

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



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

- **16,113** direct hotel-related jobs lost
- **38,908** total jobs lost supporting hotel industry

## UTAH HOTELIERS SHARING THEIR HARDSHIP

### Jim Burgess – Cedar City, UT

*“As a hotelier in Utah I have experienced firsthand the severe economic impact this virus has caused on our industry. We employ nearly 1000 people with 2/3 of them in the state of UT. Our annual payroll is over 20 million dollars and this crisis is forcing us to complete have mass layoffs. Without help we will not be able to survive this. into all staff members and guests. This is the worst I have ever witnessed in 20 years of service.”*

## HEADLINES ACROSS UTAH ON IMPACT TO HOTEL INDUSTRY

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

### St. George Spectrum – [Half Of US Hotels Could Close Amid Coronavirus Crisis, Industry Exec. Says](#)

*Half of the hotels in the U.S. could shutter amid the ongoing [coronavirus pandemic](#), according to Chip Rogers, president and CEO of the American Hotel & Lodging Association. “If something doesn’t happen quickly, since [occupancy is trending toward zero](#), you’re going to see thousands of hotels go out of business,” Rogers told USA TODAY. While many will close and reopen at some point in the future, others won’t.*

### The Salt Lake Tribune – [Part-time Utah ski resort employees are scrambling, some left homeless by closures](#)

*Last Saturday, the town of Alta bustled with ski-strapped spring breakers looking to leave behind their daily toils and the overhanging threat of a rapidly spreading and deadly virus known as COVID-19. By Monday night, it was “a ghost town.”*

*The guests were gone, but so were hundreds of liftees, rental shop workers, ticket takers, bartenders, waiters and lodge workers. When Alta Ski Area announced Saturday that it would close indefinitely as a precaution against spreading the virus, it didn’t just spell the end of ski season. It also brought to an abrupt halt the employment of the seasonal workers who each winter become the lifeblood of this small, tourism-driven ski town.*

*Each fall, United States ski resorts hire about 100,000 seasonal workers from the U.S. and abroad, according to the National Ski Areas Association. Thousands more find work in hotels and businesses in neighboring towns.*

*Paul Vatterott, who works as a bookkeeper at Alta’s Rustler Lodge and lives there year-round, witnessed that town’s rapid exodus first-hand. He said of the lodge’s 110 employees, approximately 70 of them were seasonal and living in the lodge. By Wednesday, he estimated 20 still remained.*