

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



JOBS LOST IN MICHIGAN HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- **23,853** direct hotel-related jobs lost
- **78,942** total jobs lost supporting hotel industry

MICHIGAN HOTELIERS SHARING THEIR HARDSHIP

Stephanie Starling – Saginaw, MI

“As a hotelier in Michigan and in an attempt to keep our staff calm and collective, I have concerns about our potential exposure to many travelers coming and going from all over the world. I sincerely hope some sort of screening is implemented too all hotel industry staffing. While no one wants to overthink the situation or have paranoia over symptoms, I believe our concern is valid.”

Darin Sharkey – Novi, MI

“I have experienced severe employee and budget cuts in our companies. I have had to lay-off 50% of my staff and personally take a 20% pay cut.”

Patricia Johnson – Milan, MI

“As a hotelier in Michigan I have experienced firsthand...mass layoffs.”

Peter Beukema – Hudsonville, MI

“In less than 1 week (Week of 3/9) we have lost over \$1m in room sales for March and an additional \$1m loss in room booking for April. Plus major losses in our restaurants and banquet centers that we are still trying to put a number on. We have had to layoff more than 300 people. We have had to move into "Survivor Mode".”

Chris Batchelor – Howell, MI

“I have experienced firsthand the devastating effects of this pandemic”

HEADLINES ACROSS MICHIGAN ON IMPACT TO HOTEL INDUSTRY

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

Crain's Detroit Business – [U.S. Jobless Claims Jump By 70,000, Following Spike In Michigan](#)

Economists are predicting a surge in layoffs as efforts to contain the spreading coronavirus result in people losing jobs in a variety of industries from restaurants and bars to airlines and hotels. Some states have reported huge jumps in unemployment applications already. Michigan saw an at least [three-fold spike](#) in jobless insurance claims Monday as service industry businesses began laying off workers in the wake of the coronavirus economic upheaval.

Daily Tribune – [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.”