



May 4, 2020

Dear Governor:

On behalf of the American Hotel & Lodging Association (AHLA), the sole national association representing all segments of the U.S. lodging industry, including iconic global brands, hotel owners and franchisees, lodging real estate investment trusts (REITs), hotel management companies, independent properties, bed and breakfasts, state hotel associations, and industry suppliers, we thank you for your leadership during this unprecedented health and economic crisis.

We are proud to announce "[Safe Stay](#)," an industry-wide, enhanced standard of health and safety protocols designed to prepare America's hotels to safely welcome back guests and employees as the economy reopens. The standards of *Safe Stay* were developed under the guidance of an Advisory Council, comprised of industry leaders representing all segments of the hotel industry, and in conjunction with public health experts to advance best practices for protecting against the coronavirus. Four focus areas comprise the standards of *Safe Stay*: employee and guest health, employees' responsibilities, cleaning products and protocols, and physical distancing.

Hotels have always met rigorous standards for cleaning and safety and these enhanced guidelines are rooted in recommendations from the Centers for Disease Control (CDC). *Safe Stay* represents the top priority for the industry, the health and safety of guests and employees. These 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.

Thousands of hotels across the country, more than half of those small businesses, are working tirelessly during this uncertain time to support their employees, healthcare workers and first responders. Now, as we prepare for travel to resume, hotels will be ready to safely and eagerly welcome back America's traveling public.

Again, thank you for your leadership during this difficult time. We look forward to working with you to rebuild our industry so that we can continue contributing to the success of your communities.

Sincerely,

Chip Rogers
President & Chief Executive Officer