

At its core, the hotel industry is about people – more than eight million who proudly work and support our industry and the guests that we serve. We are in the people business and taking care of our own employees is paramount, especially when it comes to their safety and security.

The hotel and lodging industry has a long-standing commitment to raising awareness of sexual violence and providing hotel operators with new training tools and resources to educate employees on identifying and reporting sexual harassment and assault, but we must and will continue to do more. We will continue to partner with organizations and leaders to raise awareness to the critically important issues of sexual harassment and sexual assault by deploying innovative solutions that make a difference.

That's why the American Hotel & Lodging Association was proud to join nearly 20 major hotel brands in membership on September 6, 2018 to announce the 5-Star Promise, which includes:

- ★ **Our People Culture:** A commitment to foster a culture of safety among all employees and ensure a safe working environment for all employees and guests.
- ★ **Mandatory Anti-Sexual Harassment Policies:** A commitment to ensure mandatory anti-sexual harassment policies are in place in multiple languages.
- ★ **Ongoing Anti-Sexual Harassment Trainings:** A commitment to provide ongoing training and education for employees on identifying and reporting sexual harassment.
- ★ **Employee Safety Devices Nationwide:** A commitment to provide hotel employees across the U.S. with employee safety devices (ESDs) by 2020. Deployment of ESDs is already underway in many markets, including New York City, Washington, D.C., Chicago and Seattle, and they are being piloted in many additional markets. Participating brands or properties will determine the best security devices based on the property's layout and features, with a range of options, including devices with loud noise-emitting features or emergency GPS tracking at the push of a handheld button. AHLA has convened a sourcing task force to assist companies in identifying the appropriate technology for their respective properties.
- ★ **Expert Guidance & Vital Partnerships:** A commitment to broaden vital partnerships with wide-ranging national organizations that target sexual violence, assault and trafficking and promote workplace safety, including the National Alliance to End Sexual Violence (NAESV), End Child Prostitution and Trafficking (ECPAT-USA) and Polaris.

Safety is a never-ending challenge, and the hotel and lodging industry is committed to working with safety experts to continuously update protocols and procedures to better address the needs of employees, while also ensuring a safe environment for workers and guests.

AHLA Hotel Members Committed To The 5-Star Promise

AHLA is the singular voice that brings together and represents the lodging industry's multitude of constituents, including global hotel brands, hotel owners, REITs, management companies, branded and independent properties, bed and breakfasts, state hotel associations, and industry partners and suppliers.

Building on the 5-Star Promise, the following individual hotel brands have committed to enhanced safety and security measures:



National Partners & Hotel Employees Praise AHLA's 5-Star Promise



TIME'S UP: "Great To See Industry Competitors Coming Together In Support Of Worker Safety. This Is An Important Step In The Right Direction." "Great to see industry competitors coming together in support of worker safety. This is an important step in the right direction. We applaud the hotel industry's leadership, along with @unitehere's work organizing around this issue for years." (TIMESUPNOW, Twitter, 9/7/18)



Carol Smolenski, Executive Director Of ECPAT-USA: "Proud That @ECPATUSA Works With All Major US Hotel Chains To Protect Kids From Trafficking." The CEOs Of All Of Them Launched Today A New @AHLA Initiative Against Sexual Harassment." (ECPATUSACarol, Twitter, 9/6/18)



D. Taylor, President Of Hospitality Workers' Union Unite Here, "Praised What He Called 'A Long Overdue First Step' By The Hotel Industry." "D. Taylor, president of hospitality workers' union Unite Here, which has spearheaded many of the efforts on panic buttons, praised what he called 'a long overdue first step' by the hotel industry." (Makini Brice & Chris Kirkham, "U.S. Hotels Arm Staff With Panic Buttons, After Years Of Resistance," Reuters, 9/6/18)



Carlos C., A Marriott Housekeeping Aid: "Everybody Is Happy In The Hotel About This Change, Because Everybody Feels More Safe." ("Marriott To Make Alert Devices Standard At Hotels In US And Canada; Considers Global Rollout," Travel News Asia, 9/7/18)