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Hotels Projected to Pay Record Taxes and Wages in 2024

Washington D.C. – America’s hotels are projected to generate record levels of federal, state, and local tax revenue this year while paying employees historic totals of wages, salaries, and other compensation, according to state-by-state projections released today by the American Hotel & Lodging Association (AHLA).

The data show hotels are projected to generate nearly \$83.4 billion in tax revenue in 2024. According to the projection model, Virginia is expected to generate north of \$1.3 billion in total tax revenue, including \$541 million in lodging taxes.

“This report gives us a glimpse into the tremendous impact the hospitality industry has not only in Virginia, but across the nation,” **said Eric Terry, President of the Virginia Restaurant, Lodging, and Travel Association (VRLTA).** “Despite ongoing workforce challenges, Virginia’s hotels’ economic impact is at an all-time high.”

Hotels are also projected to pay a record-high total of wages, salaries, and compensation in 2024 – \$123.4 billion compared to \$118.0 billion in 2023. Virginia is projected to contribute over \$2 billion to that figure, an increase of over \$200 million compared to pre-pandemic totals.

Nominal hotel guest spending on lodging, transportation, food and beverage, retail, and other expenses is expected to reach \$758.6 billion in 2024, up nearly 5% from 2023 and almost 24% above 2019 levels. The model anticipates Virginia hotel guests spending north of \$14.8 billion in 2024, a 5.8% jump from 2023.

And while hotels are expected to hire about 45,000 new employees this year, according to the analysis, hotels will still fall about 225,000 jobs short of the nearly 2.37 million people that were employed in 2019. In Virginia, direct hotel employment opportunities are projected to reach 44,397 in 2024 - which is still 11.5% short of 2019 levels.

The nationwide workforce shortage is making it difficult to hire new staff even as hotels are paying near-historic average wages and offering more benefits and flexibility than ever before. In February 2024, national average hotel wages were \$23.84 per hour, according to the Bureau of Labor Statistics.

As of February, there were 8.8 million job openings in the United States and only 6.5 million unemployed people to fill those jobs, according to the Bureau of Labor Statistics, and there are currently more than 80,000 hotel jobs open in the U.S., according to Indeed.

“Historic projections for wage and tax revenue totals point to a strong 2024 for hoteliers. But our industry is facing significant obstacles to growth. These include the ongoing nationwide labor shortage, stubborn inflation, and a federal regulatory agenda that threatens future economic expansion,” **said AHLA Interim President & CEO Kevin Carey.** “AHLA will continue to fight for solutions to these pressing challenges so hoteliers can focus on what they do best: serving guests.”

For more information, see [AHLA's 2024 State of the Hotel Industry Report](#) or the additional resources found in the links below:

- [State-by-State Hotel Tax Revenue Projections](#)
- [State-by-State Hotel Wages & Salaries](#)
- [State-by-State Hotel Guest Spending](#)
- [State-by-State Hotel Employment](#)

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About AHLA

The American Hotel & Lodging Association (AHLA) is the largest hotel association in America, representing more than 30,000 members from all segments of the industry nationwide – including iconic global brands, 80% of all franchised hotels, and the 16 largest hotel companies in the U.S. Headquartered in Washington, D.C., AHLA focuses on strategic advocacy, communications support, and workforce development programs to move the industry forward. Learn more at www.ahla.com.

About VRLTA:

The Virginia Restaurant Lodging and Travel Association is the unified voice of the restaurant, lodging, travel, and hospitality supplier associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. For more information, contact us via the links below.