



## Hotel execs remain hopeful as 2025 market conditions come into view

Labor challenges, other woes still weigh on hospitality industry



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LOS ANGELES — The U.S. hotel industry is chugging along with a generally brighter outlook as executives and dealmakers meet at this year's Americas Lodging Investment Summit.

Through meetings, interviews and panel discussions, hotel executives spoke about how they're building on the momentum from 2024 to take advantage of the opportunities that 2025 presents, including potential corporate tax cuts, a more business-friendly regulatory environment and a narrowing of the bid-ask gap.

That said, hospitality executives aware of the obstacles that remain, such as overall higher costs with thinning profit margins, a possibly tighter labor market and lessened pricing power.

## Quotes of the day

“We’re in the ‘open for business’ messaging as we speak. We do sentiment surveys all the time, and people in the U.S. thought 30% to 40% of Los Angeles burned to the ground. It was 2% affected.”

— Caroline Beteta, president and CEO of Visit California, said her agency is active correcting misconceptions about the impact this month’s LA-area wildfires have on tourism business in the state.

“I have a request. Can we motivate Taylor Swift to go on another tour?”

— David Duncan, president and CEO of First Hospitality, said during the Lodging Industry Investment Council meeting at ALIS that hotel operators were spoiled by the business generated by Taylor Swift’s Eras Tour.

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