Connecticut Lodging Association

CTLodging.org

Annual Meeting

September 22, 2020

Steve Matiasos, President
The Year in Review

Pre-pandemic Key Metrics

- YTD in February 2020 v. 2019
  - Occupancy: Up 0.5%
  - ADR: Down 0.6%
  - RevPar: Down 0.1%

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Pandemic Shutdown

- Sudden shutdown
- Inconsistent safety guidelines on how to flatten the curve
- Supply shortages for disinfectants, masks, etc.

Housing & Infection Rate
- People experiencing homelessness
- First responders
- Healthcare workers

This was the first time where we saw a global pandemic impacting nearly every sector of the economy

Our security blanket sectors were struggling
- Healthcare (overwhelmed with patients, lost revenue)
- Manufacturing (supply chain issues)
- Higher Education (graduations, reunions, meetings, campus tours, etc.)
Occupancy by Month
August 2019-August 2020
Accommodations & Food Service Unemployment Rate by Month
August 2019-August 2020
Planning for Reopen CT

The Connecticut Lodging Association was asked to be on the Reopen CT committee

CLA lobbied on behalf of the industry with DECD Commissioner David Lehman, aligning our requests with AHLA, AAHOA, CDC and WHO guidelines

Collaboration with the Connecticut Restaurant Association, the State Office of Tourism and other organizations to streamline messaging

Provided timely information to all lodging properties of new/altered guidance

Hosted webinar with Commissioner Lehman to allow members to ask questions directly

Provided information for media outlets throughout the state
Reopen CT
What worked?

▶ Hitting hard on the flatten the curve message - lodging cared about safety
▶ Provided information and data to decision makers
  ▶ AHLA recommendations
  ▶ Stressing the importance of the lodging industry in terms of employment, consumer spending, tax revenue
  ▶ Advocated for reopening in ways that supported the industry and the public health crisis
  ▶ Government and the private sector collaborated in an unprecedented way
▶ The state working with New York, New Jersey, Rhode Island and Massachusetts collectively
Reopen CT
What would we want to do differently in the future?

- Have a disaster response protocol in the event of a resurgence
- Maintain an adequate supply of all necessary cleaning materials and PPE
- Increased testing, faster results for everyone
Collaboration Works

- Being able to open midweek to be ready for weekend guests
- Demonstrating the lodging industry’s compliance with the guidelines
- Changes to the travel advisory allowing testing in lieu of a 14-day quarantine
- Adding outdoor dining
- Adding indoor dining
- Allowing bar service

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Next Steps

- Increase capacity restaurants, meetings and events
- Work toward Phase 3
- Advocating for additional business support from state and federal government
- Onsite testing at Bradley International Airport and other gateways to Connecticut
- People need to feel safe before they will travel
  - Support the State Office of Tourism safety campaigns
  - Be obvious in your disinfecting protocols and staff education
  - Educate your current guests - not everyone comes from a state with the same guidelines as CT
  - Encourage satisfied guests to leave a positive review online
- Lobby now for appropriate statewide marketing funding when demand increases
Thank you and looking forward to a better 2022

▶ We Welcome New Memberships.

▶ Look out for the CLA Updates!

▶ Utilize your available resources

▶ Any additional questions or concerns contact us:
  ▶ CLA: info@ctlodging.org, 860-635-5600
  ▶ Ginny Kozlowski: ginnyk@ctlodging.org
  ▶ Ryan O’Donnell: rodonnell@siegeloconnor.com
  ▶ Armando Paolino: armando@paolinopublicaffairs.com

▶ Do the Right Thing.

▶ Stay Safe.

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Thank you for your time today. Thanks to AHLA, STR, and the Bureau of Labor Statistics for the data shared in today’s presentation. Be safe.