



August 6, 2020

The Honorable Steve Sisolak  
State Capitol Building  
101 N. Carson Street  
Carson City, NV 89701

RE: Opposing Provisions of Senate Bill 4

Dear Governor Sisolak:

On behalf of the American Hotel & Lodging Association (AHLA), the sole national association representing all segments of the U.S. lodging industry, we thank you for your leadership during this unprecedented public health and economic crisis. The economic impact of the COVID-19 health crisis on the hotel industry is estimated to be nine times greater than the September 11th terrorist attacks. As a result of the sharp drop in travel demand from COVID-19, state and local tax revenue from hotel operations are projected to drop by \$16.8 billion in 2020, according to a recent Oxford Economics study. In Nevada alone, the impact is projected to be \$1.1 billion this year.

To rebound from this economic crisis, both guests and employees must have confidence that hotels are healthy and safe places to visit and work. Heightened cleaning and sanitation protocols grounded in the latest public health guidance are essential to this goal. Proposals such as mandatory daily cleaning of occupied guest rooms, for instance, run counter to current guidance and create new exposure risks for guests and employees alike. A recent poll conducted by Morning Consult reveals that a majority of frequent travelers do not want a daily room cleaning, and 65% would be uncomfortable with housekeeping entering their room without advance permission.

That is why AHLA opposes the provisions of Senate Bill 4 mandating dangerous and costly new hotel cleaning procedures that are inconsistent with public health guidance and heightened industry best practices meant to protect the health and safety of guests and workers alike. For instance, dissuading guests from foregoing daily room cleaning fails to recognize the public health risk of sending room attendants into occupied guest rooms. Additionally, overly prescriptive cleaning regimens will – without justification – add financial strain to hotel operators at a time when they can least afford it.

Earlier this year, AHLA launched “Safe Stay,” a set of industry-wide health and safety protocols developed with the input of the Centers for Disease Control and Prevention (CDC) and 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. The guidelines are comprised of four focus areas: employee and guest health, employees’ responsibilities, cleaning and disinfecting products and protocols, and physical distancing. Employees are already being trained to implement these heightened safety and cleanliness protocols developed to mitigate the spread of coronavirus.

To further emphasize the hotel industry’s commitment to health and safety, we have expanded our guidance to include a “Safe Stay Guest Checklist,” focused on the wearing of face coverings in indoor public spaces, practicing social distancing and reducing in-person contact by selecting contactless options.

We thank you for considering our concerns with SB 4 and for your continued work on behalf of the residents of Nevada during this historic public health and economic crisis. The health and safety of our guests and employees is our industry’s top priority. The steps already being taken to heighten health and safety protocols through AHLA’s “Safe Stay” guidelines reiterate our commitment to guests, employees and – critically – to your community.

Sincerely,



Chip Rogers

President & Chief Executive Officer

Enclosures: Safe Stay Guidelines

Safe Stay Guest Checklist