

IOWA: COVID-19 IMPACT ON STATE'S HOTEL INDUSTRY



JOBS LOST IN IOWA HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 9,947 direct hotel-related jobs lost
- 26,361 total jobs lost supporting hotel industry

IOWA HOTELIERS SHARING THEIR HARDSHIP

Lowell Scott – Norwalk, IA

“As a hotelier in Iowa I have experienced firsthand the economic impact of the mass cancellations of every group we had booked in March. Layoffs, hours cut, , PTO blackouts are hurting my employees due to the rampant cancellations of business. I have cut to the bone in order to try and survive this economic storm.”

Hiren Patel – Urbandale, IA

“As a 1st year hotelier in Iowa, I have experienced firsthand that the industry is shaking, revenues are down significantly and cancelations are piling in every day. Events are being cancelled as well as groups that have been staying with us weekly. As this is my first year in the business, I am not sure how I am going to fare. I'm not even certain if I am going to be able to pay the bills in the coming months. Something has to be done. We need help desperately.”

HEADLINES ACROSS IOWA ON IMPACT TO HOTEL INDUSTRY

63 news stories in Iowa regarding impact to hotel industry on broadcast, print and online news outlets including:

Ottumwa Courier – [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.”

Des Moines Register – [COVID-19 Jobs 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.