
OH&LA Hotel Industry Recovery: September 11, 2020

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OH&LA Partner:*



COVID-19 Membership Update: September 11

Lodging Tax Study for 2019

The American Hotel & Lodging Association in partnership with STR has released the [Lodging Tax Study for 2019](#). The lodging industry takes seriously its commitment to partnering with communities around the country. For nearly ten years, the industry saw tremendous growth, creating jobs and boosting communities. In 2020, the industry has come together to help serve the healthcare workers, first responders, and others impacted by the COVID-19 pandemic. Another factor of that service to the community comes from significant contributions through tax dollars that go to the local, state and federal governments.

As this study shows, the lodging industry currently imposes a tax rate on its guests, which has stayed fairly stable since 2016. The average total tax is 13.5% with some cities charging guests a total tax rate above 20%*. Further, the study finds multiple levels of taxes which are levied on hotel guests, amounting to up to six or more different types of taxes, fees, and assessments. STR conducted a survey of lodging taxes in 2019 across more than 200 U.S. cities. The study illustrates the total tax rate broken down into the various tax categories, such as state, multi-county, county, city, subcity, sales, and additional flat fees.

Click [here](#) for a full copy of the study. It will also be posted under "Resources" at oklahomahotels.org.

OKWIL Schedules October 7, 2020 Community Outreach Day

The number of Oklahoma homeless are staggering and that is why The Oklahoma Women In Lodging (OKWIL) has once again elected The Homeless Alliance as its volunteer community outreach partner. On October 7, 2020, OKWIL members will gather at The Homeless Alliance where we'll volunteer in many different areas of the campus and provide a great opportunity for members to give back to our community! If you would

like to attend please click this [link](#) and join us on Oct. 7th. For more information contact [Theresa Martin](#) at OHLA.

The Homeless Alliance works to end long-term homelessness in Oklahoma City by building the capacity of the community through collaboration with other agencies, identifying and filling gaps in homeless services, bringing nationally-recognized best practices to the community, and working to build a system that is more efficient, rationale, and caring. [Click here](#) to learn more about The Homeless Alliance.

If you would like to join us for this worthy cause you can register by completing our group's [online registration form](#). You will need to set up a profile, select the area you would like to work in, and fill out the online Volunteer Waiver. The Homeless Alliance has strenuous health and safety precautions set up to keep volunteers, as well as clients safe. There are temperature checks upon arrival, mandatory masks and smaller volunteer groups. With winter just around the corner, if you are also able to donate new or gently used winter gear, such as coats, hats, and gloves you may bring them with you the day you volunteer.

Online CHIA Workshops

With much of the world working remotely, STR's SHARE Center is pleased to expand to the virtual world the renowned [Certification in Hotel Industry Analytics \(CHIA\)](#). From the comfort of your own workspace and time zone, you can join 20,000 professionals and academics in earning this industry-recognized stamp of approval that will advance your career and industry knowledge.

The core areas of focus of the CHIA remain the same: hotel industry analytical foundations, hotel math fundamentals, property-level benchmarking, and hotel industry performance reports. But in response to the unprecedented state of global hospitality, the program's data and guest speakers will be largely focused on performance recovery.

You can register below for the Online CHIA Workshop that works best with your schedule. Regardless of your preference, you will have direct engagement with your instructors and the opportunity to build camaraderie with attendees from around the globe. Pricing for the workshop and certification is \$445 for AHLA members and \$495 standard. Become a Rockstar within your organization, earn your CHIA. [Register today!](#)

AHLA Speaker Series - Register Today!

On Wednesday, September 30th at 2pm cst join AHLA for an exclusive LIVE conversation with Geoff Ballotti, President & CEO, Wyndham Hotels & Resorts and Immediate Past AHLA Chair of the Board, and Leslie Hale, President & CEO, RLJ Lodging Trust and AHLA Executive Committee Member. Topics of discussion will include:

- Lessons in leadership and evolving management in times of crisis
- Ongoing hotel industry recovery efforts

-Importance of Diversity, Equity & Inclusion in business practices

[Register today](#) for the opportunity to hear from two hotel luminaries.

2021 OH&LA Board of Directors

Nominations for the OH&LA Board of Directors begins in October, so if you are an owner, general manager or regional vice president of an OH&LA member property and have interest in serving our leadership in 2021, please send your letter of interest to [Patti Colley](#) before October 1st to be among those considered by the Nominating Committee.

New OH&LA Impact Assessment Survey

In our continuing efforts to gather data on the devastating effects of the COVID-19 crisis on Oklahoma's hotel and lodging facilities, please take a moment to complete [this OH&LA survey](#). This data is so important to have as we continue to speak to congress and government officials about additional relief for our industry.

New Version of Safe Stay Guidelines

AHLA is proud to announce a **new enhanced version of [COVID-19 Precautions for Hotels](#)**, a hotel-specific online training course designed specifically for cleaning and safety during the pandemic. This valuable training tool was developed in partnership with the American Hotel & Lodging Educational Institute (AHLEI) and now includes a brand new module focused on de-escalation training for employees. The new de-escalation module offers all hotel employees guidance on how to reduce tensions and promote a safe environment while maintaining the spirit of hospitality throughout all interactions.

