

SOUTH DAKOTA: COVID-19 IMPACT ON STATE'S HOTEL INDUSTRY



JOBS LOST IN SOUTH DAKOTA HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 6,904 direct-hotel related jobs lost
- 14,328 total jobs lost supported by hotel industry

SOUTH DAKOTA HOTELIERS SHARING THEIR HARDSHIP

Nicole Peyton – Sioux Falls, SD

“Our workforce is suffering because of lost wages as a result in the decrease of business.”

Christopher Lester – Rapid City, SD

“We have in the past two weeks seen dramatic decreases in demand at all of our hotels”.

Logan Steffens – Rapid City, CO

“As a hotelier in South Dakota I have experienced firsthand subsequent reduction in hours our labor force needs. Our teams are nervous about the future and their ability to take care of their families.”

HEADLINES ACROSS SOUTH DAKOTA ON IMPACT TO HOTEL INDUSTRY

18 news stories in South Dakota regarding impact to hotel industry on broadcast, print and online news outlets including:

SDPB Radio – [‘It’s Pretty Terrifying’: Some In SD Hospitality Industry Feeling Effects Of Coronavirus](#)

“We were basically booked solid for March and April. We also had a speaking and cooking demo tour scheduled for April as well, and everything has been canceled,” Tilsen-Brave Heart said. “We literally have no events on the books for the first time since we’ve opened, and it’s pretty terrifying.”

Watertown Public Opinion – [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.”