

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



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

- **30,399** direct hotel-related jobs lost
- **63,042** total jobs lost supporting hotel industry

## HAWAII HOTELIERS SHARING THEIR HARDSHIP

### Brian Smith – Kailua, HI

*“As a California based hotel investor, I have seen firsthand the deterioration of hotel bookings across the US. Once travel ceased on airlines it immediately led to severe hotel cancellations. Our hotels have experienced occupancy declines from the 60-75% level to as low as the mid-teens. We need help! When congress last dealt with an event like this, 9-11, there was no consideration given for the hotel industry whatsoever and lenders took advantage of the situation and called loans. The impact was devastating for all. We need congress to step up and provide relief such as:*

- *Financial assistance for our hotel associates*
- *Tolling of debt service for 18 months for hotel mortgages*
- *Tax incentives to stimulate corporate and leisure travel starting in June”*

### Heather Reynolds – Kealahou, HI

*“We have no guests as everyone has cancelled, and AIRBNB wants us to refund everyone regardless of our no-cancellation policy. They favor the luxury travelers who could have taken out travel insurance, and they lay the burden on the business owners who still have to pay a mortgage. We have been a B&B here with a permit for 30 years. We will now have to sell. This is our livelihood. There's no way to make a living as one of the best B&Bs on the island, and we can't pay our mortgage without guests. The volcano didn't help either a year and a half ago, neither did the Dengue outbreak, neither did Expedia's fraud that listed all B&Bs as sold out for years to come in favor of 10 large hotels in which they may have purchased discounted room blocks. This is just the last straw.”*

## HEADLINES ACROSS HAWAII ON IMPACT TO HOTEL INDUSTRY

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

### Honolulu Star-Advertiser – [1 In 4 Hawaii Hotel Workers Could Lose Their Jobs Amid Coronavirus Pandemic](#)

*About 1 in 4 workers in hotel-supported jobs in Hawaii could lose their jobs in the next six months as the COVID-19 pandemic attacks the health of the state's tourist economy. The dire projection comes from the American Hotel and Lodging Association's latest Oxford Economics study, which conservatively estimates 46,778 hotel-supported jobs in Hawaii could be lost over the next six months, with a worst-case scenario of 57,173 jobs.*

### Hawaii Tribune-Herald – [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.”*

### Honolulu Star-Advertiser – [Travel Businesses With Hawaii Ties Seek Help To Stem Losses](#)

*The U.S. Travel Association released new analysis on Tuesday projecting that decreased travel due to COVID-19 this year could result in an \$809 billion hit to the U.S. economy and eliminate 4.6 million travel-related jobs. Additionally, travel spending alone this year is projected to fall 31% or \$355 billion — more than six times the impact of 9/11.*