



Safe Stay Talking Points

- 1. The hotel industry has a longstanding commitment to cleanliness and safety for our employees and guests. Safe Stay represents a new level of focus for an industry already built on cleanliness.**
 - We are an industry of people. The safety and security of guests and most importantly, our employees are our number one priority. It always has been and will continue to be.
 - 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.
 - By enhancing hotel cleaning practices, social interactions, and workplace protocols, the hotel industry will meet the new health and safety challenges and expectations presented by COVID-19.

- 2. We know that Americans want to travel again when it's safe, and we want to give them peace of mind when they do so.**
 - In a recent poll, nearly half of all adults expect to stay in a hotel in the next six months. About three in ten expect to do so in the next three months. (Morning Consult survey, 4/22-24/2020).
 - When consumers begin traveling again, cleanliness ranks as the most important factor when choosing a hotel. (Morning Consult)
 - 87% of consumers said they want hotel and travel companies to share more information about how they're changing policies and operations as a result of COVID-19. (Morning Consult survey of 2,200 adults, April 22-24, 2020)
 - With Safe Stay, the hotel industry is enhancing our already rigorous standards to help create peace of mind for both employees and our guests.
 - When travel resumes, hotels will be ready to safely welcome back the traveling public.

- 3. Safe Stay is an industry-wide, enhanced standard of health and safety protocols, designed in accordance with CDC guidelines to meet the needs of the current public health crisis. These standards can be adopted and implemented by any lodging establishment, from a bed & breakfast to large brand.**
 - Industry leaders representing all segments of the hotel industry worked in conjunction with public health experts to develop this common set of best practices that could be applied across the entire industry.
 - These guidelines have been developed with and reviewed by experts such as Ecolab, and have been reviewed by the CDC.
 - Some of the hotel-specific best practices include:
 - Increasing contactless check-in, including mobile check-in/checkout and pre-key group arrivals when able.
 - Social distancing for guests not traveling together in all communal and meeting spaces.
 - Increasing non-contact room service delivery.
 - Frequent cleaning and disinfecting of all areas of the hotel including front desk check-in counters, elevators and elevator buttons, door handles, public bathrooms, room keys and locks, ATMs, guest rooms, gyms, meeting rooms and more.
 - We recognize that many hotels will have their own programs and standards. Safe Stay is meant as a starting point that they can build upon for their own operations.
 - These guidelines and protocols will continue to evolve based on changing circumstances and the recommendations of public health authorities, in accordance with local, state and federal law.
 - You can find out more, including the hotel companies participating in our Safe Stay Advisory Council at www.ahla.com/safestay