



THE IMPACT OF COVID-19

CORONAVIRUS UPDATES FOR AMERICA'S HOTEL OWNERS

APPROACHING LOCAL OFFICIALS TO DEEM HOTELS AS ESSENTIAL BUSINESSES

This document details how to approach your local government officials to rule hotels as “essential businesses” during the COVID-19 pandemic. Deeming hotels as an “essential business” is critical because it would allow hotels to stay open during the pandemic and provide necessary shelters for medical and emergency personnel, college students, construction workers, and more.

WHO SHOULD I APPROACH?

Ideally, your governor or their aide/adviser. Otherwise:

- Your county commissioner, or their aide/adviser; and
- Your city’s mayor, or their aide/adviser

HOW SHOULD I APPROACH MY OFFICIAL?

1. Determine who your local officials are at <http://myreps.datamade.us/>.
2. Navigate to their websites and find the “Contact Us” page or something similar
3. Call your local official’s office.
4. Ask to speak with your local elected official directly or their aide/adviser. If your aide/adviser is unavailable, ask to set up a phone appointment and get his/her email address to follow up in writing.

WHAT SHOULD I SAY?

First, tell them who you are and what you want.

- I am a small business owner and constituent in your district.
- I am a member of AAHOA, which represents nearly 20,000 members who own 50% of all the hotels in the United States, employs nearly 60,000 workers accounting for \$10B in annual payroll.
- I want to stress the importance of deeming a hotel an “essential business” during this pandemic.

Second, let your official know:

- Pursuant to the March 19, 2020, memorandum issued by the U.S. Department of Homeland Security, hotels are considered part of our nation’s Critical Infrastructure as they provide essential services in the form of shelter to others.
- This hotel is a shelter and is important for health and safety reasons, as well as supporting COVID-19 mitigation and containment measures. Accordingly, workers of the Hotel are considered part of the Essential Critical Infrastructure Workers.
- You are not allowing: Tourists or leisure guests.

AAHOA does not provide business or legal advice or representation to anyone. AAHOA goes to great lengths to ensure the information it provides is accurate and useful, but strongly recommends that all members consult a lawyer and obtain professional advice and representation that is appropriate to his/her particular situation.

FOR MORE INFORMATION | COVID19@AAHOA.COM | WWW.AAHOA.COM/COVID-19 | 404.816.5759



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- You are allowing:
 - Guests who are working in the area for essential business service like medical, construction, and emergency services;
 - International students who were asked to leave college dorm rooms; and
 - Emergency housing by working with the state or local health department for quarantine or hospital needs.
- The precautions you are taking at your hotel such as increased sanitation procedures, specialized training to staff, doubling down the monitoring of the facilities, grab and go breakfast areas, and more.

Tell your official what would happen if hotels are not deemed an “essential business”

- If hotels are deemed non-essential, they will all be forced to close their doors;
- A significant number of constituents in your community would have nowhere to go;
- Some of the longer-term guests are members of the most vulnerable population in your area;
- An abrupt increase in the homeless population will compound the spread of this dangerous, novel virus in your community; and
- Provide any other pertinent personal, locally focused examples of the impact the virus has had on your business and how closing your hotel would affect your community.

WHY IS THIS IMPORTANT?

State and local leaders need to hear your story. The most powerful stories come directly from the constituents of the area in which the elected official presides.

At the minimum, we urge you and your network to fill out your area’s active state and local call to action (which is accessible here: <https://p2a.co/6V7nV81>) that goes out to every governor, state legislator, and all local officials.

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