

## ALABAMA: COVID-19 IMPACT ON STATE'S HOTEL INDUSTRY



### JOBS LOST IN ALABAMA HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 14,397 direct hotel-related jobs lost
- 36,974 total jobs lost supporting hotel industry

### ALABAMA HOTELIERS SHARING THEIR HARDSHIP

#### Toby Wilson – Cottondale, AL

*"I have experienced firsthand, double digit declines in our booking pace versus last year. Our sharp decreases in volumes is costly to the many team members who rely on their jobs to put food on their tables. Today, we have about half of the current staff we would normally have here due to significant cancellations of bookings."*

### HEADLINES ACROSS ALABAMA ON IMPACT TO HOTEL INDUSTRY

**47 news stories in Alabama regarding impact to hotel industry on broadcast, print and online news outlets including:**

#### Opelika-Auburn News – [A Cruel Paradox: Beating Virus Means Causing US Recession](#)

*"Travel industry executives visited the White House on Tuesday with a dire warning on the fallout from the coronavirus pandemic: half of all hotels in the United States could close by year's end and put 4 million Americans out of work without a massive bailout from Washington."*

#### AL.com – [Unemployment Doubles, Factories Idle: How Hard Will Coronavirus Hit Alabama's Economy?](#)

*But the economic landscape will inevitably be different once people reemerge from their homes to return to restaurants, shopping centers and hotels. Just as the 2008 recession gave birth to disrupter businesses, weeks of flattening the curve will change consumers and their spending habits.*