



Media Coverage of Guest Information Protocol

What is the current situation?

- On July 24, AH&LA sent a media advisory on a series of publicized security breaches, including that of ESPN reporter Erin Andrews.
- With the arrest of the man in the Erin Andrews case and scrutiny over hotel protocol on guest information, there has been [widespread coverage](#) of the story.

What can you do?

- Guest and employee safety is the top priority of the lodging community. Hoteliers and hotel staff must vigilantly enforce their security policies to protect guest safety. AH&LA encourages members to review your hotels' security procedures with all staff.
- Share these security breaches with your staff, using the incidents as examples of "what not to do," therefore reinforcing your policies. Explain the policies in detail and encourage staff to ask questions.
- Take inventory of your current security policy's effectiveness; acknowledge your staffs' effectiveness in reinforcing these standards.
- Retrain your staff as needed; refer to the Educational Institute's multi-language [security training resources](#) for creating comprehensive guest security programs.
- Encourage guests to take preventative action by ensuring that AH&LA's [Guest Safety Tips](#) are available to guests and encourage them to review the guidelines.
- If you need to communicate with members of the media on this topic, please refer to our [official press statements](#) on security to guide your response.

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