

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



JOBS LOST IN KENTUCKY HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 11,737 direct hotel jobs loss
- 40,825 total hotel industry-related jobs loss

KENTUCKY HOTELIERS SHARING THEIR HARDSHIP

- **Brianna Williams – Louisville, KY**
"We have seen thousands of dollars slip away hourly. Our associates are being impacted because occupancy has drop below 30% which is causing a lack of hours to provide our associates."
- **Sumit Patel – Shelbyville, KY**
"I have experienced many cancellation to almost the entire hotel being vacant. This is hurting us extremely and we are not sure how to support our staff members so they can support their families too."
- **Himanshu Patel – Georgetown, KY**
"I have experienced firsthand declined in occupancy. If nothing is done, myself and my employees won't be able to survive in this down time."
- **Rhonda Riley – Louisville, KY**
"As a hotelier in Kentucky I have experienced a reduction of over 50% of our staff furloughed."

HEADLINES ACROSS KENTUCKY ON IMPACT TO HOTEL INDUSTRY

The Paducah Sun – [Coronavirus Shutdown Threaten Jobs](#)

"About 82 million people, or three-fifths of the U.S. workforce, are hourly employees. Many of them won't get paid if they don't work. For those in a category that includes hotels..."

Lexington Herald Leader – [‘It’s Devastating.’ Lexington Hotels, Conventions Hit Hard By Mass Cancellations](#)

"Some hotels have reported more than \$1 million losses from canceled or postponed events that were scheduled in April and May. Some of those larger events include: the [Alltech One conference](#) (which is going virtual), the [KHSAA Sweet Sixteen tournament](#) and a regional NCAA track and field event at the University of Kentucky."

Courier Journal – [‘Facing A Catastrophe’: Hotel Industry, Suppliers Seek \\$250 Billion Bailout Package Due To Coronavirus](#)

"The hotel industry is seeking a total of \$250 billion in bailouts for owners, employees and suppliers, saying devastated room bookings due to the [coronavirus](#) are resulting in [closures](#) and [mass layoffs](#)."

Louisville Business First – [Layoffs Are Just Starting, And The Forecasts Are Bleak](#)

"As the effects of the coronavirus pandemic hit the job market, the damage looks likely to be much deeper and longer lasting than seemed possible even a week ago."

Lexington Herald Leader – [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."