

IDAHO: COVID-19 IMPACT ON STATE'S HOTEL INDUSTRY



JOBS LOST IN IDAHO HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 7,692 direct hotel-related jobs lost
- 18,440 total jobs lost supporting hotel industry

IDAHO HOTELIERS SHARING THEIR HARDSHIP

Derek Ence – Idaho Falls, ID

“As a hotelier in Idaho I have experienced firsthand the huge drop of reservations and the mountain of cancellations.”

HEADLINES ACROSS IDAHO ON IMPACT TO HOTEL INDUSTRY

32 news stories in Idaho regarding impact to hotel industry on broadcast, print and online news outlets including:

Idaho Statesman – [A Cruel Paradox: Beating Virus Means Causing US Recession](#)

“Chip Rogers, president and CEO of the American Hotel & Lodging Association, noted that hotels last year were, on average, roughly 67% full. Now? “We’re probably under 20% nationwide and headed south,” he said. “If, by the end of the year, we get up to 35% and nothing else happens, that will be about 4 million jobs lost.””

Idaho Statesman – [Boise Hotels Close, Lay off Staff As Coronavirus Causes Cancellations, Travel Declines](#)

“In the hotel industry, the impact of the coronavirus is being compared to 9/11 and the financial collapse of 2008. Business travel is suspended. Conferences have been rescheduled, if not canceled. All but the young and unconcerned have nixed their spring travel plans.”