

Hospitality Attys Eye Pandemic Impact On Industry In 2022

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Hospitality industry team co-leader Larry Eppley spoke with *Law360* concerning how the hospitality industry entered 2021 on an optimistic note amid signs the coronavirus pandemic was being reined in, but the omicron and delta variants have created uncertainty about the future for hotels, restaurants, clubs and other venues in 2022.

Eppley said that "the three V's" – variants, vaccines and vacations – are the current hallmarks of the industry as businesses strive to attract guests back and win their confidence. The variants have obviously caused a stir. We've seen that with the news about the omicron variant, when the stock market tanked and hospitality companies took it on the chin. And vaccines, whether mandates or boosters, are influential because the industry depends a lot on confidence. People need to feel confident to travel safely."

He added that venues in vacation spots with good weather have seen revenue growth from the new category of "bleisure" travelers, meaning hybrid travelers who combine business and leisure as they hit the road again with confidence while managing their exposure to the virus.

Attorneys

Lawrence C. Eppley

Industries

Hospitality