



## FOR IMMEDIATE RELEASE

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# New York City Hotels Get New Tool to Help Stop Human Trafficking

**New York, NY** (April 10, 2019) -- Seattle-based nonprofit, **Businesses Ending Slavery and Trafficking (BEST)** today announced a new partnership with the **Hotel Association of New York City (HANYC)** to make human trafficking awareness training available to all HANYC's hotel members and their staffs, free of charge. The purpose of the training is to empower hotel workers to spot the warning signs of human trafficking if they come into contact with potential victims. BEST's training helps hotel employees learn the indicators of human trafficking and how to safely report it to help victims.

"Hotels can be unwilling venues for the crime of human trafficking," explains **Dr. Mar Brettmann**, Executive Director for BEST. "We know that training hotel workers to become advocates for human trafficking victims is one of the best ways to help people who are forced into a life of exploitation. Preventing this activity is also good for hotels."

The new partnership will give more owners and managers across the city the opportunity to implement BEST's valuable training at no cost to hotels. HANYC is the most recent hotel association to adopt BEST's human trafficking prevention training, joining a growing list of large hotel associations utilizing the program, including the Texas Hotel and Lodging Association (THLA), California Hotel and Lodging Association (CHLA), Washington Hospitality Association, North Carolina Restaurant and Lodging Association (NCRLA) and Asian American Hotel Owners Association (AAHOA).

BEST's *Inhospitable to Human Trafficking* training is a 30-minute, online, video-based training developed specifically for the hotel industry. The training is available in English or Spanish, and it has been proven to increase hotel employee reporting. Researchers from the University of Washington evaluated BEST's hotel training and found trained employees were more likely to come forward to report human trafficking incidents to their managers. Researchers also learned 96 percent of hotel employee participants believe the training made their hotel safer.

**Vijay Dandapani**, President and CEO, Hotel Association of New York City, said: "We encourage all our members to take advantage of this unique partnership with BEST that offers important human trafficking training for employees at no cost."

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**About Businesses Ending Slavery and Trafficking (BEST)**

Businesses Ending Slavery and Trafficking (BEST) is a Seattle-based nonprofit organization with the mission to align and equip leaders to use the power of business to prevent human trafficking. BEST is the first organization in the country dedicated entirely to working with businesses to disrupt human trafficking. BEST has provided consultation and training to hundreds of businesses on how to prevent human trafficking. For more information visit [www.bestalliance.org](http://www.bestalliance.org).

**About HANYC**

Established in 1878, the Hotel Association of New York City, Inc. is one of the oldest professional trade associations in the nation. Its membership includes 280 of the finest hotels in New York City, representing more than 80,000 rooms and 50,000 employees. [www.hanyc.org](http://www.hanyc.org)