

Local Hotelier Chairs Statewide Association

January 25, 2010



Days Inn on Granite Drive - Rocklin, California

Local businessman Bhupen Amin, was recently honored for his accomplishments as Chairman of the Board of the California Hotel & Lodging Association, the nation's largest state hotel group. Amin, owner of the Days Inn Hotel on Granite Drive in Rocklin, completed a one-year term marked by substantial growth and participation during an otherwise challenging time for the industry. Amin, whose family originally built the Days Inn in 1992, spent much of the year on the road, trying to unify the industry and promote tourism to California.

Recognizing that travel and tourism are among the largest employers and tax generators in California, Amin pushed the industry to lobby in both Sacramento and Washington D.C. for initiatives and legislation to support small businesses during these troubling times. The state's Hotel Association saw record attendance at its events in 2009, bolstered by increased participation by small and family run hotels and Inns. Together they hosted major summits at the Capitols, in addition to large trade shows in both Northern and Southern California.

Amin, a third generation hotel operator whose family first immigrated to the U.S. in 1953, attended U.C. Berkeley and law school at U.C. Davis. With the help of his family, he operates the Days Inn in Rocklin and recently completed a major renovation to all of its guest rooms. The California Hotel & Lodging Association represents over 175,000 guestrooms in the state and provides educational, governmental and marketing support for its members.

For more information, visit www.LotusHotels.com or www.CAlodging.com.