



*An American Hotel & Lodging Association Initiative*

## **TALKING POINTS**

**Hotels across the country are working with the federal government, as well as state and local governments to support their communities during this unprecedented public health crisis.**

- AHLA launched the “*Hotels for Hope*” initiative to promote the positive work the hotel industry is doing to help employees, communities across the country, and the industry during this unprecedented health crisis.
- With the potential for more than half the hotels in the country to close by the end of the month, AHLA and our Partner State Associations are working closely with federal, state and local governments to connect hotel properties with the health community, struggling to find housing and support as the COVID-19 public health crisis grows.
- AHLA is working to create a **national “*Hotels for Hope*” database** at the federal level with HHS, as well as at the local level with industry partner state associations.
  - The database will help match and streamline the process for willing hotel properties to connect with federal, state, and local governments.
  - Local, state and federal government officials will be able to search willing properties based on geographic location.
- This effort, “*Hotels for Hope*”, is gaining nationwide momentum already. In less than a week, **over 6,500 properties nationwide** located in close proximity to established healthcare facilities that are at the ready to assist government efforts and work with the U.S. Department of Health and Human Services (HHS), in coordination with the US Army CORPS of Engineers and local emergency management and public health agencies to provide access to hotel properties to support the health community and our nation’s first responders who may be in need of temporary housing during this crucial time.
- As an industry of people taking care of people, the hotel industry is uniquely positioned to support and help strengthen our communities and first responders who are on the frontlines of dealing with this ongoing public health crisis.
  - Hotels have always been an active member of our local communities, and this time is no different.
  - AHLA, in partnership with our partner state associations, are proud to work on behalf of our member companies to facilitate partnerships with federal, state and local governments to support the health community during this critical time

## **FREQUENTLY ASKED QUESTIONS**

### **What Is the “Hotels For Hope” Initiative?**

AHLA launched the “Hotels for Hope” initiative to boost collaboration between the hotel industry and local, state and federal governments to help employees, communities across the country, and the industry during this unprecedented health crisis.

As part of this initiative, AHLA recently announced a partnership with AHLA’s partner state associations to support communities across the country by connecting hotel properties with the health community, struggling to find housing and support as the COVID-19 public health crisis grows.

To help match and streamline the process, AHLA is working with DHHS to create a national database. Government officials will be able to search willing properties based on geographic location.

### **How Is AHLA’s National Database Different Than The State Database My PSA Is Working On? Do I Need To Participate In Both?**

While some PSAs and hotel properties are already working with local health officials on leasing agreements, the U.S. Department of Health and Human Services (HHS), in coordination with the US Army CORPS of Engineers and local emergency management and public health agencies, approached AHLA to take proactive measures to build a national database that could be pushed out broadly to health officials across the United States.

The goal of the initiative was to not replace local efforts at the city or state-level, but to add additional support and coordination.

AHLA will be sharing willing properties broken down by state to both the respective PSA and Federal Emergency Management Agency (FEMA) contact. AHLA has been told that FEMA will work to distribute the information down their respective state and local officials.

### **How Do I Get Involved With Hotels For Hope?**

Hotels interested in joining AHLA’s Hotels for Hope can volunteer [HERE](#).

### **What Other States Have States Or Cities Have Agreed To Hotel Leases?**

Already, examples of hotels partnering with local and state officials in communities are being reported in [Chicago](#) and [California](#), and more efforts are expected in the coming days and weeks, including [New York City](#) and [Texas](#).

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