



ALABAMA  
ASSOCIATION OF  
SCHOOL BOARDS

# New Process for Hotel Booking at AASB Summer Conference

March 6, 2025

# New Process for Hotel Booking at AASB Summer Conference

To ensure all attendees have an equal opportunity to secure accommodations within our group room blocks, the following change will take place:

## For Those Registering on March 12 (Opening Day)

- You will receive a separate, direct email from AASB on **March 13** containing:
  - ❖ Booking link for the host hotel group room block
  - ❖ Information about group room blocks at nearby hotels
  - ❖ All necessary booking details



# New Process for Hotel Booking at AASB Summer Conference

## For Those Registering After Opening Day

- Hotel booking link and all necessary booking details will be included in your conference confirmation e-mail as usual

# FAQs



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# Why does the hotel sell out so quickly, and why can't AASB reserve more rooms?

We understand the frustration when rooms sell out quickly. AASB contracts for rooms based on historical attendance data, but the hotel typically fills within hours of registration opening. Many of these reservations are cancelled by the time the actual conference is held. We can't significantly increase our block due to the "attrition clause," which would make AASB financially responsible for unused and/or cancelled rooms. We're always working to balance maximizing availability while being fiscally responsible with association funds.

We do maintain a waiting list and contact members in order as cancellations occur. AASB also reserves blocks at nearby overflow hotels and offers discounted condo rates through Brett Robinson Condo Rentals.



# Why can't AASB handle hotel reservations or access my booking information?

For your security and privacy, hotel registrations are managed directly by the Lodge at Gulf State Park, not by AASB. This protects your personal and financial information. The hotel's reservation team can assist with any questions about your specific booking.

# Why am I being charged a higher rate than other attendees?

Our special discounted conference rate **is only available for rooms booked within AASB's contracted group housing block**. If you book outside this block (either before the block opens, after it's filled, or through another booking channel), the hotel will charge their standard rates. AASB always maintains a group block at least one overflow hotel nearby, and we have an agreement with Brett Robinson Condo Rentals offering AASB members discounted rates for booking condos.

# I have mobility concerns. How can I manage the layout of the Lodge at Gulf State Park?

The Lodge at Gulf State Park is quite spread out, which we understand can present challenges for our members with mobility concerns. The hotel can accommodate requests for rooms located closer to the lobby and meeting areas. Please make these accessibility requests directly with the hotel when booking.



# THANK YOU

For more details about AASB's 2025 Summer Conference visit:  
**[AlabamaSchoolBoards.org/SummerConference](https://AlabamaSchoolBoards.org/SummerConference)**

## QUESTIONS?

Contact Membership Coordinator Joy Brownell at  
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