

MLA May 2026 Newsletter



Two back-to-back SOLD OUT events, Advocating on Capitol Hill, Outlook 2027 & More....

Dear MLA Members,

Thanks to your participation and support, we are seeing results like never before! In April, our **Emerging Professionals** celebrated 1 year of events at **The Charles Hotel!** These networking events aim to spark connections, inspire growth and elevate entry and mid-level managers' hospitality careers by bringing them together for meaningful conversations and connection.

We discussed what's working, what's next and where real value is being created at the **MLA Tech Summit** at the **Seaport Boston Hotel** with an incredible conversation led by **Sean Cohen**. We also participated in **AHLA's Hotels on the Hill** on Capitol Hill in Washington, DC to advocate for our industry!

We kicked off this month with a SOLD OUT **31st Annual Hospitality Tournament** at the **Wellesley Country Club**. Thank you to all who came out for a fun day of networking, camaraderie and a little competition – to raise money for the MLA Education Foundation and the next generation of hospitality leaders. In keeping with our tradition since 1996 of hosting our tournament the first Monday in May, be sure to save the date for the **32nd Annual Hospitality Tournament** on **May 3, 2027!**

A few days later, we headed out to the beautiful **Pelham House Resort**, for **Cape Cod and The Islands Outlook** where **Sebastian Colella of Pinnacle Advisory Group** presented a forward-looking view of the lodging market blending recent performance trends with a clear-eyed assessment of what lies ahead for the 2026 season!

The highly anticipated and SOLD OUT **2026 Stars of the Industry** will be at historic **Fenway Park** on **June 2, 2026!** We are overjoyed by the number of nominations submitted, receiving more than ever before, and the thoughtfulness placed into each one of them. Read more below about our **VIP Nominees Only Reception**, special guests and more! I am looking forward to seeing you there and learning all of the winners!

On the horizon, our next **Emerging Professionals** event will be **July 21, 2026** with **Boston Elite Cruise. Outlook 2027** will be on **August 20, 2026** at the **MCEC!** Registration is now open and sponsorships are available.

We are fortunate to have such a strong industry and community. I greatly appreciate your participation, support and contributions as MLA members!

As always, if I can be of assistance, or if there is something you'd like to see us doing, please don't hesitate to let me know. I can be reached at cpappas@masslodging.com. I look forward to speaking with you.

Sincerely,

Christina Pappas
President & CEO
Massachusetts Lodging Association





The 31st Annual Hospitality Tournament

Some years we get rain....and others, like May 4th, were picture perfect! The event once again featured food and beverage on the course provided by the **Lenox Hotel/Willow & Ivy, Kings Dining & Entertainment, Morton's the Steakhouse, Grill 23** and **The Banks Seafood & Steak**. There were a number of great activations including **The Colonnade's** Beat the Pro and the Cigar Station provided by **Portfire Events**.

We are happy to report that in raffles, silent auction and contest holes we raised **\$30,000** alone!

Thank you to all of the golfers, sponsors and attendees for your generosity in donating and purchasing tickets and auction items. The money raised will go directly towards scholarships for high school and college students going into the hospitality industry and will allow us to provide at least six \$5000 scholarships!

Special thanks to MLA Golf Committee: **David Colella, Leo Fonseca, Terrilynn Haak, Shannon Skoglund, Haley McNearney, Beth Stehley, Debbie McCready** and **Stephanie Pappas**.



2026 Stars of The Industry

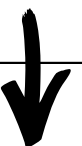
We are looking forward to seeing you at Fenway Park on **June 2, 2026**. With nearly 450 attendees, this is one of our largest events of the year. Nominees are welcome to attend a special **VIP Nominee Reception** ahead of the luncheon to recognize their accomplishments. **General Registration and VIP Reception** will begin at **11:30am** followed by **12pm** luncheon and awards programming. The **521 Overlook entrance is at 14 Landsdowne Street** (across from House of Blues). Special guests include 2026 MLA Chair **Trish Berry**, Master of Ceremonies **Jenny Johnson**, Fenway Park's **Wallie & Tessie**, and more....



Outlook 2027

Outlook 2027 is just around the corner. Join us on **August 20, 2026** at the **MCEC** for this annual event! This is a great opportunity for you and your team to hear projections for room rates, occupancy rates, and demand, as well as gain an overview on the national economic landscape and industry sector trends and more!

**REGISTRATION & SPONSORSHIPS
ARE NOW OPEN: [CLICK HERE](#)**



Outlook Cape Cod & The Islands



AHLA Hotels on The Hill

Earlier this month, the MLA participated in the **AHLA Hotels on the Hill National Fly-in**. During these meetings with **members of the Massachusetts Delegation** the MLA advocated for their support on a number of issues, including:

- *Seeking the Inclusion of a “Certified Seasonal Employer” provision in FY27 Department of Homeland Security appropriations that would allow trusted, repeat H-2B employers with a proven record of compliance to access visas outside the annual H-2B cap.*
- *Building support for the VISIT USA Act (H.R. 6128/S. 3220), which would restore full funding for Brand USA to ensure robust global tourism marketing.*
- *Seeking the reauthorization of U.S.-Mexico-Canada Agreement to preserve duty-free treatment for key hotel supply inputs, protect cross-border travel and trade, and reinforce competitiveness.*

Thanks to **Fabio Pari, Kari Carr, Charlie York and John Wilmoth** for lending their time and support to this initiative.

On May 7, 2026 the **MLA and Pinnacle Advisory Group** held an event at the **Pelham House Resort** in Dennis Port, MA. Attended by hoteliers from **throughout the Cape & Islands**, we discussed how demand is evolving and what that means for occupancy and rate strategy with a goal of giving owners and operators practical, market-grounded insight to make smarter decisions in a more dynamic environment.



MLA Tech Summit

The MLA Tech Summit took place on April 29, 2026 at **The Seaport Hotel**. **Sean Cohen** moderated a fantastic conversation with our panelists as attendees learned about cutting-edge technologies transforming the hotel landscape! The summit featured a general session and round table conversations followed by a networking reception at the **Seaport Boston Hotel**.



Emerging Professionals

Our last Emerging Professionals event took place on **April 23, 2026** at **The Charles Hotel** where attendees enjoyed a **General Managers Panel and Networking Reception**. On **July 21, 2026**, sail into an evening designed to spark connections, inspire growth, and elevate your hospitality career with **Boston Elite Cruise!** Registration is open to members and non-members and is complimentary.

[CLICK HERE](#)

MASSACHUSETTS LODGING ASSOCIATION

SAIL INTO AN EVENING DESIGNED TO SPARK CONNECTIONS, INSPIRE GROWTH, AND ELEVATE YOUR HOSPITALITY CAREER.

EMERGING PROFESSIONALS

TUESDAY, JULY 21, 2026
BOSTON ELITE CRUISE
60 ROWES WHARF
BOSTON, MA 02110
5:15 PM BOARDING | 5:30 PM DEPARTURE | 7:30 PM DOCK

THIS EVENT BRINGS TOGETHER ENTRY- AND MID-LEVEL MANAGERS FOR MEANINGFUL NETWORKING AND PROFESSIONAL DEVELOPMENT. REGISTRATION FOR THIS EVENT IS OPEN TO MEMBERS AND NON-MEMBERS AND IS COMPLIMENTARY. COME EXPAND YOUR NETWORK, GAIN FRESH PERSPECTIVE, AND TAKE THE NEXT STEP IN YOUR HOSPITALITY CAREER.

RSVP: WWW.MASSLODGING.COM/EMERGING-PROFESSIONALS-NETWORKING-EVENT-...JULY-21-2026.H





Upcoming Dates:

July 23, 2026

Emerging Professionals Networking Event
[Register](#)

August 20, 2026

Outlook 2027
 MCEC
[Register & Sponsor](#)

August 20, 2026

Emerging Professionals Networking Event

October 22, 2026

Emerging Professionals Networking Event

December 10, 2026

Emerging Professionals Networking Event

May 3, 2027

32nd Annual MLA Hospitality Tournament

Help us Grow Our Audience:

Wondering what else you can do to help the MLA reach a larger audience and grow our membership base? **Join us on Social Media!**

- **FOLLOW:** Follow [@MassLodging](#) on Instagram, Facebook and LinkedIn
- **LIKE:** Show support by “liking” our photos when posted!
- **SHARE:** Spread awareness by sharing our posts to your “story” or clicking the “reshare/share” button
- **TAG:** Post your own event photos and tag us [@MassLodging](#) so we can repost you!

Share the May 2026 Newsletter!

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