



# 2023 State of the Industry

## Iowa Hotel & Lodging Industry Snapshot

**999** properties   **51k** Guest Rooms

**\$3 billion** Guest Spending

### Direct Hotel Employment

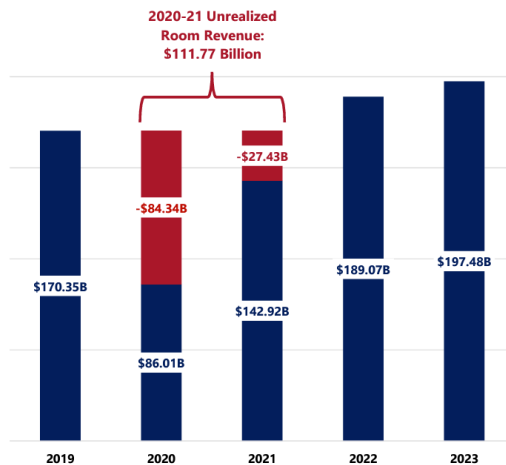
2019 **22,808**  
 Projected 2023 **20,492**  
 2019 vs. 2023 **-10.2%**

### Hotel Supported Employment

2019 **65,171**  
 Projected 2023 **58,552**  
 2019 vs. 2023 **-10.2%**

## ROOM REVENUE IS RECOVERING...

In early April 2020, more than three quarters of U.S. hotel rooms stood empty. Nearly three years later, U.S. hotel occupancy has almost recovered and is expected to continue its upward trajectory in the year ahead.



Hotel Room Revenue by Year

While the figures below are not adjusted for inflation so real revenue recovery may take several more years. Nonetheless, the trendlines are positive for the hotel industry.

- Annual room revenue dropped by nearly 50% from 2019 to 2020
- The industry has shown signs of recovery, with room revenue rebounding in 2021 and soaring in 2022
- Positive momentum is expected to continue in 2023
- U.S. hotel room revenue projected to reach \$197.48 billion, a 4.4% increase over 2022 and a 15.9% increase over 2019

## 2023 Legislative Agenda

### Proposed, Got Drafted, Found Sponsors: SF 394 & HF 544

- The bill exempts from the state sales and use tax the sales price of lodging supplies sold to a lodging provider.

### Support SF 542 & HF 647

- This bill expands work hours for teens, creates a work drive permit for 15 year olds, allows 16 & 17 years old to serve alcohol and ring in checks with alcohol

### Data Privacy and Protection Bills

- Currently registered as “watching” multiple data protection and privacy bills to ensure there are no unintended consequences. It is important any new legislation allows consumers to continue the ability to enjoy loyalty and points programs in hospitality establishments.

### Opposed and Continue to Negotiate for Changes to SF 309 & HF 412

- Authorizes cities to establish entertainment areas and impose an entertainment surcharge within the area.