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STATEMENT ON AHLA’S “SAFE STAY,” ENHANCED INDUSTRY-WIDE HOTEL CLEANING STANDARDS

Richmond, Va. – May 5, 2020 – Today, Eric Terry, President of the Virginia Restaurant, Lodging & Travel Association, 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). The Stay Safe initiative is 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 Virginia. 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>

About Virginia Restaurant, Lodging & Travel Association (VRLTA)

The Virginia Restaurant, Lodging & Travel Association is the only unified voice for the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. Inquiries about membership and VRLTA services should be directed to VRLTA at (804) 288-3065 or VRLTA.org.

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