



April 9, 2020

The Honorable Larry Hogan
Chair, National Governors Association
444 N. Capitol St. NW
Washington, D.C. 20001

The Honorable Phil Murphy
Chair, Democratic Governors Association
1225 Eye St. NW, Suite 1100
Washington, D.C. 20005

The Honorable Greg Abbott
Chair, Republican Governors Association
1747 Pennsylvania Avenue NW, Suite 250
Washington, D.C. 20006

The Honorable Robin Vos
President, National Conference of State Legislatures
7700 East First Place
Denver, CO 80230

The Honorable Bryan Barnett
President, The United States Conference of Mayors
1620 I St. NW
Washington, D.C. 20006

Dear State and Local Leaders:

On behalf of the American Hotel & Lodging Association (AHLA), the sole national association representing all segments of the U.S. lodging industry, including iconic global brands, hotel owners and franchisees, lodging real estate investment trusts (REITs), hotel management companies, independent properties, bed and breakfasts, state hotel associations, and industry suppliers, we thank you for your leadership during this unprecedented health and economic crisis. The economic impact of the COVID-19 health crisis on the hotel industry is estimated to be seven times greater than the September 11th terrorist attacks.

Solving the challenge of COVID 19 requires action by all levels of government. While much attention is placed on activity in Washington D.C., we know that public policy solutions developed in state capitols and city halls are essential to addressing the public health and economic crises before us today. That's why AHLA has compiled a list of [State & Local Policy Relief Options to Save Jobs](#). These policy options include both short-term industry relief and longer-term recovery incentives among five key areas: Tax Flexibility, Direct Financial Relief, Job Protection & Labor, Legal, and Recovery Incentives. We encourage you to reference these options as ways to get our industry – and the millions of jobs we support – back on its feet again.

Meanwhile, AHLA recently launched the [Hospitality 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 public health crisis. As part of this initiative, AHLA and our partner state associations are supporting 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 date, over 16,000 hotels have signed up for the Hospitality for Hope Initiative.

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 active members of their local communities, and this time is no different.

Again, thank you for your leadership during this difficult time. We look forward to working with you to rebuild our industry so that we can continue contributing to the success of your communities.

Sincerely,

A handwritten signature in blue ink, appearing to read "M. Flanagan", with a stylized flourish at the end.

Troy Flanagan
Senior Vice President, Government Affairs & Industry Relations
American Hotel & Lodging Association