

Winter/Spring 2020

INN TOUCH

The Management Magazine of Wisconsin's Lodging Professionals

**Social Media
Tools for COVID-19**

**INTRODUCING...
WH&LA's Inn It Together
Virtual Learning Series**

Hosting with
**CLEANLINESS &
CONFIDENCE**



**Government Mandated
Employee Paid Sick Leave.
A Basic Compliance Guide**

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- ✓ Ongoing staff training and workforce support

For a full suite of infection prevention resources, explore our Hospitality COVID-19 Resource Library:

ecolab.com/coronavirus-hospitality



INN TOUCH

Volume 43, Issue 3

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InnTouch is published quarterly by the Wisconsin Hotel & Lodging Association (WH&LA). Through InnTouch and other programs, WH&LA provides materials designed to improve members' professionalism. WH&LA caters to the educational and professional needs of lodging professionals. A scholarship fund for students pursuing a career in the hospitality industry is sponsored by WH&LA. For more information, or to make a donation to WH&LA or its scholarship fund, email whla@wisconsinlodging.org.

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CHAIRMAN'S FORUM



Greg has been an active member of WH&LA since 1991 and since that time has served as the Chairman on numerous committees, and served as a member of the Board of Directors and Executive Committee.

Together with his wife, Denise, the Stillmans own and operate Foremost Management Services, Inc., a hospitality operations & consulting firm specializing in Condominium Hotels.

I would like to say **thank you** to our member properties and our associate members for their ongoing support during the most challenging period the hotel industry has ever faced. I realize we all have choices when it comes to planning and forecasting while we put together operating budgets for the upcoming year. The return on investment from your membership will continue to provide valuable resources as our industry moves to the recovery mode once the pandemic is in our rear-view mirror. Our unified voice has served us well at the state and federal levels in providing essential emergency legislation and funding to help us endure this unprecedented period. We will continue to need that unified voice to assure our ongoing needs are understood and properly met.

WH&LA has been a steady beacon helping our industry navigate the challenges we have faced and will continue to face due to the pandemic. Our Association was a key voice in providing guidance and information to reopen our properties, understanding current safety and cleaning protocols and delivering information and links to apply for hotel and tourism related grants and funding. The communication tools provided to our members have proven to be appropriate and helpful during this crisis. The Capital Insider and Lodging Insider provide timely critical information to assist our businesses. The newly established virtual town halls have provided our members a direct voice and access to key political and industry leaders. Creating these relationships and contacts will be invaluable going forward.

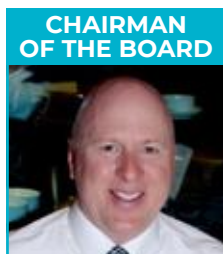
WH&LA will continue pivot to accommodate the fluidity of the pandemic. We invite you to celebrate the stars of our industry during the upcoming virtual awards ceremony. We also invite you to the lodging conference scheduled to take place in Green Bay at the Hyatt Regency and KI Convention Center on March 7-9, 2021. Now more than ever is the time to get involved, stay involved and support a unified voice for the lodging industry! **Thank you** once again!

Greg Stillman

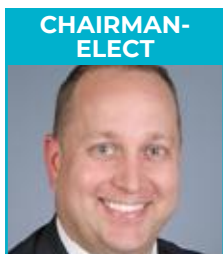
2020 Chairman of the WH&LA Board of Directors

2020 BOARD OF DIRECTORS

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Greg Stillman
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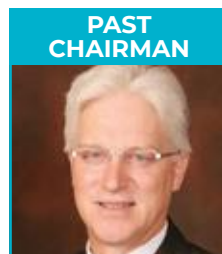
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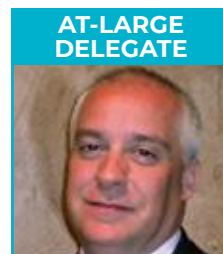
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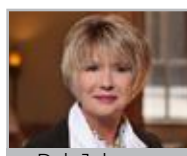
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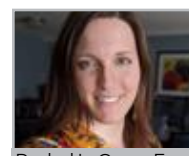
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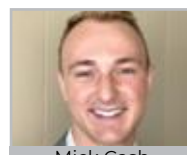
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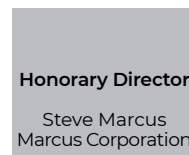
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Wisco Hotel Group



Aaron Wolf, CHA
Comfort Suites
Green Bay



Mick Cash
2020 Student
Representative



PRESIDENT'S CORNER

This is my first InnTouch article in my new role as WH&LA's President & CEO, and I would be remiss if I didn't say how excited and honored I am to be back with this great association. When talking with members I often get comments like, "what a time to come back to the hospitality world!" Indeed it is, and I'd argue it's one of the most critical times ever for everyone to be engaged in the state's lodging industry through WH&LA. This pandemic has changed the shape of our industry and it will continue to do so well into the future, and WH&LA is here to advocate for the industry and to provide valuable education and tools as we dig out of the crisis.

Fresh out of the elections and looking forward into the next legislative session, we know that a lot of curveballs will be thrown our way. A contentious state budget battle is looming on the horizon, and that's on top of the important COVID-19 related issues that the state needs to get working on. Several of the issues that we are likely to see come up include liability for COVID-19 lawsuits, room tax and marketplace remittance, and funding for the Wisconsin Department of Tourism. WH&LA will be prepared to make our case on all of these subjects and the many more that will have a direct impact on our industry.

Another big area of focus right now is around the proper use of room tax funds. We know that even in good times municipalities are tempted to inappropriately spend room tax dollars, and the COVID-19 pandemic makes that temptation even stronger. We are working on room tax issues in several municipalities right now, and we expect more to pop up. If you see or hear of room tax issues in your community we would greatly

appreciate your assistance in passing that information along to WH&LA.

Last but not least, we've been developing programming that keeps Wisconsin's lodging properties informed and engaged. You may have participated in some of our Virtual Town Hall sessions earlier, and now we are pivoting to provide our "Inn it Together" Virtual Education Series. This series will explore many angles of hospitality management during the COVID world, including topics on sales and marketing, operations, HR, law and more. Keep an eye out for emails on these sessions as we get them scheduled. We also have our big event coming up in spring - we reimagined what was to be our 2020 Annual Lodging Conference & Trade Show to be our 2021 Spring Symposium and Expo from March 7-9 in Green Bay, WI. The theme is "Rethink, Reinvent & Recover". Registration is now open at www.WisconsinLodging.org and we hope to see you there!

It is quite a time to be in the lodging industry, but one thing I do know is that we are a resilient group of people who will find a way to come out of this stronger and smarter than we were before. We'll certainly take our lumps and it won't be easy, but we do know that there are a lot of folks out there who are itching to explore the world, get back to business, and put heads in beds throughout our state. As we work on this recovery, we welcome you to share with us any ideas on how WH&LA can help all of our members come out on top.

Bill Elliott, CAE
President & CEO of WH&LA



MEET OUR STAFF

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INTRODUCING...

WH&LA's

Inn It Together

Virtual Learning Series

The COVID-19 pandemic has changed how hotels and lodging properties operate. For WH&LA, it has impacted how we come together as an organization. In response to the pandemic, our board of directors activated a Pandemic Impact Task Force. These volunteer leaders have been meeting virtually to review survey results and member needs, as well as to make recommendations for services, information, and educational opportunities to assist WH&LA members during this unprecedented time. To address the latest issues impacting our industry and in the spirit of collaboration we are excited to announce the new Inn it Together Virtual Learning Series!



HOTEL MARKETING

During COVID-19 and Beyond



Virtual Learning

Tuesday, Nov. 24

11:00am - 12:00pm

WisconsinLodging.org/innittogether

Brigitte Breitenbach
President of B&Co.

The Inn it Together Virtual Learning Series will provide education sessions on topics of key concern to keep you informed, engaged, and equipped to continue business operations in an ever-changing environment. Tapping into our network of industry experts, these sessions will share best practices and provide actionable tips on issues related to marketing, finance, compliance, human resources, and more.

On Tuesday, November 24, we kicked off the first installment of Inn it Together with Brigitte Breitenbach from B&Co. for a discussion on "Hotel Marketing During COVID and Beyond". As the owner of her marketing firm since 1996 and former PR manager

for a Fortune 500 company, Brigitte has been on both sides of the table and understands the important role agencies can play in branding and marketing. Brigitte shared her expertise with us and explained why now is the perfect time to take a hard look inward at your marketing efforts to achieve success now and well into the future.

New Inn it Together speakers will be announced each Friday with emails to members and on social media. If you are interested in presenting at an upcoming event or have a topic you would like to see covered please contact: Bill Elliott, CAE by emailing belliott@wisconsinlodging.org.



2020 Pandemic Impact Task Force

Chair: Amy Simchak (North Central Group)
Connie Barbian (Connect Hospitality Solutions)
Tony Beer (Courtyard Milwaukee Airport)
Kevin Gallagher (Marcus Hotels & Resorts)
Deb Johnson (CopperLeaf Boutique Hotel & Spa)
Rory Madsen (Gordon Lodge)
Rande Talwar (Best Western West Towne Suites & Days Inn & Suites Madison)





Hosting with CLEANLINESS & CONFIDENCE

An Interview with Tracy Hillesheim, Director of Sales and Events at Hyatt Regency Green Bay

When the Hyatt Regency Green Bay was selected as the host of the 2020 Wisconsin Lodging Conference and Trade Show, we could have never anticipated the changes we all would be living through still in November. WH&LA staff and our board members monitored the situation closely and ultimately made the decision to move this annual event. While working with our host property, we chose to pivot to an alternate date while bringing a reimagined event on March 7 - 9, 2021 — **Rethink, Reinvent, Recover: WH&LA Spring Symposium & Expo.**

Providing safe and clean environments for team members, meeting and event attendees, and hotel guests has always been a top priority for the Hyatt Regency Green Bay, and when the pandemic hit, Tracy Hillesheim (Director of Sales and Events at the

Hyatt Regency Green Bay) and her team were ready to implement new precautions and procedures. “We have been fluid with the change we are making,” Tracy explained. As a Hyatt hotel the property follows the *Global Care & Cleanliness Commitment* which includes an international cleanliness and training accreditation process, a trained Hygiene & Wellbeing Leader or team at all locations, and a cross-functional panel of trusted medical and industry advisors¹. Hyatt also supports the American Hotel & Lodging Association’s (AHLA) Safe Stay initiative².

Hyatt Regency Green Bay is proud to be among the first properties in the state to receive the GBAC STAR accreditation, increasing their best practices and protocols for sanitation during the COVID-19 pandemic. The STAR accreditation standard comes



Pre-packaged items

¹ Learn more about on Hyatt’s Global Care & Cleanliness Commitment at hyatt.com/info/global-care-and-cleanliness-commitment.

² For more information on AHLA’s Safe Stay initiative visit ahla.com/safestay.



from the Global Biorisk Advisory Council, a division of ISSA—the Worldwide Cleaning Industry Association (International Sanitary Supply Association) since 2019. To become accredited, businesses must demonstrate compliance with GBAC's 20 core elements. These include maintaining a cleaning, disinfection and infectious disease prevention program, establishing proper cleaning and disinfection protocols, and training and educating venue cleaning staff. Tracy shared, "That alone should help people feel really comfortable, because with that rating it provides the validation that we are doing everything for COVID safety."

From detailed policy and safety information available on their website, to signage on sight and pre-event communications with planners, the team at the Hyatt Regency Green Bay makes every effort to ensure that guests and meeting attendees are aware of the expectations prior to check-in. "Every group gets a little card or email before time that says we have a mask mandate," Tracy said. At the start of any function at the Hyatt Regency Green Bay, the meeting planner or MC reads a message from the hotel about the face covering requirement when social distancing cannot be observed. Tracy went on to explain that "Once a group is in the room and they have an event,



they may take their mask off, but once employees are in the room, masks need to go back on to keep the (hotel) employees safe. "It's key for us that our colleagues feel just as secure and safe as our guests do."

Just like many other hotels implementing changes, the Hyatt Regency has instituted extra policies for the staff members to start out their day due to COVID-19. All staff is required to enter through the same door to get screened and temperature checked upon arrival. Once they are screened, staff members receive colored wristbands to indicate they have had their temperature checked when arriving at work. Those wristbands can oftentimes be color-coded so as not to clash with a group's overall event theme.

“To help safeguard all attendees and hotel colleagues we are requesting that you please adhere to the following guidance:

- **Face covering should be worn in public areas, while entering, exiting, or moving around the event space**
- **Face coverings can be removed while seated and socially distanced**
- **Face coverings should be worn while Hotel staff is nearby or you are at a food and beverage or water station**
- **And that Social distancing is maintained whenever possible**

Thank you for your assistance.

(Hyatt Regency Green Bay statement read at the start of events)



Hyatt Regency Green Bay also instituted a clever idea for its masked associates. With masks making personal interaction less transparent, the hotel made buttons with the staff's happy faces in order to show what they look like when smiling even while their face is covered for the time-being. Oftentimes, this allows guests to feel more welcome and comfortable.

With 80,000 square feet of meeting space in the KI Center, Tracy and her team have the flexibility to set rooms in a variety of styles while adhering to social distancing guidelines. The Hyatt Regency Green Bay works with planners to reexamine their previous event space commitments, allowing them to look at the space and examine if changes are needed. "If it is a food function, we roll the silverware, and on top of the silverware we also put a card that talks about the social distancing requirements," Tracy explained.

According to Tracy, food service has changed too, "We are doing everything pre-packaged, so if there is a reception, we can do the reception but everything needs to be individually packaged. If there

is a breakfast or a lunch, we can do things for guests that are grab and go." They are also serving modified family style meals and are constantly looking for creative ways to display the prepackaged foods.

As the Vice President of the Greater Green Bay Area Lodging Association³, Tracy credits the commutative hotel community in her area for bringing together ideas and information to get through the challenges related to COVID-19. "The general managers and the CVB have a weekly call that they can share information, and then they share it down to the hotels as needed," Tracy said. "That is really good because we are sharing information back and forth completely." As the

"I hope people would see that we are doing everything to show that we do care for everyone so they can do their best. It's our colleagues, it's our guests, it's our owners."

next-normal continues to evolve Tracy explained that she can tap into her network when needed "We are a small town so a lot of us know each other, so we pick up the phone and call."

The team at the Hyatt Regency Green Bay is excited about the opportunity to host WH&LA on March 7-9, 2021

for the Spring Symposium & Expo. "We are a hotel, and we want people to feel comfortable. We want to do what's right for our industry so we want to hold these events," Tracy told us. When asked if there was anything she could share to make WH&LA's event attendees feel more at ease, Tracy responded, "I hope people would see that we are doing everything to show that we do care for everyone so they can do their best. It's our colleagues, it's our guests, it's our owners."

With confidence from our hosts and their commitment to cleanliness and safety, WH&LA's 2021 Spring Symposium & Expo will be held at the Hyatt Regency Green Bay on March 7-9, 2021. There we will be learning more about ways to 'Rethink, Reinvent, and Recover' your operations during this new normal. We hope to see you there!

³ The Greater Green Bay Area Lodging Association is an official chapter of WH&LA. For more information visit greenbaystays.com.

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SOCIAL MEDIA TOOLS

for COVID-19

The Social Media Toolkit was created in partnership with Revelation PR, Advertising & Social Media for the Wisconsin Hotel & Lodging Association.



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CCOVID-19 has created new challenges for lodging businesses both at the property and online. There are many platforms available for guests to express concerns about their stay online. Responding to these online reviews from guests has become a critical part of business operations for lodging properties of all sizes.

In partnership with the experts at Revelation PR, Advertising and Social Media, as well as WH&LA leaders, we have identified scenarios specific to the COVID-19 pandemic that everyone in the lodging industry should be prepared for before they hit your social media pages. It includes suggested language on how to respond to these challenges to best position your property in the social media landscape.

The Social Media Toolkit - COVID-19 Issues includes guidance and language on issues including social distancing practices, mask-related issues, cleaning/sanitation standards, new rules, regulations & practices, staff members testing positive, and outbreak situations. Feel free to use the language provided verbatim, or tailor the language to your specific situation. The complete COVID-19 portion of the guide can be found within the WH&LA section of the sidebar on WisconsinLodging.org/covid and was originally shared within our Capitol Insider email on September 30, 2020.

Below is an excerpt of the guide.

Goal

To avoid the spread of the coronavirus

Strategies

- Reinforce emphasis on health and safety
- Be transparent
- Err on side of caution

Notes:

- For responses, use "we" when responding on behalf of the hotel and when providing general contact information
- Use "I" in responses if the message is coming from a specific staff member (e.g. General Manager, Guest Relations Manager, etc.)

Social-Distancing Practices

Situation

- Customer refusing to comply to social-distancing practices or stay out of blocked off areas
- Customer notices poor social-distancing practices by employee

Your Action

- Make sure social distancing signage is visible and legible. Review brand guidelines for confronting guests.
- Remind staff proper social distancing guidelines.

Your Response

"The health and safety of our guests and staff is our No. 1 priority, which is why we are dedicated to following proper social distancing. We are sorry to hear that [a guest, our staff] failed in this regard. We will work harder to make sure that doesn't happen again."

Mask-Related Issue

Situation

- Customer is not wearing a mask
- Employee fails to wear a mask or wears mask inadequately/incorrectly

Your Action

- Make sure mask signage is visible and legible, and have free masks at the front desk for guests.
- Review brand guidelines for confronting guests.
- Remind staff how to properly wear masks.

Your Response

"The health and safety of our guests and staff is our No. 1 priority, which is why we are dedicated to following the mask mandate. We are sorry that [a guest, an employee] failed to follow the rules properly. We will work harder to make sure that doesn't happen again."

Revelation PR, Advertising and Social Media is available to take calls from members to give quick advice on a social media crisis that you might be dealing with. Please contact the WH&LA office at (262) 782-2851 or email service@wisconsinlodging.org to be connected.



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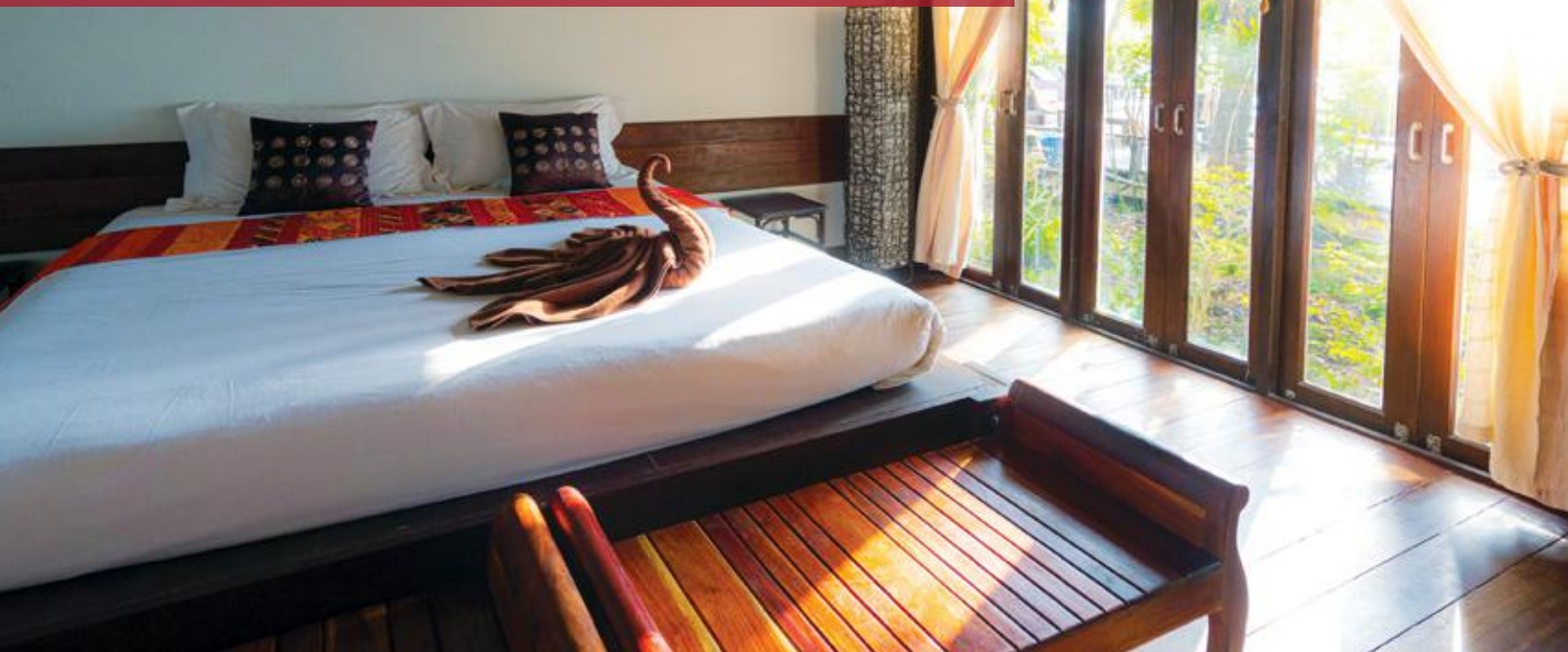
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GET FEATURED on our Pages

We'll repost your pictures to share with the WH&LA community

Special thanks to WH&LA Board Members Pete Boese from the Radisson Hotel & Convention Center La Crosse and Jon Jossart from the Ambassador Hotel & Ambassador Inn for their assistance.

COVID-19 PANDEMIC:



Government Mandated Employee Paid Sick Leave. A Basic Compliance Guide

Prepared by: Barry L. Chaet, Esq.

Barry L. Chaet, Esq.
WH&LA Legal Counsel

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It should go without saying that the 2020 COVID-19 Pandemic is having a devastating effect on the hospitality industry. Many lodging properties have been forced to close their doors and others, relying on the government subsidies, with limited staff are doing their best to survive. On one hand, government has created a program to encourage employers to continuing operating on the condition that they maintain their workforce. At the same time, employers are required to pay for an employee's leave of absence from work if they contacted COVID-19 virus, had to take care of a family member who contacted it, or had to take leave because of child-care needs – school closures/remote learning. This article focuses on the **Families First Coronavirus Response Act (FFCRA)** and regulations, which is the basis for such mandated paid leave due to the COVID-19 virus.

The Department of Labor's Wage and Hour Division (DOL) enforces the FFCRA paid leave requirements. These provisions are *temporary*

and will apply from April 1 through December 31, 2020. FFCRA applies to all employers with under 500 employees who have worked for the employer for at least 30 days. Businesses with fewer than 50 employees may qualify for exemption from the requirement to provide leave due to school closings or childcare unavailability if the leave requirements would jeopardize the viability of the business as a going concern.

The law covers full-time and part-time employees based on the number of hours of leave that the employee works on average over a two-week period. For a full-time employee caring for a child whose school or place of care is closed or childcare provider is unavailable for reasons related to COVID-19 is eligible, he/she is eligible for up to 12 weeks of leave at 40 hours a week, and a part-time employee is eligible for leave for the number of hours that the employee is normally scheduled to work over that period.

Which employee qualifies? An employee qualifies for paid sick time if he/she is unable to work (or unable to telework) if he/she:

1. Is subject to a quarantine or isolation order related to COVID-19;
2. Was advised by a health care provider to self-quarantine related to COVID-19;
3. Is experiencing COVID-19 symptoms and is seeking a medical diagnosis;
4. Is caring for a family member subject to an order described in 1 above or self-quarantine as described in 2 above;
5. Is caring for a child whose school or place of care is closed or childcare provider is unavailable for reasons related to COVID-19; or
6. Is experiencing any other substantially similar condition specified by the Secretary of Health and Human Service.



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An advertisement for Society Insurance. It features two grey silhouettes of waiters. The waiter on the left is standing and holding a tray with a red square on it. The waiter on the right is walking and balancing a tray on their head. Between them is a large red speech bubble with the text "IS More AMAZING THAN".

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If qualified, how much paid leave is required:

1. Two weeks (up to 80 hours) of ***paid sick leave*** at the employee's ***regular pay rate*** or the applicable minimum wage, whichever is higher, up to \$511 per day and \$5,110 in the aggregate over a 2-week period where the employee is unable to work because the employee is quarantined pursuant to a government order or advice of a health care provider, and/or experiencing COVID-19 symptoms and seeking a medical diagnosis; or
2. Two weeks (up to 80 hours) of ***paid sick leave*** at ***two-thirds*** the employee's ***regular pay rate*** or the applicable minimum wage, whichever is higher, up to \$200 per day and \$2,000 in the aggregate over a 2-week period because the employee is unable to work because of a bona fide need to care for an individual subject to quarantine pursuant to a government order or advice of a health care provider, or care for a child (under 18 years of age) whose school or child care provider is closed or unavailable for reasons related to COVID-19 and/or the employee is experiencing a substantially similar conditions.
3. Up to an additional 10 weeks of paid expanded family and medical leave at ***two-thirds the employee's regular pay rate*** or the applicable minimum wage, whichever is higher, up to \$200 per day and \$12,000 in the aggregate over a 12-week period—two weeks of paid sick leave followed by up to 10 weeks of paid expanded family and medical leave where an employee is unable to work due to a bona fide need for leave to care for a child whose school or child care provider is closed or unavailable for reasons related to COVID-19.
4. **Note:** Paid sick leave and expanded family and medical leave may be taken ***only if the employee has work from which to take leave***. If there is no work for an individual to perform due to circumstances other than one of the above qualifying conditions under the Act, that is, the employer closed the worksite, temporarily or permanently, and that the individual would have no work from which to take leave and, thus, the Act's provisions do not apply. ***Where intermittent FFCRA leave is foreseeable***, an employee must obtain his/her employer's approval to take paid sick leave or expanded family and medical leave and such leave should be granted unless it would unduly disrupt the employer's operations.

Employee Notice: Employees taking paid sick and family leave are required to provide documentation "as soon as practicable" (if foreseeable).

Employer Notice: Each covered employer must post in a conspicuous place on its premises a notice of FFCRA requirements.

Prohibitions: Employers may not discharge, discipline, or otherwise discriminate against any employee who takes paid sick leave under the FFCRA and files a complaint or institutes a proceeding under or related to the FFCRA.

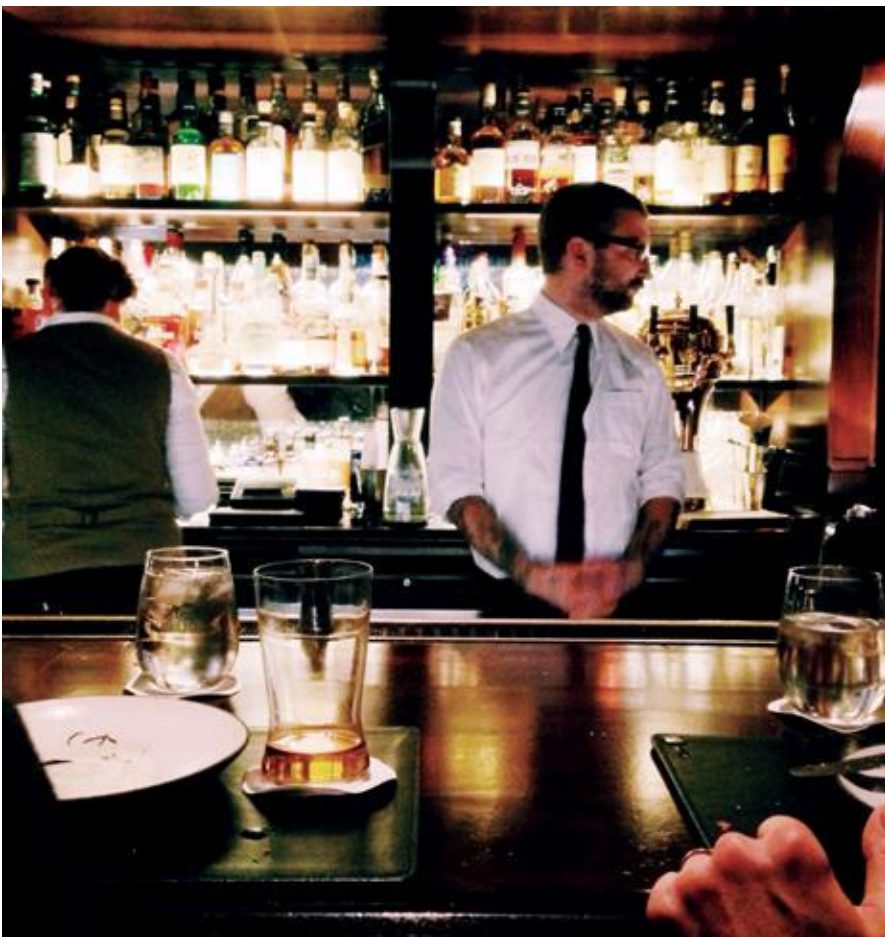
Contact WH&LA for
LEGAL SUPPORT
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Penalties and Enforcement:

Employers in violation of the first two weeks paid sick time or unlawful termination provisions of the FFCRA will be subject to the penalties and enforcement – backpay and liquidated damages (2x). Employers in violation of the provisions providing for up to an additional 10 weeks of paid leave to care for a child whose school or place of care is closed (or childcare provider is unavailable) are subject to the enforcement provisions of the Family and Medical Leave Act – backpay.

Conclusion: At this time, be aware that the above stated rules apply to emergency leave available and taken between April 1, and December 31, 2020 expires. They were designed to be temporary. However, it appears clear that when these rules were first proposed, it was not expected that the COVID-19 Pandemic would still be going on and that the risk of contagion would still be present. Thus, although these rules may expire on December 31, 2021 it would not be surprising if these rules were to continue into 2021. To be forewarned is to be prepared.



Chaet leads the firm's hospitality department and is involved in regulatory matters, labor and employment matters, litigation, corporate governance, real estate, and all issues which involve a lodging property's successful operation. He has extensive experience in advising hospitality clients in developing comprehensive wage and hour plans designed to encourage good employee morale, competitive wages, and compliance with federal and state wage and hour laws. He has also successfully clients in defending wage and hour audits and claims.

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WISCONSIN LODGING DATA

OCTOBER 2020						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2020	% Chg	2020	% Chg	2020	% Chg
United States	48.3	-30.1	97.61	-26.8	47.13	-48.8
East North Central	43.4	-34.6	85.23	-28.7	36.96	-53.4
Wisconsin	39.6	-34.7	88.26	-20.9	34.93	-48.3
Milwaukee	37.9	-42.8	80.72	-28.5	30.57	-59.1
Madison	31.2	-56.5	75.27	-46.0	23.49	-76.5
Wisconsin North Area	43.6	-18.5	102.10	0.0	44.56	-18.5
Wisconsin South Area	40.2	-23.2	102.06	-7.2	41.06	-28.8
Green Bay	45.0	-26.4	77.56	-39.9	34.91	-55.8
Appleton/Oshkosh	34.4	-43.6	73.21	-28.4	25.21	-59.6
Wausau/Stevens Point	35.6	-39.3	78.75	-11.6	28.01	-46.3
Eau Claire/Menomonie	39.9	-31.7	81.30	-10.8	32.45	-39.1
Janesville/Racine	40.1	-34.2	93.79	-11.3	37.61	-41.7
La Crosse	54.6	-14.8	77.51	-22.2	42.29	-33.7

YTD - OCTOBER 2020						
	Occupancy %		Avg. Daily Rate		RevPAR	
	2020	% Chg	2020	% Chg	2020	% Chg
	45.2	-33.2	105.26	-20.3	47.56	-46.8
	40.6	-35.7	88.39	-22.5	35.91	-50.2
	37.8	-35.9	93.83	-16.1	35.47	-46.2
	37.8	-43.9	88.46	-23.3	33.46	-57.0
	34.4	-46.3	86.60	-30.9	29.82	-62.9
	39.7	-21.9	100.73	-0.3	40.00	-22.2
	37.9	-29.6	111.21	-8.2	42.13	-35.4
	38.1	-34.8	82.21	-23.7	31.28	-50.3
	35.3	-41.9	78.66	-23.7	27.73	-55.7
	35.9	-33.7	82.79	-11.3	29.70	-41.2
	36.8	-34.2	80.83	-11.6	29.78	-41.8
	39.1	-32.8	100.53	-11.5	39.29	-40.5
	41.3	-31.6	80.08	-16.9	33.09	-43.1

SOURCE: SMITH TRAVEL RESEARCH INC. REPUBLICATIONS OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. Provided by STR. For detailed lodging performance data for your area, contact STR at (615) 824-8664 ext 3504 or info@str.com.



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