

## **OXFORD ECONOMIC STUDY ON THE ECONOMIC IMPACT OF THE HOTEL INDUSTRY**

Representing the most thorough economic impact analysis of the hotel and lodging industry to date, this comprehensive analysis of the industry was conducted by Oxford Economics and is based primarily on data from federal agencies and from leading providers of travel and hotel industry data, STR and Longwoods International.

The data reveals that the industry is a driver of economic growth, supports millions of jobs, spurs community development, and provides guests and consumers with unrivaled experiences and satisfaction.

### **Each Year, The Hotel Industry:**

- Supports 1 in 25 American jobs – 2.3 million direct jobs and 8.3 million total jobs
- Pays more than \$97 billion in wages and salary income, a 16% increase since 2015
- Contributes nearly \$660 billion to the U.S. GDP
- Includes more than 33,000 small businesses - 61% of properties nationwide

### **Each Day, The Hotel Industry Support Nearly:**

- 3.5 million room nights
- \$3.4 billion of total business sales
- \$1.83 billion of GDP
- \$500 million of tax revenue
- \$1.53 billion of guest spending

### **Each Month, The Hotel Industry Supports:**

- 105 million room nights
- \$102 billion of total business sales
- \$55 billion of GDP
- \$15 billion of tax revenue
- \$46 billion of guest spending

### **Each 10 Percentage Points Of Hotel Occupancy, On A Proportionate Basis, Supports:**

- 190 million room nights
- \$185 billion of total business sales
- 345,000 direct hotel operations jobs
- 1.3 million total jobs with \$60 billion of wages (total jobs, including supply chain)
- \$100 billion of GDP
- \$83 billion of guest spending

### **A Decline In Guest Occupancy Drastically Hurts The Hotel Industry, Local Communities, and National Economy**

#### **If Hotel Occupancy Drops 20% From 66% To 46%, The Hotel Industry Would Lose:**

- 380 million room nights
- \$370 billion total business sales
- 690,000 direct hotel operations jobs
- 2.6 million jobs with \$120 billion of wages (total jobs, including supply chain)
- \$200 billion of GDP
- \$166 billion of guest spending

#### **If Occupancy Drops 30% From 66% To 36%, The Hotel Industry Would Lose:**

- 570 million room nights
- \$558 billion of total business sales
- 1,035,000 direct hotel operations jobs
- 3.9 million total jobs with \$180 billion of wages lost wages (total jobs, including supply chain)
- \$300 billion of GDP
- \$249 billion of guest spending



**If Occupancy Drops 40% From 66% To 26%, The Hotel Industry Would Lose:**

- 760 million room nights
- \$740 billion of total business sales
- 1,380,000 direct hotel operations jobs
- 5.2 million total jobs with \$240 billion of wages (total jobs, including supply chain)
- \$400 billion of GDP
- \$332 billion of guest spending

**If Occupancy Drops 50% From 66% To 16%, The Hotel Industry Would Lose:**

- 950 million room nights
- \$925 billion of total business sales
- 1,725,000 direct hotel operations jobs
- 6.5 million total jobs with \$300 billion of wages (total jobs, including supply chain)
- \$500 billion of GDP
- \$415 billion of guest spending

*Note: These figures represent the proportionate impacts of the US hotel industry based on historical performance (each 10 percentage point decline in occupancy is shown as having the same successive impact for illustrative purposes). Economic impacts are based on Oxford Economics research for AHLA.*

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