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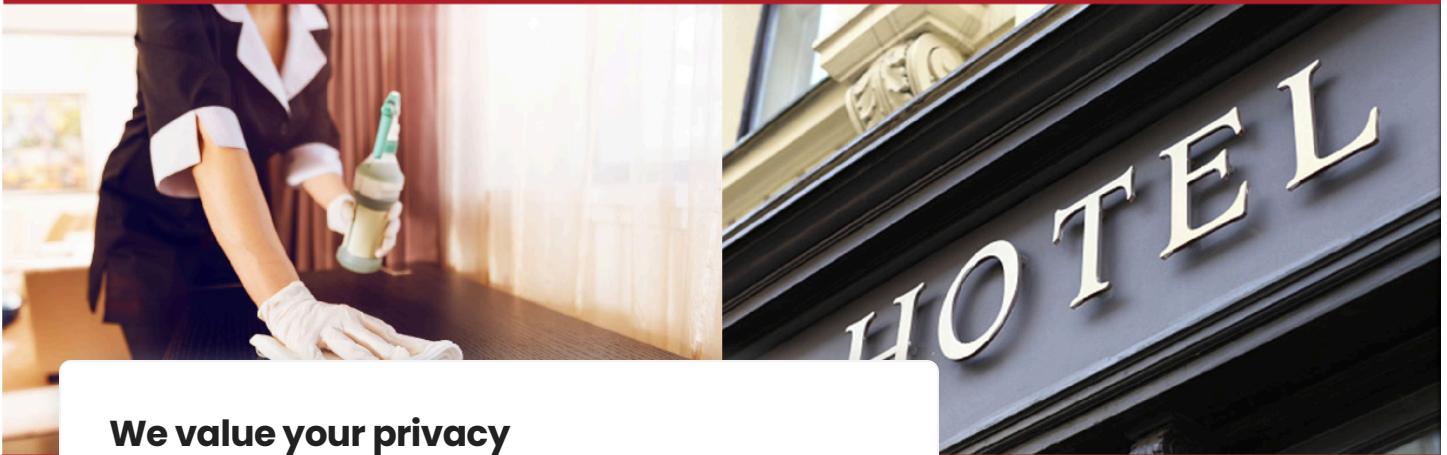


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AHLA'S STATE OF THE HOTEL INDUSTRY 2021



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AHLA's 2021 State of the Industry Report

SEPTEMBER 28, 2022

In 2021, the hotel industry faced significant challenges due to the lingering effects of COVID-19, marked by low occupancy rates and reduced business travel, which was still down by 85% compared to 2019. Recovery is expected to be gradual, with leisure travel anticipated to recover first, and a full return to pre-pandemic levels not expected until 2024. Hotels have responded by focusing on enhanced cleanliness and safety protocols, with AHLA launching the Safe Stay initiative to rebuild traveler confidence. Employment remained significantly below 2019 levels, although hotels projected an addition of 200,000 jobs over the year. Enhanced cleaning practices have become a priority for guests, as nearly 62% of consumers now consider safety protocols a top factor in choosing accommodations.

AU

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