



Back from the Brink of Collapse: A Roadmap for Recovery for the Hotel Industry

HOW CONGRESS CAN HELP HOTELS SURVIVE THE DEVASTATION OF COVID-19

COVID-19 continues to devastate the hotel industry: 2020 is projected to be the worst year on record for hotel occupancy and the impact has been nine times worse than 9/11. More than 8 in 10 AHLA hoteliers have had to lay off or furlough workers, and thousands are facing foreclosure. Below outlines specific steps Congress can take to put the hotel industry on the ROAD TO RECOVERY.

HELP HOTELS RETAIN AND REHIRE EMPLOYEES

EXTEND PAYCHECK PROTECTION PROGRAM (PPP)
Extend the timelines for PPP loan forgiveness and repayment periods

TAX REBATES/DIRECT TUITION ASSISTANCE
Provide tax credits or direct tuition assistance for employees to pursue industry certifications and education

ENHANCE EMPLOYEE RETENTION CREDIT (ERC)
Expand the ERC from the CARES Act for hotels that have maintained salaries and employer-paid health insurance

PROTECT EMPLOYEES & GUESTS

TAX CREDITS FOR CLEANING EQUIPMENT & PPE
Provide tax credits to offset the significant cost of cleaning equipment and PPE

KEEP HOTEL DOORS OPEN

HOTEL COMMERCIAL MORTGAGE RELIEF
Create CMBS market relief fund for hotels that have been unable to secure forbearance or other concessions

EXPAND PPP TO COVER OTHER COSTS
Increase PPP loan amounts and flexibility so hotels can cover costs until travel resumes

INCENTIVIZE AMERICANS TO TRAVEL WHEN SAFE

TEMPORARY TRAVEL TAX CREDIT
Create a new, temporary tax credit to encourage domestic travel

ENTERTAINMENT BUSINESS EXPENSE DEDUCTION
Restore the entertainment and food & beverage business expenses deduction to incentivize business travel



HOTEL INDUSTRY RECOVERY

Hotels are central to getting our economy back on track and supporting millions of jobs across the country. A representative hotel with 100 occupied rooms per night supports nearly 250 jobs in the community and generates \$18.4 million in guest spending.