



March 30, 2021

Governor Andrew Cuomo, Chair  
Governor Asa Hutchinson, Vice Chair  
National Governors Association  
444 North Capitol Street NW #267  
Washington, DC 20001

Mayor Greg Fischer, President  
Mayor Nan Whaley, Vice President  
The United States Conference of Mayors  
1620 I Street NW  
Washington, DC 20006

Dear State and Local Leaders:

The pandemic has been devastating to the hospitality industry workforce, wiping out 10 years of hotel job growth. Twenty percent of leisure and hospitality jobs—3.5 million in total—have been lost during the pandemic and have yet to return, and the unemployment rate in the hospitality and tourism sector remains 300% higher than the rest of the economy. With hotels expected to end 2021 down 500,000 direct jobs, an additional 1.3 million hotel-supported jobs are also in jeopardy without additional support.

The American Rescue Plan (ARP) was signed into law by President Biden on March 11, sending **\$350 billion** to states, local and tribal governments to address the fiscal impacts of the COVID-19 pandemic. The ARP directs state and local governments to focus part of their relief efforts on the hospitality and tourism industries, which have been devastated by the pandemic, including **Sec. 6001, “Economic Adjustment Assistance Grants,”** and **Sec. 9901, “Coronavirus State and Local Fiscal Recovery Funds.”**

While the ARP is not specific in how states and local governments should meet the goal of addressing the needs of the hospitality, travel and tourism sectors, there are numerous programs that would provide much needed assistance to the hotel industry and its workforce. These policy options include both short-term industry relief and longer-term recovery incentives among four key areas: direct financial relief through grants, job protection through tax credits, recovery incentives such as tourism promotion, and legal protections. We encourage you to consider these options as ways to get our industry – and the millions of jobs we support – back on its feet again.

State and local tax revenue generated from hotels fell by one-third in 2020 and will not rebound until at least 2023. That is why it is so important state and local leaders place a high priority on the lodging industry as ARP funds are applied to public policy solutions. As an industry of people taking care of people, the hotel industry is uniquely positioned to support and help strengthen our communities.

Thank you for your leadership during this unprecedented public health and economic crisis. We look forward to working with you to rebuild our industry so that we can continue contributing to the success of your communities.



Sincerely,

Chip Rogers  
President & CEO  
American Hotel & Lodging Association

Cecil P. Staton  
President & CEO  
AAHOA

Lynette Montoya  
President & CEO  
Latino Hotel Association

Andy Ingraham  
President, CEO & Founder  
National Association of Black Hotel Owners, Operators  
& Developers

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#### **About American Hotel & Lodging Association**

The American Hotel & Lodging Association (AHLA) is the sole national association representing all segments of the U.S. lodging industry. In the wake of COVID-19 pandemic, the hospitality was the first industry impacted and it will be among the last to recover. That is why AHLA is committed to promoting safe travel while also creating a standardized safety experience nationwide through the Safe Stay initiative. With an enhanced set of health and safety protocols designed to provide a safe and clean environment for all hotel guests and employees, hotels across America are ready to welcome back travelers when they are ready to travel.

#### **About AAHOA**

AAHOA is the largest hotel owners association in the world. The over 19,500 AAHOA members represent almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community. AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American dream.

#### **About Latino Hotel Association**

The Latino Hotel Association is dedicated to serving those who want to learn, grow and succeed in the most exciting industry in the world.... hospitality! We educate and nurture passionate individuals in the hospitality industry with a focus on growing Latino and Hispanic leaders. We are committed to expanding the community of Latino Hotel owners and operators. We are a family-focused and inclusive association.

#### **About National Association of Black Hotel Owners, Operators and Developers**

Our mission is to increase the number of African-Americans developing, managing, operating and owning hotels; increase vendor opportunities & executive level jobs for minorities, thereby creating wealth within the African-American community.