

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



JOBS LOST IN MONTANA HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 5,566 direct hotel-related jobs lost
- 15,689 total jobs lost supporting hotel industry

MONTANA HOTELIERS SHARING THEIR HARDSHIP

Eric Sheckleton – Bozeman, MT

"We have locations in Bozeman, Livingston, Gardiner, and Bigfork. These are all major tourist destinations that will be hardest hit until we see a return to normal travel. The cancellations have just begin, but we are gearing up for a very difficult summer ahead. It will be hard to honor the existing reservations and keep our hard-working staff employed."

HEADLINES ACROSS MONTANA ON IMPACT TO HOTEL INDUSTRY

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

Great Falls Tribune – **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.

Great Falls Tribune – [COVID-19 Job 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.

Helena Independent – [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."