

**YOUR HOTEL ADOPTS “SAFE STAY,” ENHANCED INDUSTRYWIDE HOTEL CLEANING STANDARDS**

CITY/STATE

XXXXX, 2020 — Today, GENERAL MANAGER/OWNER of YOUR HOTEL OR COMPANY 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.

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

“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 ###

**About** YOUR HOTEL OR COMPANY

YOUR BOILERPLATE STATEMENT

**About AHLA**  
The American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the U.S. lodging industry and contributes nearly $660 billion to U.S. GDP. Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support and workforce development programs to move the industry forward. Every day, America’s hotels make dreams come true, not just for our guests, but also for the 8.3 million people whose jobs we support—more than 1 in every 25 American jobs. Learn more at [**www.ahla.com**](https://www.ahla.com/).