



THE IMPACT OF COVID-19

CORONAVIRUS UPDATES FOR AMERICA'S HOTEL OWNERS

AAHOA COVID-19 WEBCAST SERIES RESOURCE

HOTEL OWNERS & COVID-19: APPROACHING YOUR BRAND FOR ROYALTY FEE RELIEF

Visit AAHOA.com/webcasts to access this webcast on demand.

THE SITUATION

- The impacts of COVID-19 have been swift and unrelenting on the travel industry. While many of the major brands have sprung into action and rolled out aggressive relief measures, additional relief and support is still on a case-by-case basis.
- This is an unprecedented time for all of us and the overwhelming sentiment among brands is now more than ever one of cooperation and partnership and a desire to find solutions for hotel owners.



STEPS TO OBTAINING RELIEF

- 1. Document the impacts of COVID-19 on your business in real time.**
 - Create a timeline of impacts on your specific properties, i.e., when your area officially went under a stay-at-home order, when tourist attractions announced closures, supply chain delays, layoffs or furloughs you may have had to institute, etc.
 - This is a time when being detailed, strategic, direct, and accurate is critical.
- 2. Contact your brand and AAHOA.**
 - Find other hotel owners in similar situations and seek change as a group through AAHOA, but also pursue it individually with your brand.
- 3. Speak with your lenders.**
 - There is a lot of misinformation, so speak directly with your lender about the options that may be available to you.
 - Share with them anything that's happening with your current loan.

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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4. **Make a list of your vendors and providers to connect with.**
 - Review your current agreements and contracts with vendors to consider which ones you may be able to step back from.
 - Discuss your situation with vendors and be sure to offer solutions, because most would like to continue working together.
 - Propose an extended payment plan and tack on additional months to your agreement or other creative solutions.
5. **Stay tuned to AAHOA, state lodging associations, and local lodging associations for the latest on relief opportunities.**

RELIEF SOLUTIONS THAT OTHER BRANDS ARE UTILIZING

- **Extensions:** PIP – 90 Days to 12 Months
- **Waivers:** Inspections, PIP, Guest Satisfaction, Loyalty Enrollments, Training (Digital), Conference Fees, PMS
- **Reductions:** Royalty Fees, OTA Fees
- **Delays or Eliminations:** Food Service, Brand Standards, Loyalty Enrollment

WHEN APPROACHING YOUR BRAND

- **Be cool, calm, collected, and direct when you speak with your brand.** These are unprecedented times and brands are navigating through this crisis just as you are. Being difficult with them will not help your cause. Be clear in what relief measures you are seeking, but be respectful in how you request them. And remember – they are your partner, so approach them as such!
- **Organize your appeal.** Have your documentation ready and a timeline of exactly how COVID-19 has impacted your business to provide them with as much information as possible.

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ADDITIONAL TIPS TO FINDING RELIEF

- **Doing your part may help you in your search for relief.** Consider renting out your empty rooms to the city's COVID-19 response efforts at a reduced rate or other creative ways that you can do your part. This also will help support the case for why you require relief.
- **If your brand or lender is unable to provide any relief, involve your attorney and city/state representatives.**

Disclaimer: The COVID-19 situation is continuously evolving, and the information provided here was based on what was known as of March 23, 2020. Please refer to your legal counsel or local/state/federal regulation for the latest developments on COVID-19 relief.

This content is provided for informational purposes only and is in no way intended to constitute legal advice or create an attorney-client relationship.

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