

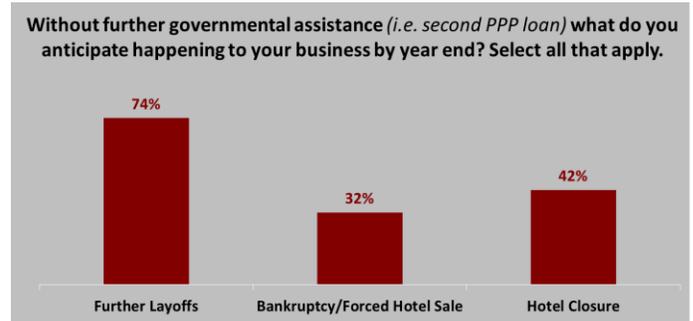
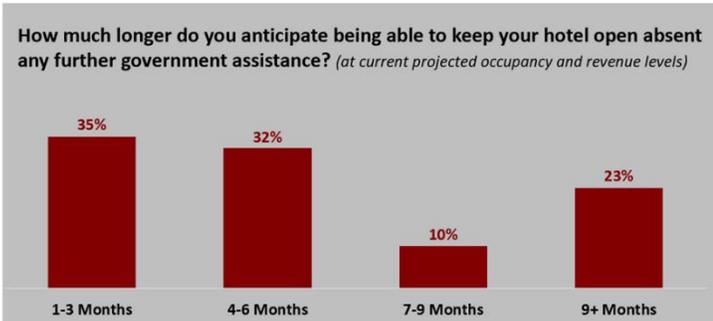
# AHLA FRONT DESK FEEDBACK

## SURVEY OF HOTELS ON FINANCIAL CRISIS

The American Hotel & Lodging Association conducted a survey of more than 1,000 members from September 14-16, 2020. Survey topics included the hotel's financial outlook and staffing levels at the six-month point into the COVID pandemic.

**TOPLINE: 67% of hotels won't make it another 6 months given current and projected travel demand without further federal assistance. 74% will be forced to lay off more workers.**

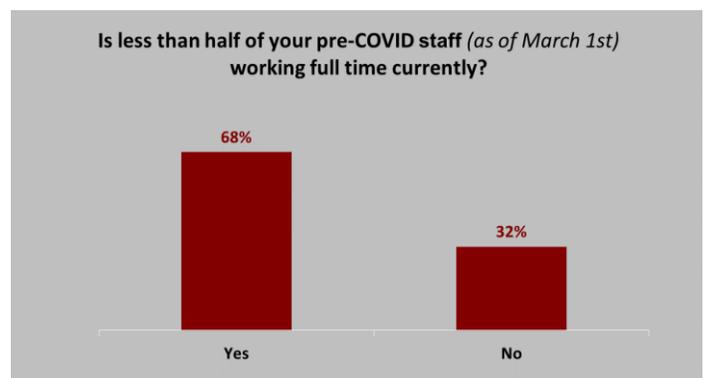
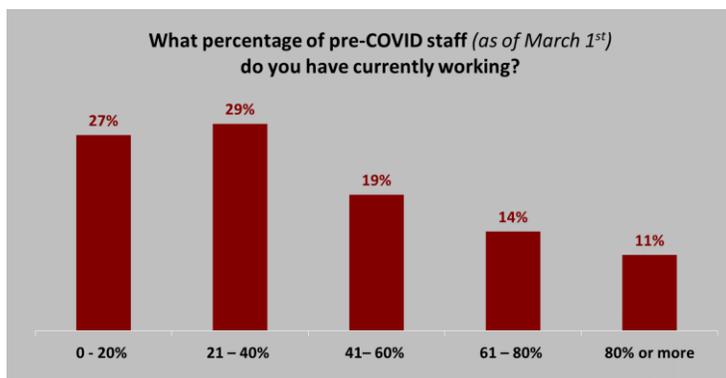
Without further government assistance (i.e. second PPP loan, expansion of Main Street Lending Program), more than one-third of hotels will be forced to close within the next three months. Nearly one-third of hotels would be facing bankruptcy or be forced to sell by the end of 2020. 42% would close due to lack of revenue.



**BOTTOM LINE: Without action by Congress, half of U.S. hotels could close with massive layoffs.**

**TOPLINE: Nearly 70% of hotels are operating with less than half of Pre-COVID staffing levels.**

Six months into the COVID pandemic, hotels are still struggling to keep their doors open and unable to rehire all their staff due to the historic drop in travel demand. In fact, two out of three hotels (68%) say they have less than half of their pre-COVID staff back on the job, and 56 percent have been able to retain no more than 40 percent of their employees who were working pre-COVID.



**BOTTOM LINE: Without action by Congress, 74% of hotels will be forced to lay off more staff.**