

CANCELLED RNC AND DNC CONVENTIONS HIGHLIGHT COVID'S ECONOMIC TOLL FOR TRAVEL & HOSPITALITY INDUSTRY

DEMOCRATIC CONVENTION
August 17-20 – Milwaukee, WI

REPUBLICAN CONVENTION
August 24-27 – Charlotte, NC

Estimated Positive Economic Impact Of Each Convention Was \$200 Million For Each Host City

“The convention is expected to bring some \$200 million in economic impact to the region and more than 50,000 visitors.” ([WUWM](#), 3/12/19)

Former Charlotte City Council John Lassiter said the convention could have a \$200 million direct and indirect economic impact on the city. ([Charlotte Observer](#), 8/1/2019)

Host Cities Losing Out On Positive Economic Activity As Parties Switch To Virtual Conventions

Milwaukee Business Journal: [Reduced Democratic National Convention Impacts Milwaukee Hotels](#)

“Milwaukee hotels continued to be impacted by yet another reduction in the already-shrunken Democratic National Convention in the city...”

Milwaukee Business Journal: [Joe Biden-Less DNC Is The Final Heartbreaker For Milwaukee Businesses](#)

“Democratic National Convention planners characterized their Wednesday morning announcement about canceling speeches in Milwaukee — including Joe Biden’s — as “a small adjustment to the overall planning,” but it was likely a final insult to the already-downsized hopes for salvaging some revenue and civic pride from the event.”

Milwaukee Journal Sentinel: [With DNC Downsizing, Milwaukee-Area Hotels And Other Businesses Are Again Being Clobbered By Pandemic](#)

“Convention organizers are urging state delegations to stay home, and not travel to Milwaukee. Virtual smaller satellite meetings will be held around the country. While the original DNC was expected to draw 50,000 visitors creating a \$200 million economic impact, the revised plan will translate to something well below those estimates.”

Milwaukee Journal Sentinel: [Milwaukee's Convention Center Will Finish 2020 With A \\$967,000 Loss As Coronavirus Pandemic Cancels Events](#)

“The agency operating downtown Milwaukee’s convention facility will finish 2020 with a loss as the coronavirus pandemic forces more event cancellations.”

WUWM: [Scaled-Down DNC Means Less Business For Milwaukee's Struggling Hospitality Industry](#)

“When the Democratic National Convention was first announced, hotels in the area quickly booked up. Between the rooms and the convention hall rentals, hotels in Milwaukee and throughout southeastern Wisconsin were expecting a huge influx of business. But since the DNC has been scaled back, hotels are looking at a much smaller gathering and far fewer guests.”

WUWM: [Milwaukee Hotels Working To Make The Most Of The Scaled-Down Democratic Convention](#)

Hotels in downtown Milwaukee are perhaps the most impacted by the loss of the more robust Democratic National Convention.

Fox Business: [Charlotte Set To Lose About \\$200M From GOP Convention Leaving Town, RNC Believes](#)

The Republican Party believes Charlotte, N.C., the city originally slated to host the 2020 Republican National Convention this summer, is set to lose \$200 million... According to the Bureau of Economic Analysis, the Charlotte-Concord-Gastonia metropolitan area had a GDP of just under \$170 billion in 2018.

WCNC: [Losing RNC Could Be Lethal Blow For Charlotte Businesses Impacted By COVID-19](#)

“It was really going to be a huge event for us,” said James Weymann, the owner of Silverfox Limos. His company brought in three months' worth of business in the four days the DNC was hosted in Charlotte in 2012.”

Charlotte Business Journal: [Local Hotels See RNC Loss As A Costly Blow To Pandemic Recovery](#)

The Charlotte hotel industry — already battered from a global health crisis and recession — now must face the prospect of the loss of the Republican National Convention and the 100% occupancy it promised for a few days in August. “It’s so disappointing,” said Birju Patel, president of BPR Properties, which owns the Embassy Suites by Hilton Charlotte Uptown. “There are folks out there that were really relying on the revenue. I’m lost for words.”

Charlotte Business Journal: [Restaurant Industry Is Reeling As RNC Pursues Move From Charlotte](#)

“The likely loss of the Republican National Convention had Charlotte’s hospitality sector reeling...”

Charlotte Agenda: [Charlotte's Hospitality Industry Still Clings To Hope For An RNC Boost](#)

The Republican National Convention was supposed to draw up to 50,000 to Charlotte and provide an economic impact of about \$163 million. At a time when the city’s hospitality industry has been pummeled by coronavirus-induced revenue declines, several businesses owners were counting on the convention to provide a boost.