

AH&LA PCI Compliance Primer Provides Strategies For Securing Credit Card Operation

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New Resource Defines Major Hotel Security Issue and Ways to Keep Credit Card Information Safe

In order to ensure hotels across the country implement stringent security procedures in accordance with Payment Card Industry Data Security Standards (PCI DSS), the American Hotel & Lodging Association (AH&LA) has released a new PCI Compliance Primer. Developed as a 'how-to' guide, the primer leads hoteliers through both technology and business processes essential for securing credit card data from misuse and abuse, with the goal of minimizing the estimated 55 percent of total credit card fraud with roots in the hospitality industry.

Funded by the American Hotel & Lodging Educational Foundation (AH&LEF) and authored by Dan Connolly, PhD., of the University of Denver, and Mark G. Haley, CHTP of the Prism Partnership, LLC, useful sections of the primer include:

A brief introduction to PCI compliance and key concepts needed to move hotels toward compliance, including the roles of all participants (acquirer, franchisor, and other resources),

Review of potential PCI problems and vulnerabilities unique to the hotel industry,

A Self-Assessment Questionnaire and sample checklists to track progress toward compliance.

'Though much of PCI compliance is IT-related, this primer clarifies the issue as a greater one that affects all aspects of business operations,' said AH&LA President/CEO Joseph A. McInerney, CHA. 'While often seen as difficult and costly, PCI compliance is not optional for any hotel that accepts credit cards, and this document provides tangible strategies for hoteliers to create a safe and secure environment for their guests.'

This manual was developed by AH&LA's Technology and E-Business Committee, and is part of a highly-regarded series of primers on hospitality and technology. AH&LA members can download a copy of the PCI Compliance Primer via the Members Only section of the AH&LA Website, www.ahla.com. Nonmembers may purchase via AH&LA's Educational Institute by calling (800) 752-4567.

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