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### Arizona Lodging and Tourism Association Launches AZSAFE + CLEAN Certification for Hotels and Resorts

**Phoenix, AZ**—Today, the Arizona Lodging and Tourism Association launched the [AZSAFE + CLEAN Certification](#) program in an effort to build consumer confidence and awareness about the safety and cleanliness of hotels and resorts in response to COVID-19. The certification is in partnership with the American Hotel and Lodging Association’s Safe Stay initiative which builds upon various sanitation best practices and recommendations from national hospitality and public health experts.

AzLTA hotels and resorts who received the certification will be able to display the [AZSAFE + CLEAN Certified](#) badge at their property or online to show their guests they are taking the necessary steps to remain safe and clean.

“We are proud to launch the AZSAFE + CLEAN Certification program for our member hotels and resorts in partnership with the American Hotel and Lodging Association,” **said Kim Sabow, President and CEO of the Arizona Lodging and Tourism Association.** “This program is an innovative way for the industry to show guests and prospective travelers the hard work being done to keep these properties clean and safe for staff and guests. We want our guests to have peace of mind when they visit our hotels and resorts and know that these properties are going above and beyond to provide a relaxing, safe and high-quality experience.”

“Every hotel guest and employee should know that their health and safety are our top priority. That’s why AHLA launched Safe Stay to ensure hotels across American follow a common set of standards,” **said Chip Rogers, president and CEO of the American Hotel and Lodging Association.** “AZSAFE + CLEAN represents the high level of focus for an industry already built on cleanliness. Hotels have always had rigorous standards for cleaning and safety, and with AZSAFE + CLEAN, Arizona hotel guests can be confident in their stay.”

The [AZSAFE + CLEAN](#) certification checklist provides protocols for guest considerations, cleaning standards and employee guidance. For more information, visit <https://azlta.com/azsafe/>.

### **About AzLTA**

*The Arizona Lodging and Tourism Association (AzLTA) is the leading statewide public policy organization advocating for Arizona's hospitality, sports, lodging, and tourism industry. Founded in 1938, the association represents statewide hotels and resorts, tourism attractions, destination marketing organizations, sports teams, airlines, airports, and related business partners. The Arizona Lodging and Tourism Association is focused on advocacy, collaboration, and education to generate support and increase awareness of the profound impact the lodging and tourism industry has on Arizona jobs, tax revenues, and economic growth.*