

Bobbie Singh-Allen's Ideas On Helping The Lodging Industry Recover



Independent hotels are being creative when looking ahead. Harbor Hotel Collection

Independent Hotels Utilizing Innovative Ways To Stay Afloat

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The current worldwide crisis has profoundly impacted not only the well-being of large segments of humanity, but global economies as well. In particular, the hotel industry has been dealt a severe blow from which it may never fully recover.

According to a report by the [American Hotel & Lodging Association](https://www.ahla.com), rapidly falling occupancy rates will have a devastating impact on jobs. The findings are as follows:

- As of April 1, more than 70% of hotel rooms were empty across the country.
- Since the public health issue began escalating in mid-February in the U.S., hotels have already lost more than \$7.5 billion in room revenue.
- This figure is rapidly accelerating with hotels currently on pace to lose more than \$500 million in room revenue per day based on current and future reported occupancy rates.

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