

NORTH CAROLINA: COVID-19 IMPACT ON STATE'S HOTEL INDUSTRY



JOBS LOST IN NORTH CAROLINA HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 22,787 direct hotel-related jobs lost
- 88,225 total jobs lost supporting hotel industry

NORTH CAROLINA HOTELIERS SHARING THEIR HARDSHIP

John Beatty – Charlotte, NC

"I have heard firsthand accounts of dramatically lower room occupancy rates. These hoteliers want to take care of their people. But like so many small business owners, if they don't have money coming in, they don't necessary cash flow to do what they want to do to help their team at this critical time."

Oakland Cottage – Asheville, NC

"I am anticipating that cancellations will increase significantly, as events cancel and concern over spreading the virus increases. I hope to be able to keep our employees, but may have to lay almost everyone off."

Nimish Shah – Raleigh, NC

"As a hotelier in North Carolina I have experienced firsthand the impacts of the coronavirus at my hotel properties across the state. As events are cancelled and travel reduced, our occupancy and revenue have decreased by double digits. This deep cut in our revenue fully impacts our ability to meet our financial obligations to banks, vendors, federal/state/local agencies for taxes, employees utilities, etc."

Sid Maheshwari – Charlotte, NC

"My family owns and operates 5 hotels in NC with 2 more under construction. In the last 2 weeks we have seen a large portion of our reservations disappear and it's very likely we will be laying off employees by the end of this week. Any support that can provided to the hotel industry would be an investment in the employment of North Carolinians and small business owners"

Stephen Dudley – Washington, NC

"As a hotelier in North Carolina I have experienced firsthand...employees will be without pay for several weeks"

HEADLINES ACROSS NORTH CAROLINA ON IMPACT TO HOTEL INDUSTRY

146 news stories in North Carolina regarding impact to hotel industry on broadcast, print and online news outlets including:

Charlotte Observer – [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."

The Herald Sun – ['Devastated' Travel Industry Pleads For Hundreds Of Billions In Coronavirus Relief](#)

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. Hotel and tourism CEOs are pleading for \$150 billion in direct grants for hotels and their suppliers "within days," and an additional \$100 billion for other tourism businesses such as attractions, recreation, retail and rental cars, dwarfing roughly \$50 billion requested by airlines in a combination of tax relief, federal grants and loans.