



NO ROOM FOR TRAFFICKING

AN AHLA CAMPAIGN

**No Room For
Trafficking Member
Resource Guide**



NO ROOM FOR TRAFFICKING MEMBER RESOURCE GUIDE

The American Hotel and Lodging Association's (AHLA) No Room for Trafficking campaign builds on long-standing efforts to raise awareness around human trafficking prevention, identify best practices and provide educational resources, and train employees on ways they can play a role in preventing human trafficking.

Combatting human trafficking requires commitment and engagement by the entire hotel industry. This resource guide outlines several available tools and resources to train your employees to comply with applicable state laws. The resource guide also provides opportunities for you to take action and join us in raising awareness about human trafficking prevention.

The No Room for Trafficking campaign seeks to bring the hotel industry together to further build upon our unified efforts through four key goals:

- 1 Elevate:** Raise issue awareness by fostering an ongoing and up-to-date understanding of human trafficking indicators through increased education, resources and training for all hotel employees.
- 2 Assess:** Conduct ongoing reviews and updates of protocols, procedures and technologies to confirm training effectiveness and employee vigilance.
- 3 Educate:** Develop strategic intervention and disruption strategies that equip hotel employees with innovative tools to work alongside partners and law enforcement to identify and report suspected trafficking situations.
- 4 Support:** Further our partnerships with leading national human trafficking prevention and law enforcement organizations to establish industry standards and support human trafficking survivors.



As part of the hotel industry's continued efforts to end human trafficking, AHLA launched the No Room for Trafficking campaign to expand on current training and efforts to educate employees on the signs and indicators of human trafficking.

For additional information, please visit [AHLA.com/NoRoomForTrafficking](https://www.AHLA.com/NoRoomForTrafficking)

ACTION PLAN

With research, industry data and recommendations from national human trafficking prevention leaders, AHLA has developed an industry action plan, in partnership with our partners Polaris and ECPAT-USA, with the following five components:

1. **Training staff on what to look for and how to respond.**
2. **Displaying human trafficking indicator signage.**
3. **Establishing a companywide policy.**
4. **Ongoing coordination with law enforcement.**
5. **Sharing success stories and best practices.**

For additional industry recommendations from our partners click here:

[ECPAT-USA's Hotel Tools and Resources](#), [Polaris Hotel Checklist](#), [DHS Hospitality Toolkit](#).



1. Training Staff On What To Look For & How To Respond

Hotel employees who have undergone training are more aware of trafficking when it happens – and are more willing to report it – than those who have not been trained. That is why hotels across the country are continuously expanding training tools and resources to ensure employees remain vigilant and have a deep understanding of the most up-to-date indicators to spot human trafficking.

Your Role in Preventing Human Trafficking: The American Hotel and Lodging Educational Institute's long-standing online training program, available through AHLEI by the AHLA partnership with Marriott International, ECPAT-USA and Polaris, addresses the issue of human trafficking and discusses the intersections between human trafficking and the hospitality industry. The training is available in 17 languages to ensure that global hospitality organizations can share this important program as widely as possible.

- ▶ To customize the training for your hotel or brand, visit: [AHLEI.org/program/human-trafficking](https://ahlei.org/program/human-trafficking).
- ▶ For additional training programs, visit [Polaris](#), [ECPAT-USA](#) and [BEST](#).

2. Displaying Human Trafficking Indicator Signage

To ensure staff is knowledgeable and remains vigilant, it's important to display signage to help staff be conscious about ways to spot potential instances of trafficking in your hotel.

- ▶ **ECPAT-USA Posters:** ECPAT-USA has developed posters that comply with various human trafficking laws, including state-specific cases.
- ▶ **National Human Trafficking Hotline Awareness Materials:** The Hotline provides a free, downloadable flyer in 20 languages and a wallet-sized card in English and Spanish. Additionally, the card can be easily downloaded and added to your website.
- ▶ **DHS Blue Campaign Indicator Signage:** Indicator signage helps educate the public on signs and indications of trafficking and report suspected trafficking to law enforcement.
- ▶ To request indicator signage, visit the Department of Homeland Security's Blue Campaign's website here: <https://www.dhs.gov/blue-campaign/request-materials>

3. Establishing A Companywide Policy

As part of the campaign, AHLA is providing members with a recommended companywide policy template that companies can adopt to ensure they have a comprehensive employee code of conduct in place and to ensure unified standards across the industry.

To view AHLA's recommended company policy, [click here](#).

To further customize your template company policy, contact Polaris by emailing corporateengagement@polarisproject.org. Polaris will work with your specific brand or property to develop tailored solutions to help shape your property and employee's responses to trafficking.

- ▶ **Sign the ECPAT-USA Code:** The Tourism Child-Protection Code of Conduct (The Code) is the world's first and only voluntary set of business principles that travel and tour companies can implement to prevent sexual exploitation and trafficking of children. The Code provides awareness, tools and support to the travel and hospitality industry. The Code is a joint venture between the tourism private sector and ECPAT-USA.

To sign up for the Code visit ECPAT-USA's [website](#).



4. Ongoing Coordination With Law Enforcement

The hotel industry has long partnered alongside all levels of law enforcement to ensure when instances of trafficking are suspected, employees understand who they can contact to report suspicious activity. As part of this campaign, the industry will continue to build upon our strategic partnerships with law enforcement, including continuing to partner with the Department of Homeland Security Blue Campaign and Federal Bureau of Investigation's Violent Crimes Unit. Additionally, we encourage members to directly coordinate with their local law enforcement's human trafficking task force to foster an ongoing relationship.

- ▶ To get help from the National Human Trafficking Hotline (NHTH), call 1-888-373-7888 or text HELP or INFO to BeFree (233733). The NHTH has identified and responded to more than 50,000 trafficking cases since 2007, including more than 10,000 in 2018 alone.
- ▶ To report suspicious activity, please call the Department of Homeland Security's tip line at 866-347-2423 or contact your local FBI field office.

5. Sharing Success Stories & Best Practices

As an industry, we can tackle the issue of human trafficking head-on by working together to share best practices to identify ways to build upon and enhance our unified response. AHLA encourages you to share your best practices or instances where your hotel has identified and stopped trafficking with us.

- ▶ Share your success stories and best practices by emailing, NRFT@ahla.com.

Core Legislative Principles:

At all levels of government, lawmakers are taking action to combat trafficking across industries. This campaign sends a clear message that we in the hotel industry are proactively engaging on this issue at all levels. By using our campaign as a building block, AHLA has developed core legislative principles for the industry.

To view AHLA's core legislative principles, [click here](#).

Additionally, to ensure hotels are aware of state laws around human trafficking and the requirements for their properties, the American Hotel and Lodging Education Foundation funded ECPAT-USA's [Unpacking Human Trafficking](#) report. This survey of state laws targeting human trafficking in the hospitality industry provides a summary report of the laws in all 50 states relating to the display of human trafficking awareness posters and employee training requirements.

To assist your property with compliance, download the report at [AHLA.com/resources/unpacking-human-trafficking](https://ahla.com/resources/unpacking-human-trafficking).

Empowering Survivors:

Our work doesn't end at the time of intervention; AHLA remains committed to supporting and empowering survivors beyond the hotel doors.

Global Fund to End Modern Slavery (GFEMS) and Marriott Training: Marriott International has partnered with the Global Fund to End Modern Slavery (GFEMS) to develop an introduction to hospitality curriculum that will be integrated as part of a broader GFEMS career readiness toolkit for modern slavery survivors. The goal is to create a career readiness initiative that provides market-based skills training to introduce survivors to different career tracks, including the hospitality industry.

Donating Hotel Points To Support Local Shelters: When local emergency shelters are full or unavailable, hotels may be the only safe space option for a survivor upon leaving a trafficking situation. Survivor leaders also need lodging support when traveling for consulting opportunities and speaking engagements. Polaris has recommended that companies consider donating hotel points, as well as allowing their customers to donate their points to support anti-trafficking organizations. Polaris, through operation of the National Human Trafficking Hotline, can help distribute such points on a national scale. To learn more, email corporateengagement@polarisproject.org.

Team HOPE: The National Center for Missing and Exploited Children provides a wide range of support services for victims and their families including peer support, reunification assistance and mental health referrals. Through a network of volunteers who have personally experienced having a missing or sexually exploited child, Team HOPE provides peer support to families of missing, recovered or sexually exploited children.

Donate to Support Safe Houses: Without proper support after rescue, 80 percent of victims end up back in traffickers' hands. Support upon intervention is critical in helping survivors reintegrate, but currently over 50 percent of states have one or no safe houses. SafeHouse Project provides emergent care housing and shelter for survivors and helps create new pathways to empower survivors. Donate to support safehouses in your community by participating in a global "Day of Action" on July 30th by setting up your properties Text2Give campaign.



Human Trafficking Statistics:

- ▶ **Human Trafficking is a \$150 billion industry.** This modern-day form of slavery impacts 40 million men, women and children across the globe. (Polaris)
- ▶ The vast majority of the detected victims of trafficking for sexual exploitation are females, and **35 percent of the victims trafficked for forced labor are also females**, both women and girls. At the same time, **more than half of the victims of trafficking for forced labor are men.** (Polaris)
- ▶ **One percent** of victims are rescued. (SafeHouse Project)
- ▶ Hotels are some of the many venues that traffickers use to exploit their victims. (Polaris/ECPAT-USA)
- ▶ **Hotel managers who have undergone training are more aware** of child sex trafficking when it happens, or more willing to report it, than those who have not been trained. (ECPAT-USA)
- ▶ Of hotel managers whose hotels received training, **84% said their associates' awareness of child trafficking increased within the last three years.** In comparison, only 16% of managers whose hotels did not receive training said their associates' awareness increased during that time. (ECPAT-USA)

ADDITIONAL RESOURCES

Tools and Resources to Combat Trafficking in Hotels: ECPAT-USA provides tools and resources for hotels that can be downloaded and printed including posters that comply with the various laws, checklists and e-learning resources.

Blue Campaign Posters: The Department of Homeland Security's Blue Campaign provides a wide variety of human trafficking awareness materials, including awareness posters, to help educate the public to watch out for signs and indications of trafficking and report suspected trafficking to law enforcement.

Download the Blue Campaign Posters here: [Awareness Poster](#), ["I speak" Poster](#), [Human Trafficking Indicator Card](#).

Missing Children's Posters: The National Center for Missing and Exploited Children (NCMEC) works with law enforcement to build a comprehensive list of missing children with downloadable posters properties can display in their back offices to help with these efforts.

Trafficking in Persons Report: Through the annual Trafficking in Persons Report (TIP Report), the State Department assesses comprehensively what governments around the world are doing to combat this crime. The TIP Report is an invaluable tool that helps the global community go beyond preconceived notions of human trafficking to better understand the complexities of this crime.

National Partners

- ▶ [Polaris](#)
- ▶ [ECPAT-USA](#)
- ▶ [Businesses Ending Slavery and Trafficking](#)
- ▶ [SafeHouse Project](#)
- ▶ [Department of Homeland Security: Blue Campaign](#)
- ▶ [Department of State Trafficking in Persons Report](#)
- ▶ [Department of Health and Human Services Resources](#)
- ▶ [Department of Justice Resources](#)
- ▶ [International Tourism Partnership Know-How Guide and Resources to Addressing Human Trafficking](#)
- ▶ [Immigration & Customs Enforcement Human Trafficking](#)
- ▶ [National Center for Missing & Exploited Children Child Sexual Exploitation](#)

This member resource guide was produced in partnership with Polaris—a leader in the global fight to eradicate modern slavery.