

NEW JERSEY: COVID-19 IMPACT ON STATE'S HOTEL INDUSTRY



JOBS LOST IN NEW JERSEY HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- **36,743** direct hotel-related jobs lost
- **88,676** total jobs lost supporting hotel industry

NEW JERSEY HOTELIERS SHARING THEIR HARDSHIP

Neel Parikh – Mt. Laurel Township, NJ

"We are a proud employer of union jobs, but it will be hard to pay our employees. I have seen some travel organizations hope that there is a Tax credit for employment. We as a travel industry have already had a lot of stress even finding employees due to low unemployment and our wages reflect that. Though now with hardly anyone in our hotel rooms as hotel occupancy drops we worry about paying our bills and retaining employees we have trained and worked with for years"

Samir Patel – Columbus, NJ

"As a hotelier in New Jersey I have experienced firsthand a decline of people renting rooms due to decrease in travel. This has weighed heavy on payroll, maintaining staff, and paying bills. NJ having a high tax on hotel with sales and occupancy tax, this requires high volume of rooms rented to sustain business operations."

Rakesh Patel – Bordentown, NJ

"I have experienced firsthand cancelled reservations and a downturn in revenue. We foresee issues paying basic monthly bills in the coming months of uncertainty. Reduction in occupancy and sales tax or relief from those would be a massive help. Prior to this occupancy taxes in New Jersey are already extremely high and have hurt us as a business over the years. "

Sobali Mody – Kenilworth, NJ

"We as a family own two hotels, The Kenilworth and a Holiday Inn Express in Laurel, MD. We will need to close our NJ hotel temporarily and lay off most of our staff. As a small business, we cannot afford to operate in this environment and staying open also feels like we are part of the problem because we cannot maintain proper social distancing between our employees and our guests."

HEADLINES ACROSS NEW JERSEY ON IMPACT TO HOTEL INDUSTRY

27 news stories in New Jersey regarding impact to hotel industry on broadcast, print and online news outlets including:

Trentonian – [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."

Daily Journal – [COVID-19 Job Cuts: Layoffs Accelerate As Coronavirus Disrupts American Economy](#)

The American Hotel & Lodging Association and the U.S. Travel Association estimated that 1 million hotel jobs, or about 45% of the industry's employment, "have either been eliminated or will be eliminated in the next few weeks." Taken together, the actions illustrate how the coronavirus outbreak threatens to derail the nation's employment market, which was in excellent shape with a national unemployment rate of 3.5% in February, according to the Bureau of Labor Statistics.

NJ.com – [Atlantic City's About To Go Dark. Coronavirus Forces Closure Of Casinos, Hotels.](#)

Despite calling a 4 p.m. press conference to address the growing concerns in the city, Atlantic City Mayor Marty Small, Jr. made little mention of how the city would deal with the hundreds of workers who would be affected by the casino and hotel closures.