



Template Statements

PSAs:

<STATE ASSOCIATION NAME>: STATEMENT ON AHLA'S "SAFE STAY," ENHANCED INDUSTRY-WIDE HOTEL CLEANING STANDARDS

City, State (Monday, May 4, 2020) — Today, President and CEO of the <STATE ASSOCIATION NAME> issued the following statement on "Safe Stay," an industry-wide initiative launched by the American Hotel & Lodging Association (AHLA) in accordance with guidance issued by public health authorities, including the Centers for Disease Control (CDC), focused on enhanced hotel cleaning practices, social interactions, and workplace protocols to meet the new health and safety challenges and expectations presented by COVID-19.

"With the launch of Safe Stay we seek to ensure both hotel guests and employees are confident in the cleanliness and safety of hotels once travel resumes to our great state of [STATE]. This initiative represents a new level of focus and transparency for an industry already built on cleanliness. With Safe Stay, the hotel industry is enhancing our already rigorous standards to boost consumer confidence and ensure travelers that hotels will be cleaner and safer than ever before."

"Safe Stay was developed specifically to ensure enhanced safety for hotels guests and employees. While hotels have always employed demanding cleaning standards, this new initiative will ensure greater transparency and confidence throughout the entire hotel experience," said Chip Rogers, president and CEO of AHLA. "The industry's enhanced hotel cleaning practices, social interactions, and workplace protocols will continue to evolve to meet the new health and safety challenges and expectations presented by COVID-19."

For more information, please visit: <https://www.ahla.com/safestay>

BRAND/PROPERTIES:

<COMPANY NAME>: STATEMENT ON AHLA'S "SAFE STAY," ENHANCED INDUSTRY-WIDE HOTEL CLEANING STANDARDS

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"Safe Stay will seek to change hotel industry norms, behaviors and standards to ensure both hotel guests and employees are confident in the cleanliness and safety of hotels once travel

resumes. This initiative represents a new level of focus and transparency for an industry already built on cleanliness. With Safe Stay, the hotel industry is enhancing our already rigorous standards to boost consumer confidence and ensure travelers that hotels will be cleaner and safer than ever before.”

“Safe Stay was developed specifically to ensure enhanced safety for hotels guests and employees. While hotels have always employed demanding cleaning standards, this new initiative will ensure greater transparency and confidence throughout the entire hotel experience,” said Chip Rogers, president and CEO of AHLA. “The industry’s enhanced hotel cleaning practices, social interactions, and workplace protocols will continue to evolve to meet the new health and safety challenges and expectations presented by COVID-19.”

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