



AHLA SAFETY SUMMIT EXECUTIVE SUMMARY

Highlighting the Hotel Industry's Commitment to Employee & Guest Safety

On May 1, 2019 the American Hotel & Lodging Association (AHLA) hosted our second annual Safety Summit in Washington, D.C., building on decades of investment in safety and security by bringing together security experts, national partners and industry leaders to share best practices, real-world experiences and exclusive updates on new training tools. Below you will find a brief synopsis of the key topics that were covered by our renowned lineup of speakers and expert panelists.

Human Trafficking Prevention

As the singular voice of the hotel industry, AHLA is committed to combatting the scourge of human trafficking. Trafficking networks often rely on legitimate businesses to sustain their operations and infrastructure. Unfortunately, hotels are one of many venues that traffickers use to exploit victims. AHLA president and CEO, Chip Rogers, discussed how the industry is identifying best practices and providing educational resources and new training tools to bolster the industry's response to human trafficking. Rogers announced AHLA' will convene a thought leadership group with invested members and partners next month. On the local level, many states are adopting legislation designed to help put an end to human trafficking. AHLA Senior Vice President of Government Affairs and Industry Relations, Troy Flanagan, and ECPAT-USA Director of Private Sector Engagement, Michelle Guelbart, discussed updates to state human trafficking laws and how hotels are responding. ECPAT-USA released an exclusive new report, "[Unpacking Human Trafficking: A Survey of State Laws Targeting Human Trafficking in the Hospitality Industry](#)" as a resource for hotels to ensure their properties understand and are in compliance with state regulations.



Industry Spotlight: Delta Air Lines

AHLA members were able to hear from outside industries on how they are addressing this crucial issue. [Delta Air Lines](#) Managing Director, Mimi Braniff, and Polaris Corporate Partnerships and Training Manager, Elaine McCartin, shared their insights on cross-industry methods to identify and properly report potential instances of trafficking. Polaris gleans invaluable data from their National Human Trafficking Hotline, which they have used to develop research and training tools for the hotel industry and across several other sectors, such their recently released report entitled, [On-ramps, Intersections and Exit Routes: A Roadmap for Systems and Industries to Prevent and Disrupt Human Trafficking](#).

To learn more about AHLA's partnerships and resources on trafficking, visit: www.ahla.com/combat-human-trafficking. If your property has successfully identified and stopped human trafficking, we encourage you to share your stories and best practices with us. Please email govaffairs@ahla.com with more information.

5-Star Promise: From Inception to Implementation

Since the announcement of the [5-Star Promise](#) in September 2018, the hotel industry has continued to announce new tools and resources to ensure the safety of employees and guests alike. AHLA Executive Vice President of Government Affairs Brian Crawford updated attendees on AHLA's work to provide hotel employees across the U.S. with employee safety devices (ESDs) through our latest partnership with Hospitality Technology Next Generation (HTNG) on their [Device Buyer's Guide](#) to point hospitality companies in the right direction whether at the start or during the process of device adoption. AHLA continues to expand and enhance partnerships to develop best practices and remain at the forefront of safety and security.



While all hotels share a commitment to the safety and security of their employees, the hotel industry faces many unique challenges that won't allow for a one-size-fits-all approach. Technology that might work in a grand resort in Chicago may be different than for a quaint bed and breakfast in a rural smaller region. As general managers are complying with Chicago's Room Attendant Ordinance, the panel of general managers shared successful strategies for implementation and their experiences, as the industry takes on implementation of this new technology. Overarching recommendations included reviewing all available technologies and gathering feedback before choosing a provider; starting the process early to avoid delays with vendors and equipment shortages; and taking into account any potential limitations or challenges with the property's network or infrastructure.

Industry Spotlight: Uber

Hearing how other industry partners are tackling safety and security offers valuable insights and information, helping to encourage growth and innovation. Attendees of the Safety Summit had the opportunity to hear from Uber Head of Federal Affairs, Danielle Burr, as they work proactively to keep users safe with new and improved features and procedures. These critical corporate changes offered AHLA members an example of the way the travel community is continuing to prioritize safety and security of employees and guests, and culturally shift the global conversation.



The Importance of Cybersecurity

The U.S. Dept. of Homeland Security CISA Deputy Director, Matthew Travis, and CrowdStrike Founder, Shawn Henry, shared insights into unique ways our industry can leverage the public and private sector to protect properties from both cyber breaches and physical threats. As a result of the important consumer data hotels have, our industry faces a unique risk in the ever-changing and evolving threat landscape. The cybersecurity professionals encouraged hotels to be proactive and invest in the long-term safety and security of their properties by analyzing their risk profile and having a cyber plan in place

To read more about CISA's resources and how you can use them at your properties, visit <https://www.dhs.gov/publication/security-and-resiliency-guide-and-annexes>.

To learn more about stopping cyber security breaches, visit: crowdstrike.com.

Safety & Security For All

Human Resource professionals are at the center of crafting strategies for how to manage safety resources and protocols for both employees and guests. Leading HR executives including Marriott International Chief Human Resources Officer, Karl Fischer, Crestline Hotels & Resorts VP of Human Resources, Deanna Johnson-Anderson, G6 Hospitality EVP of Human Resources, Sherry Vidal-Brown and Real Hospitality Group VP of Human Resources, Alma Seidel shared how their properties are putting effective practices into action and working to create a culture of safety every day by prioritizing a safety-first mentality.

This mentality goes beyond the corporate offices into the property level as detailed by Walt Disney Parks & Resorts Senior Security Manager, Dean Mazzoli, Hyatt Hotels Vice President of Global Safety & Security, Erik Antons and Coraltree Hospitality Vice President of Engineering, Mike Shutts. Their teams are developing and enacting procedures on a daily basis to more effectively protect employees and guests.

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