Hotelier*, the official publication of AAHOA. *Today's Hotelier* is the leading resource for hospitality professionals, delivering expert perspectives, industry trends, and member-driven stories. We invite industry leaders, AAHOA Members, and Vendor Partners to contribute articles, thought leadership pieces, and success stories that inspire and educate the hospitality community. For more information on contributing content, email Managing Editor Cathleen Draper at cdraper@thewymancompany.com.

The number of submitted articles per print issue of *Today's Hotelier* is limited. If content is accepted for publication, it is not guaranteed space in the print edition of *Today's Hotelier*. However, it may land on TodaysHotelier.com.

About *Today's Hotelier*

Today's Hotelier is the award-winning official monthly magazine of AAHOA, America's leading organization representing hotel owners. This prominent industry publication provides hoteliers and industry leaders with in-depth dives into industry topics and trends; legislative issues and advocacy initiatives at the federal, state, and local levels; and the latest AAHOA happenings.

Read by hospitality leaders representing independent properties and nearly every major brand, it explores the most critical issues of the hospitality industry while celebrating its successes. With a monthly circulation of 20,000+ and distribution at all of the industry's leading events, *Today's Hotelier* is a not-to-miss publication that offers practical advice for hoteliers and all.

TodaysHotelier.com is the digital component of the magazine. Here, you'll find exclusive online content as well as every article published in the print edition.

Contributor Guidelines

- **Overall:** Articles should be no more than 1,200 words, free of opinion statements, and written in plain language and the third-person perspective – no “I,” “me,” or “we,” statements.
- **Topics:** Submitted content should focus on a topic of interest to AAHOA Members and offer best practices and expertise. Content should be written as thought leadership by experts and professionals in the industry who can communicate with authority. Articles should focus on a problem that impacts hotel owners and operators and offer a solution to that problem.
 - *Topics of interest include:* the economy, independent hotels, franchisee-specific concerns, management and leadership, housekeeping and maintenance, compliance and legal, guest experience, food and beverage, HR and employee relations, marketing and social media, sales, and revenue management, real estate and investment, technology, sustainability, and hotel operations.
- **Exclusivity:** Content must be exclusive to *Today's Hotelier*. It must not have been published elsewhere prior to its publication in the magazine, and it cannot be published elsewhere after it appears in the magazine.
- **Non-promotional:** Content must be unbiased – articles cannot promote or direct readers to specific products or services, and any sales and marketing messaging will be removed in the editing process. Your company name cannot appear in the text of the article, but contributors receive a byline and a short author bio that includes your company name and contact information at the end of the article.
- **Frequency:** *Today's Hotelier* spreads out contributed content among many contributors and companies. Typically, contributors do not appear in back-to-back print issues. While print submissions are limited to two to three times per year – and there isn't always room for contributions in the print edition – contributors can submit articles exclusive to TodaysHotelier.com on a monthly basis.
- **Payment:** *Today's Hotelier* does not pay contributors for content, and AAHOA and *Today's Hotelier* do not accept payment for submissions.
- **Images:** Contributors can submit images,* but it is not guaranteed they will be published. Digital photos and illustrations should be in EPS, TIFF, or high-resolution JPG format. Photos should be at least 300 dpi.

**By submitting photos with your story, you grant Today's Hotelier and AAHOA perpetual, worldwide, non-exclusive and royalty-free license to copy, display, distribute and otherwise use the photos submitted, without attribution, for any commercial or non-commercial purpose in print, on websites, in social media and otherwise, and to*

sublicense third parties to do so likewise. Contributors also warrant that they have the power and authority and any necessary consent to grant such a license to AAHOA and that neither their photos or the license granted to AAHOA interferes with or infringes upon the personal property rights of any third party.

Acceptance Criteria

- Contributed content must address the magazine's audience and cover topics that are relevant to hotel owners and operators.
- Articles must comprehensively cover the topic and present fresh perspectives and ideas.
- All articles must be correct and technically accurate upon submission – thoroughly fact-check the content. Plagiarized pieces will not be accepted and will disqualify the potential contributor from future publication in *Today's Hotelier*.

Submission Process

- If you are interested in contributing content, please contact Cathleen Draper, the managing editor of *Today's Hotelier*, at cdraper@thewymancompany.com.
- Submissions that complement the editorial calendar and monthly themes are given first consideration.
- Articles must be submitted as a Microsoft Word document. Include your byline and bio as you would like them to appear, as well as a suggested headline and subhead – these may be revised by the editor.

Review Process

- All contributed content must be approved by the managing editor and AAHOA. All articles undergo a review process, and there is no guarantee that a submission will be published.
- All articles accepted for publication are subject to editing for style, clarity, and space considerations.