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AAHOA Launches Industry Initiative to Promote Hotelier and Employee Vaccinations

ATLANTA, Ga., Mar. 5 – AAHOA, the nation's largest hotel owners association, announced a new initiative that encourages hoteliers to proactively promote COVID-19 vaccinations for their employees. In launching the “Pledge to Protect Our Guests, Employees, and Businesses” initiative, AAHOA is asking the nation’s hotel owners not only to educate their employees about the benefits of the COVID-19 vaccine but also to provide them with the resources they need to get vaccinated.

“In the fight against COVID-19, the most critical step hoteliers can take right now to ensure the safety and wellbeing of their employees and their guests is to encourage their employees to get vaccinated,” said AAHOA President & CEO Cecil P. Staton. “Throughout the pandemic, America’s hotels adopted strict sanitization standards to minimize the spread of this virus. We are entering an important stage as our country begins to reopen and resume pre-pandemic activities. We anticipate that consumer confidence will increase as more Americans get vaccinated, and people will begin to travel once again. We want them to know that America’s hoteliers and their employees are doing what it takes to protect their health.”

This week, President Biden announced that the U.S. is on track to have enough vaccine supply for every adult in the country by the end of May, two months ahead of schedule. In the days and weeks ahead, hoteliers who sign the Pledge will provide time, reduce barriers, and consider incentives to encourage their employees to get vaccinated when they are available in their community. Additionally, hoteliers will continue to encourage COVID-19 safety precautions including mask wearing and social distancing.

“Our industry is resilient, and I have great optimism that we will not only overcome this pandemic this year but we will also get our economy back on track. Hotel owners are ready and willing to continue doing their part to help protect their workers, their guests, and their communities,” said AAHOA Chairman Biran Patel.

AAHOA is working closely with the White House’s COVID-19 Response Team and the U.S. Chamber of Commerce to promote the importance of vaccinating workers as a critical component of both public health and economic recovery.

AAHOA is asking its members to sign the Pledge to Protect Our Guests, Employees, and Businesses with the goal of educating more than 50,000 hospitality workers about the importance of getting vaccinated and making a plan to do so when possible.

“Vaccinations will help protect hotel associates and guests. After a year of quarantines, lockdowns, and social distancing, I’m confident that they will also serve as a catalyst for travelers to feel comfortable visiting our hotels again,” concluded Staton.

For more information about the Pledge to Protect initiative, please visit www.AAHOA.com/pledge.

About AAHOA:

AAHOA is the largest hotel owners association in the world. The over 19,500 AAHOA members represent almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.

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