

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



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

- 21,260 direct hotel-related jobs lost
- 51,452 total jobs lost supporting hotel industry

## OREGON HOTELIERS SHARING THEIR HARDSHIP

### Sunghai Park – Wilsonville, OR

*"We have furloughed 60 employees today on March 17, 2020. We retain 10 employees at reduced wages. A week ago we had 71.6% occupancy of a 170 room hotel while today our hotel is only 31% occupied."*

### Maria delBarco – Sherwood, OR

*"As a hotelier in Oregon I have experienced firsthand that our occupancy levels and advanced bookings have dropped significantly in the past few weeks and we are anticipating that this trend will worsen and continue for the remainder of the year. "*

## HEADLINES ACROSS OREGON ON IMPACT TO HOTEL INDUSTRY

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

### Register-Guard – [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."*

### The Oregonian – [Oregon Hotels Lay Off Workers, Question Futures After Wave Of Coronavirus Cancellations](#)

*"Some hotels in Oregon have seen occupancy rates drop from between 70% and 80% to single digits in the last week, according to Jason Brandt, the president of the Oregon Restaurant & Lodging Association. The lobbying group represents approximately 2,600 members and advocates for over 10,220 restaurants and more than 2,000 lodging establishments. The hotel sector alone employs 25,000 people in Oregon, according to state employment figures for February. The unprecedented drop in business has forced hotels to lay off or furlough thousands of employees."*

### The Oregonian – [Oregon Jobless Claims Surge 3,200% Amid Coronavirus Outbreak](#)

*"And many retailers, from Apple to Nike to [Powell's Books](#), have closed their stores to reduce the chances of exposure. On Tuesday, the McMenamins chain of hotels and restaurants laid off 3,000 workers – "[almost everyone](#)," the iconic Oregon company said."*

### The Statesman 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."*