



THE IMPACT OF COVID-19

CORONAVIRUS UPDATES FOR AMERICA'S HOTEL OWNERS

TOP LEGAL & FINANCIAL CONSIDERATIONS FOR INDEPENDENT HOTELIERS

- Health and safety/cleanliness: Have clear procedures in place.
- Employer and employee safety: Know what to do under all scenarios relating to the virus, both legally and best practices.
- Guest safety: Know what to do legally and best practices, as well as any signage.
- Contact your insurance agent: What coverages do you have?
- Contact your lender: What financial assistance and terms can you negotiate right now? Use your relationships and make that call.
- Contact your local tax authority re: occupancy taxes and property taxes. Negotiate financial assistance and revised terms. Make that call now.
- Contact your state governor and local leaders for hotels to remain open. Hotels are essential businesses.
- Contact your OTAs and request discounted margins. Make that call now.
- Market on social media that you are open for business. Let people know you support travel and you are here for anyone who needs shelter.
- Contact local community groups and offer housing assistance. Let them know you are open for business and willing to lend help.
- Complete all calls to action for Federal and State aid for small businesses. Have your voice heard now to urge relief for small business owners, especially hotels.
- Update your hotel website with any new terms or property adjustments.
- Post any necessary signage.
- Adjust staffing levels as needed – save costs while still maintaining safe working conditions.
- Using only parts of the hotel. Save costs while remaining open for business.
- Using the night window to limit contact.
- Cash has more germs than most people are aware of. Use gloves when handling, if possible.
- Overcommunicate with guests. Let guests know that housekeeping and other amenities may be limited.
- Due to low occupancy, consider stopping renovations and inform contractor of situation, or use this time to make those needed upgrades and repairs.
- Contact your vendors to see what supplies are running low so you can stay head of reordering. And remember to not “panic buy.”
- For those who live on premises, consider the safety of yourselves and family.

Additional Helpful Links

- Recommendations for Financial Relief During COVID-19: <https://bit.ly/2WNYp5F>
- Recommendations for Employees Showing Flu-Like Symptoms During COVID-19: <https://bit.ly/33FPMex>
- Recommendations for Guest Care During COVID-19: <https://bit.ly/2xiXiQu>

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