



## **MALA FAQs**

**What is MALA** - Mobile Area Lodging Association, made up of leaders of Hotels, Attractions and Companies having business relationships in the hospitality industry. MALA meetings are the 2<sup>nd</sup> Thursday of the month at 11:00 AM.

### **MALA Board of Directors**

- **President - Kent "Spike" Blackinton** - Renaissance Mobile Riverview Plaza Hotel
- **Vice President - Margo Gilbert** - The Battle House Renaissance Mobile Hotel & Spa
- **Secretary - Diana Moorner** - Hilton Garden Inn
- **Treasurer - Shannon Harris** - Courtyard by Marriott, Spanish Fort

**MALA Website** - [MobileAreaLodging.com](http://MobileAreaLodging.com) - Meeting Minutes, Membership, Application

**What is the Marketing Fund** - Funds from the Mobile County Lodging Tax are available to assist with Conventions, groups and events that drive hotel room nights.

**MALC** - Mobile Area Lodging Corporation - [MobileAreaLodging.com/MALC](http://MobileAreaLodging.com/MALC)

The Mobile Tourism Improvement District (MTID) is an assessment district proposed to provide specific benefits by funding targeted marketing and sales promotional efforts as well as capital improvements to drive hotel room nights. Hotel guests are assessed \$1/room night to fund MALC.