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Virginia Restaurant, Lodging & Travel Association Adds Norfolk Hospitality Association as Official Chapter

Richmond, Va. – February 1, 2016 – The Virginia Restaurant, Lodging & Travel Association (VRLTA) made the announcement to its existing members and its new Norfolk Hospitality Association (NHA) members on January 1, 2016. Under the partnership agreement, NHA transitioned from an independent association to become VRLTA’s *Norfolk Region Chapter*.

The partnership was structured between VRLTA President Eric Terry and NHA’s Board of Directors and past-Chairman, Tim Peters.

"VRLTA has strong ties to the Hampton Roads and Norfolk area of the state," said VRLTA President Eric Terry. "Through our work and events in the Norfolk region, the NHA Board became more familiar with our goals and legislative positions. NHA realized that Norfolk’s ability to influence local and statewide legislation could grow by adding the support of VRLTA."

"This was an easy transition and decision to make in becoming a regional Chapter of VRLTA," added Mr. Peters. "We believe there is strength in numbers, and we just increased our influence on both the local and state level with this partnership."

NHA began as the Norfolk Hotel Motel Association and expanded to include restaurants, venues and attractions in 2014. Under the merger, all of the Chapter’s Executive Committee and Board of Directors roles will remain in place.

Mr. Peters, the General Manager of the Sheraton Norfolk Waterside Hotel, completed his two-year term as Chairman of the Norfolk Hospitality Association during the transition. On January 12, 2016, Lee Severino, General Manager of the DoubleTree by Hilton Norfolk Airport, became the first Chairman of the VRLTA Norfolk Region Chapter.

About Virginia Restaurant, Lodging & Travel Association (VRLTA)

The Virginia Restaurant, Lodging & Travel Association is the only unified voice for the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. Inquiries about membership and VRLTA services should be directed to VRLTA at (804) 288-3065 or VRLTA.org.

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