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level of 65.9%. Staffing is expected to remain a challenge for many U.S. hotels in 2023, as the industry continues to grow its workforce back to pre-pandemic levels.

Feb. 23, 2023



Hotel-generated state and local tax revenue will reach new heights nationally (\$46.71 billion) and in states across the nation this year, according to state-by-state projections released today by the American Hotel & Lodging Association (AHLA) and Oxford Economics.

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The 10 states projected to have the highest gross increase in hotel-generated state and local tax revenue from 2019 to 2023 are:



Data 1

Hotels across the country are on a hiring spree because they’re looking to fill many of the jobs lost during the pandemic. As of Dec. 2022, national average hotel wages were at historic highs of **over \$23/hour** and hotel benefits and flexibility are better than ever. **Nearly 100,000 hotel jobs are currently open** across the nation, according to Indeed.

To help hotels fill open jobs and raise awareness of the hotel industry’s 200+ career pathways, the AHLA Foundation’s “A Place to Stay” multi-channel advertising campaign is now active in 14 cities, including Atlanta, Baltimore, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Nashville, New York, Orlando, Phoenix, San Diego, and Tampa. For more info on the campaign, visit thehotelindustry.com.

Additionally, AHLA affiliate “Hospitality is Working” recently launched the Workforce & Immigration Initiative. The effort is aimed at urging Congress to address workforce shortages with bipartisan solutions to incorporate more immigrants into the American economy. You can learn more about the effort [here](#).

On average nationally, every direct hotel job supports an additional 2.6 jobs in the community, according to the projections. The 10 states expected to have the highest direct and hotel-supported employment levels in 2023 are:



Data 2

The 10 states projected to have the highest **hotel occupancy** in 2023 are:



Data 3

For more information, see AHLA’s [2023 State of the Hotel Industry report](#).

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