

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

JOBS LOST IN CALIFORNIA HOTEL INDUSTRY DUE TO CORONAVIRUS PANDEMIC

- 125,454 direct hotel-related jobs lost
- 414,069 total jobs lost supporting hotel industry

CALIFORNIA HOTELIERS SHARING THEIR HARDSHIP

Marco Sherer – Los Angeles, CA

"I am currently having to move forward in laying off more than half of our workforce and possibly even more in the coming days. We're now looking at having to fully shutdown our hotels as there is no customers needing to stay in the hotels."

Mark Davis – Universal City, CA

"I have experienced the fear on both guests and team members faces.. Fear of how they will manage financially to care for their families."

Sofia Faizi – Hayward, CA

"As a hotelier in California I have experienced firsthand associates losing their jobs and/or getting their hours cut."

Eric Batis – Danville, CA

"I have experienced firsthand thousands of furloughs at hotels this week, in addition to several at our corporate office set to happen next week due to the unprecedented reduction in travel."

Michael Goff – Santa Monica, CA

"The devastating impact this circumstance has had on our employees and our community at large. Layoffs are already taking place in order for us to remain solvent and even with aggressive layoffs we may not exist in a few months."

HEADLINES ACROSS CALIFORNIA ON IMPACT TO HOTEL INDUSTRY

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

Los Angeles Times – [Coronavirus Pushes Hotel Industry To Ask Trump For \\$150 Billion In Aid](#)

"Without federal aid to the travel and lodging industries, the U.S. could lose as many as 4 million jobs in 2020, pushing the unemployment rate from 3.3% to 6.3% across the country, Dow said. Hotel occupancy rates were around 80% a few weeks ago but are now 10% to 20% in the busiest cities of the country, Chip Rogers, president of the American Hotel & Lodging Assn., said in a conference call with reporters."

SF Chronicle – [Worse Than 9/11: Coronavirus Slams SF Hospitality Industry; City Could Lose Tens Of Millions Of Dollars](#)

"The novel coronavirus has badly hurt business at San Francisco's hotels, along with airport traffic, city Controller Ben Rosenfield said Wednesday at a public hearing. Some downtown hotel occupancy rates have plunged to around 20% and 30% this week, down from a robust 80% to 85% occupancy rate, the controller said. The drop is driven by the loss of business, leisure and convention travel."

Sacramento Bee – [A Cruel Paradox: Beating Virus Means Causing US Recession](#)

"Chip Rogers, president and CEO of the American Hotel & Lodging Association, noted that hotels last year were, on average, roughly 67% full. Now? "We're probably under 20% nationwide and headed south," he said. "If, by the end of the year, we get up to 35% and nothing else happens, that will be about 4 million jobs lost."

The Tribune – ['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."