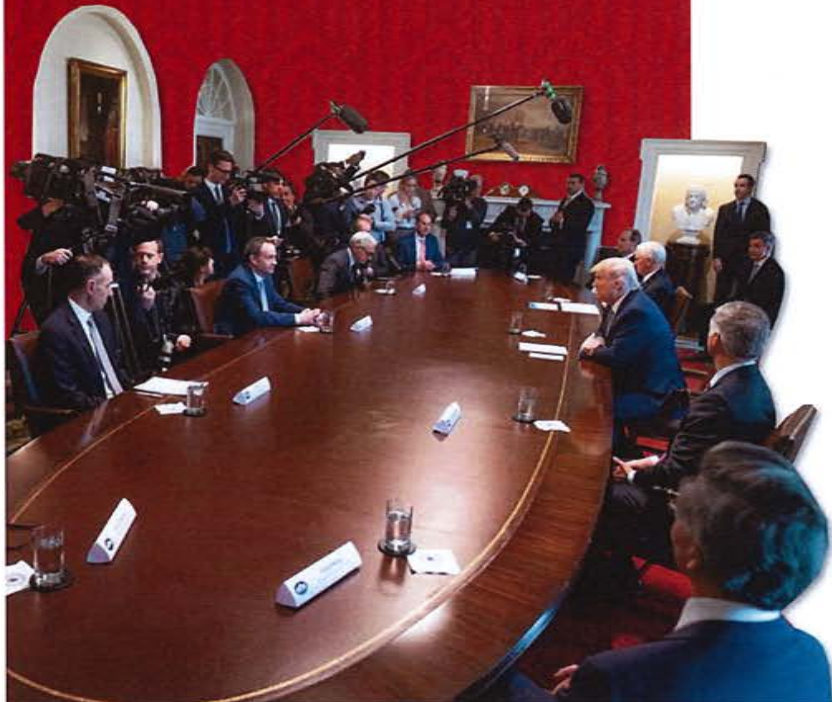




March 8th, 2021

AHLA Update
Ocean City Hotel & Restaurant
Spring Trade Expo

Advocacy Achievements During COVID-19



✓ Securing meetings with the White House, Four Corners, key members of Congress

✓ Passing Paycheck Protection Program (PPP)

✓ Waiving Affiliation Rule

✓ Strengthening PPP through Flexibility Act

✓ Introduction of the HOPE Act in the House of Representatives

✓ Introduction of Senate legislation to establish a preferred equity liquidity facility for asset-based businesses like hotels

✓ Freezing of per-diem rates for 2021

✓ Five year carry back of any Net Operating Loss (NOL)

✓ Employee Retention Tax Credit (ERTC)

✓ Passing vital end-of-year relief package with second PPP loan



Shaping the Industry's Narrative with Media Nationwide



37 BILLION MEDIA IMPRESSIONS

Record-Setting Engagement Across Platforms and Developing New Member Resources



Survey of hotels on:


- Job loss and rehiring
- Financial crisis
- PPP and debt issues


**ONLY 37% OF HOTELS
HAVE BROUGHT BACK
AT LEAST HALF OF
THEIR EMPLOYEES**



SOCIAL PLATFORM GROWTH Y/Y

 Over 150,000
AHLA YouTube
Channel Views

 Twitter audience
increases by 247%

 LinkedIn
Followers
increase by 470%

 Facebook
Page Likes
increase by 139%

State of the Industry Report Drives Key Industry Messages in National Media Blitz



HOTELS TO ADD 200K JOBS BUT REMAIN 500K BELOW 2019 LEVELS



COVID WIPES OUT 10 YEARS OF HOTEL JOB GROWTH



HALF OF U.S. HOTEL ROOMS PROJECTED TO REMAIN EMPTY



LEISURE AND HOSPITALITY SECTOR ENDED 2019 DOWN 4 MILLION JOBS



BUSINESS TRAVEL NOT EXPECTED TO RETURN TO 2019 LEVELS UNTIL 2023



Vacations may bounce back this year while business trips are off, report finds



2020 Was The Worst Year Ever for U.S. Hotels



AHLA State of the Hotel Industry 2021

Hotel Industry Begins Recovery; Still Well Below Normal Levels



56%
CONSUMERS
EXPECT TO
TRAVEL
FOR LEISURE

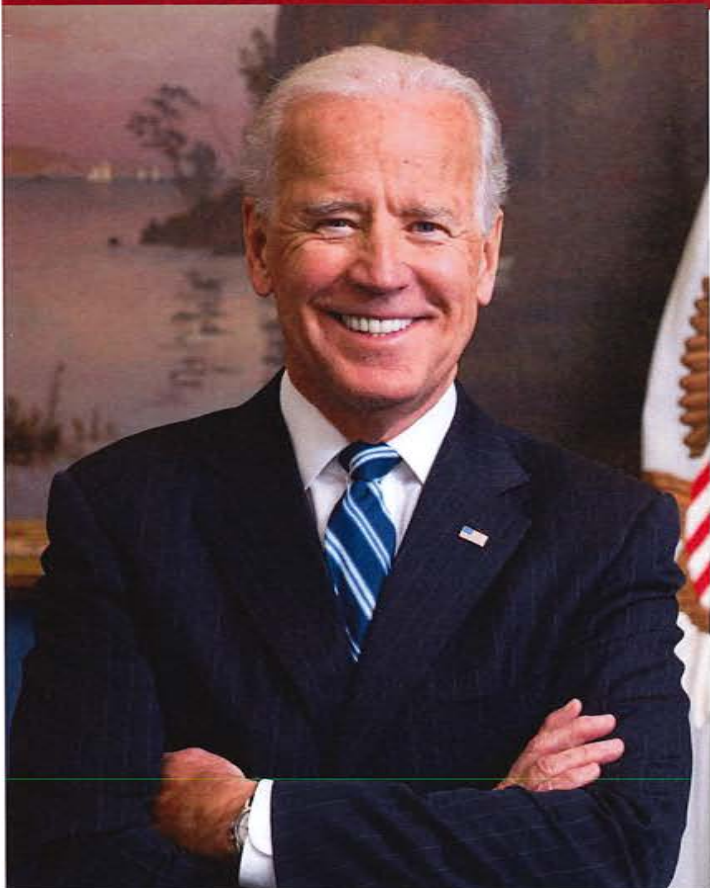


NEARLY HALF
OF CONSUMERS SEE
VACCINE
DISTRIBUTION AS
KEY TO TRAVEL



CONSUMERS RANK
**ENHANCED
CLEANING**
SECOND PRIORITY
FOR CHOOSING HOTELS

Biden's \$1.9 Trillion COVID-19 Package



- Enhanced unemployment
- A \$15 hourly minimum wage
- More assistance for small businesses
- Direct financial assistance for low-income individuals and families
- Increased support for vaccines and testing
- Rental assistance and eviction moratorium
- Increase in Food Stamp benefits
- More money for childcare and child tax credits
- Temporary Increase of tax credits
- Subsidies for health insurance premiums
- Restoration for Emergency Paid Leave
- Aid for schools and states

Advocating for Key Industry Priorities



Liquidity Measures



Labor



State & Local Efforts

Continuing to Engage on Critical PPP Funding

As of February 28, 2021:

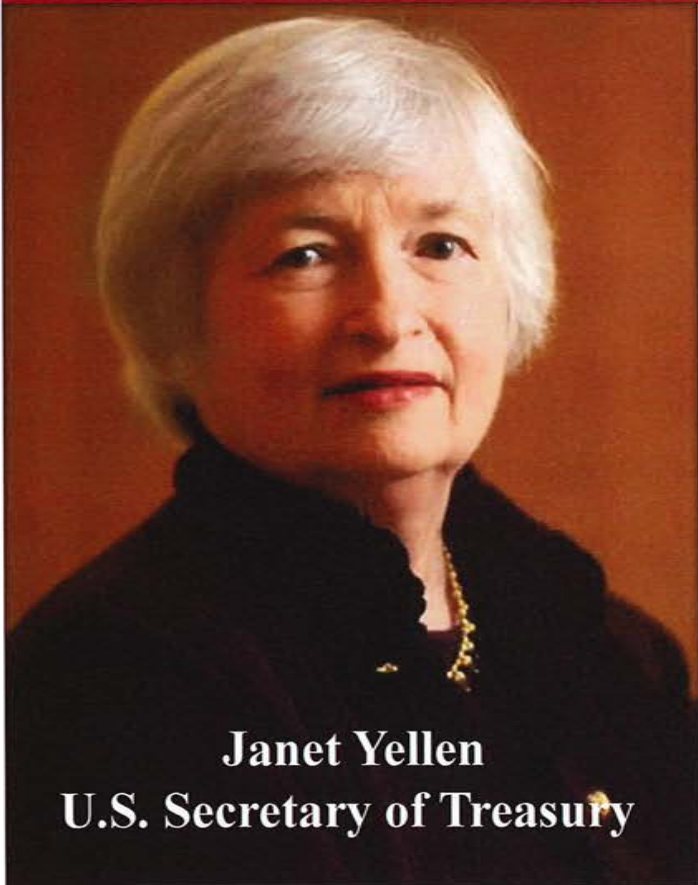
Summary of All PPP Approved Lending

Loans Approved	Total Net Dollars	Total Lender Count
7,341,398	\$678,702,450,013	5,469

Summary of 2021 PPP Approved Lending

Loans Approved	Net Dollars	Lender Count
2,194,420	\$156,253,510,068	5,185

Urge Treasury to Establish New Lending Facility



Janet Yellen
U.S. Secretary of Treasury



President Biden Advances Numerous Labor Priorities



Executive Action

Biden seeks \$15 minimum wage for federal workers, contractors



Regulatory Oversight



Legislative

“Democrats reintroduce labor rights bill as COVID puts spotlight on workplace safety.”



Sustaining Momentum with Safe Stay Initiative Campaign



SAFE STAY IS UNITING THE HOTEL INDUSTRY AROUND CDC-REVIEWED HEALTH AND SAFETY PROTOCOLS

Hotels have CDC-based health and safety guidelines in place through the industry-wide "Safe Stay" program

The hotel industry launched Safe Stay an industry-wide, enhanced standard of health and safety protocols, designed in accordance with the Centers for Disease Control and Prevention (CDC) to meet the needs of the current public health crisis and assure both our guests and employees that hotels are safe. The standards of Safe Stay were developed under the guidance of an Advisory Council, comprised of industry leaders representing all segments of the hotel industry, and in conjunction with public health experts to advance best practices for protecting against the coronavirus.

"The Infectious Diseases Society of America has endorsed the hotel industry's Safe Stay program because it sets comprehensive health and safety requirements necessary to meet the current public health crisis. With these rigorous standards, the hotel industry plays an important role in helping to reduce the risk of transmission of COVID-19."

Barbara Alexander, MD, MHS, FIDSA, president of the Infectious Diseases Society of America

COVID-19 OVERVIEW

HEALTH REPORTING

FACE COVERINGS REQUIRED

DISINFECTING PROCEDURES

ROOM RECOVERY

PHYSICAL DISTANCING

VENTILATION GUIDANCE

EMPLOYEE TRAINING

- CDC-reviewed guidelines provide guidance to hotel workforce on key areas of health and safety standards during the public health crisis.
- Safe Stay has been endorsed by industry leaders, hotel associations in all 50 states and Canada and leading public health experts.
- Guidelines require face coverings and social distancing in all hotels.
- Safe Stay's guest checklist informs guest of key safety requirements and responsibilities.
- Hotel property checklist to outline Safe Stay protocols and safety standards.

ENDORSED BY

- Release Guidelines v5 & ventilation checklist
- Employee Vaccine Resource Center
- Secure additional endorsements
- Promote safety of leisure travel
- Engage policymakers
- Emerging Hot Topics – Digital Health Pass Solutions, Testing

AHLA Secures Change in Hotel Employee Prioritization

December 18, 2020

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

Re: Prioritizing hotel employees for inclusion in phase 1b distribution of the COVID-19 vaccine

Dear Chair Cuomo and Vice Chair Hochstetler,

We greatly appreciate your ongoing leadership and efforts to protect the public's unprecedented public health crisis.

As the rollout of the COVID-19 vaccine begins across the nation, we are proud to be part of the effort. As you are likely aware, the Centers for Disease Control and Prevention (CDC) has issued a proposed rollout plan that prioritizes Phase 1a of the vaccine to include essential workers (Phase 1a) and long-term care residents (Phase 1b). Now, as governors and state legislatures begin to develop their own COVID-19 vaccine distribution plans, we urge you to consider including Phase 1b of the vaccine rollout.

The Cybersecurity and Infrastructure Security Agency (CISA), a division of the Department of Homeland Security (DHS), classifies essential workers as "workers who conduct activities that are typically essential to continued infrastructure viability." CISA has identified a list of essential workers that include hotel employees. CISA also notes that hotels and other temporary lodging facilities that provide for COVID-19 treatment measures or provide accommodations for essential workers have been utilized as places to quarantine for many during the pandemic. Government by opening our doors to first responders and medical professionals close to their hospital or place work as they provide around-the-clock care to patients and domestic travelers securing their likelihood of continuing to provide care to our nation's citizens. We believe that hotels and other temporary lodging facilities that provide for COVID-19 treatment measures or provide accommodations for essential workers have been utilized as places to quarantine for many during the pandemic and helped support all levels of government by opening our doors to first responders and medical professionals for a place to stay closer to their hospital or place work as they provide around-the-clock care to patients.

Since the onset of the pandemic, the hotel industry has worked to ensure limited contact between employees and guests, and has implemented strict protocols to ensure the safety of our employees and guests. We believe that hotels and other temporary lodging facilities that provide for COVID-19 treatment measures or provide accommodations for essential workers have been utilized as places to quarantine for many during the pandemic and helped support all levels of government by opening our doors to first responders and medical professionals for a place to stay closer to their hospital or place work as they provide around-the-clock care to patients.

Since the onset of the pandemic, the hotel industry has worked to ensure limited contact between employees and guests, and has implemented strict protocols to ensure the safety of our employees and guests. We believe that hotels and other temporary lodging facilities that provide for COVID-19 treatment measures or provide accommodations for essential workers have been utilized as places to quarantine for many during the pandemic and helped support all levels of government by opening our doors to first responders and medical professionals for a place to stay closer to their hospital or place work as they provide around-the-clock care to patients.

Sincerely,

Chip Rogers

Chip Rogers
President and CEO of the American Hotel & Lodging Association
CC: Governors of the United States

Established in partnership with AHLA's partner state associations, Hospitality for Hope identified more than 17,000 properties nationwide located in close proximity to healthcare facilities at the ready to assist government efforts. Hospitality for Hope partnered with the hotel industry at the ready to assist management and public health agencies to provide access to hotel properties and room to support the nation's medical staff and vulnerable populations at the front lines of the pandemic. And as the frontline medical staff and vulnerable populations across the nation.

The hotel industry has a longstanding commitment to cleanliness and safety for our employees and guests and rolled out our Safe Stay Guidelines to elevate our cleaning and disinfection efforts even further. However, our employees continue to be on the front lines for interstate travelers which increases exposure risk - another important reason why hotel workers should be included in the Phase 1b vaccine distribution. Additionally, given their often close proximity to hospitals and critical infrastructure such as airports and interstates, hotels could potentially be utilized during vaccine distribution, therefore increasing the need for vaccine distribution among hotel employees.

During the pandemic, we have continued and built upon this commitment to ensure hotels are cleaner and safer than ever before. In accordance with guidance issued by public health authorities, including the Centers for Disease Control and Prevention (CDC), AHLA launched "Safe Stay" - an industry-wide commitment to enhanced cleaning protocols and safety practices to meet and exceed the concerns created during the COVID-19 pandemic. Safe Stay has been endorsed by leading scientists, physicians and public health experts in epidemiology and infectious diseases.

Travel and tourism are critical drivers of the American economy, and while travel demand has hit record lows, ensuring hotel employees are prioritized during the vaccine rollout will help keep both employees and guests safe when it becomes safe to travel and resume meetings and events once again.

As an industry of people taking care of people, the hotel industry has taken steps to support and strengthen the community during this public health crisis. We ask that the employees who power our industry are prioritized during phase 1b of the vaccine roll out.

Once again, we thank you for your support, and we ask that you prioritize hotel employees as states finalize recommendations for COVID-19 vaccine distribution.

Sincerely,

ILLINOIS
HOTEL & LODGING ASSOCIATION

1
UNITE HERE!

December 21, 2020

Dear Public and Elected Officials,

As you know, the hospitality industry has been decimated over the past nine months as a result of COVID-19. Hospitality workers have suffered both professionally and personally because of the pandemic. Tens of thousands of hotel, convention center, airport and restaurant employees have been furloughed or laid off.

Even worse, we have heard heartbreaking stories of workers and their families suffering through the loss of life of their loved ones who succumbed to COVID-19.

With hotels and other travel facilities deemed as essential businesses from the onset of the pandemic, hospitality workers have continued to serve on the front lines of our businesses, which naturally increases their potential exposure to COVID-19. Several hotels have even partnered with state and local governments to house patients who have tested positive for COVID-19, in addition to other vulnerable populations. It is for this reason that we implore federal, state and local officials to include hospital employees under phase 1b of the proposed vaccine distribution plan, as "critical workers in high-risk settings," as defined by the National Academies of Sciences, Engineering and Medicine's Framework for equitable allocation of COVID-19 vaccine.

Hospitality workers have shown relentless dedication to serving their communities and those that have had essential travel needs. It is critical that public health agencies include them in phase 1b of the vaccine rollout in order to protect them in these circumstances.

Thank you for your hard work in combating COVID-19 and protecting our workforce.

Respectfully,

Michael Jacobson
President and CEO
Illinois Hotel & Lodging Association

Karen Kent
President
UNITE HERE, Local 1

Alfonso Garcia
President
UNITE HERE, Local 470

AHLA
HOTEL & LODGING ASSOCIATION

UNITE HERE!

February 17, 2021

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

Re: Prioritizing hotel employees in distribution of the COVID-19 vaccine

Dear Chair Cuomo and Vice Chair Hochstetler,

On behalf of the domestic hotel industry and over more than 2.3 million direct employees and the over 8 million jobs our industry supports, we appreciate your ongoing leadership and efforts to protect the public as we continue to battle this unprecedented public health crisis.

As the rollout of the COVID-19 vaccine continues across the nation, we are pleased to see states taking critical steps towards ending the pandemic. As governors and state public health agencies continue their COVID-19 vaccine distribution plans, we urge you to prioritize hotel employees for inclusion in phase 1b of the vaccination rollout, at the appropriate corresponding phase for essential workers in your state.

The Cybersecurity and Infrastructure Security Agency (CISA), a division of the Department of Homeland Security (DHS), classifies essential workers as "workers who conduct a range of operations and services that are typically essential to continued infrastructure viability." CISA identifies "management and staff at hotels and other temporary lodging facilities that provide for COVID-19 mitigation, containment, and treatment measures or provide accommodations for essential workers" as essential workers. Hotels have been utilized as places to quarantine for many during the pandemic and helped support all levels of government by opening our doors to first responders and medical professionals for a place to stay closer to their hospital or place work as they provide around-the-clock care to patients.

Employees also remain on the frontlines, and each day that they come to work, they welcome both domestic travelers increasing their likelihood of contracting the virus. While hotels have a higher risk to ensure limited contact between employees and guests, prioritizing employees with the vaccine would provide another layer of protection.

Since the onset of the pandemic, the hotel industry has worked to ensure limited contact between employees and guests, and has implemented strict protocols to ensure the safety of our employees and guests. We believe that hotels and other temporary lodging facilities that provide for COVID-19 treatment measures or provide accommodations for essential workers have been utilized as places to quarantine for many during the pandemic and helped support all levels of government by opening our doors to first responders and medical professionals for a place to stay closer to their hospital or place work as they provide around-the-clock care to patients.

NCRLA | NC Restaurant & Lodging Association

A tested, safe and effective vaccine will be available to all who want it, but supplies are currently limited. NCRLA is committed to providing business and employees the most current information on the COVID-19 vaccine. Working closely with NCDHHS on the state's vaccine plans, NCRLA has confirmed that restaurant workers will be eligible for the vaccine in Group 3 and hotel employees will be eligible in Group 4.

Expanding Grassroots Initiatives 100%

4,715

JANUARY 2020

53,064

JANUARY 2021

100,000

GOAL BY END OF 2021

HOTELSACT

- Officer/EC/Board Brand Ambassadors
- Peer-to-Peer Outreach
- Compelling Campaign Hooks
- Paid Campaigns

Hotelsact.org