



Hotel Caring Initiative- Social Impact Analysis

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Prepared for:



AN INITIATIVE OF



Project Background

Hotels are more than just places to stay – they are pillars of community vitality and service.

Hotel Caring is an initiative led by the California Hotel & Lodging Association (CHLA) to showcase the positive social impact the industry has on local communities. As a research partner with CHLA, Tourism Economics conducted the research and analysis.

The project is intended to highlight all the philanthropic activities carried out by hotels.

This report presents results from the study carried out to scan and map out a portion of the philanthropic activities carried out by hotels in the state of Georgia.



Methodology and Data Sources

A survey of hotel operators was the primary form of data collection. The survey was followed by direct communications with the hotel respondents to complete missing data items and confirm/validate the data submitted.

The survey was in the field for a five-month period starting January 6th, 2025.

Philanthropic activities covered in the survey included cash or in-kind contributions, fundraisers, food/supply drives, employee initiatives, refugee support, and training. Specific details such as hours of volunteering or number of room nights donated were requested.

For each category of giving, the analysis relied on calculating the following:

1. The average contribution per hotel
2. The median contribution per hotel
3. The share of hotels within a specific bracket of giving (e.g., percentage of hotels that provided in-kind donations within each defined range)

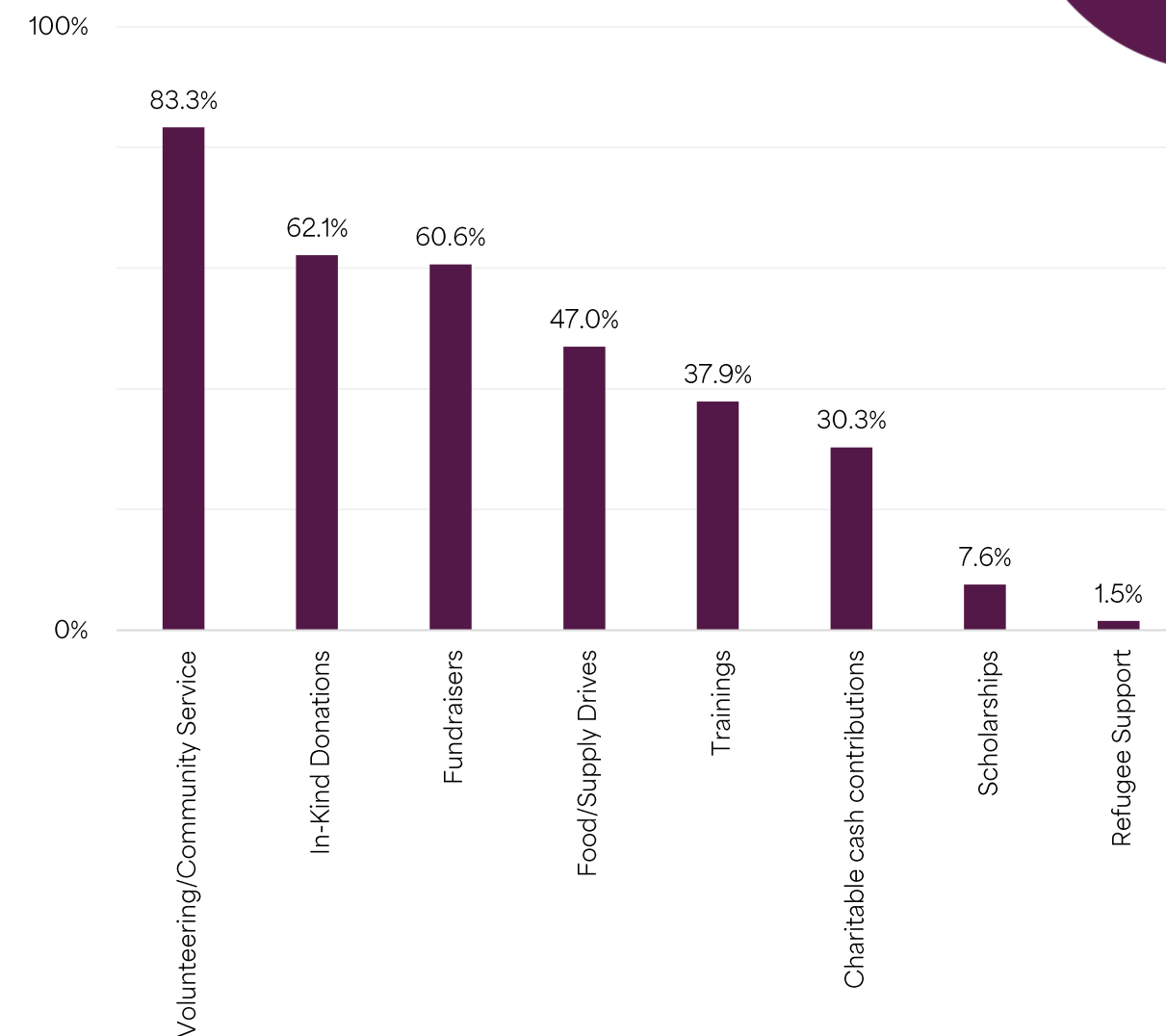
Based on hotel size and the share of hotels participating in each type of giving, estimates of total giving, by category, were extrapolated for Georgia.

Types of Giving

The most common type of giving among hotels in Georgia is volunteering/community service. This is followed by in-kind donations and fundraisers.

HOTEL CARING SURVEY RESULTS

Types of giving, Georgia



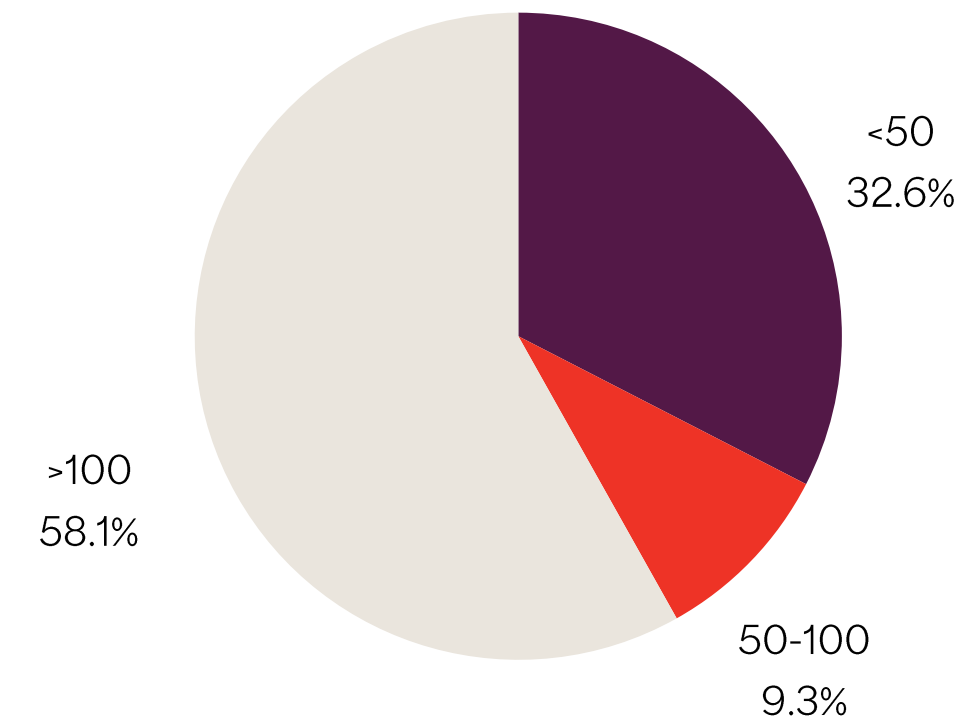
Volunteering & Community Service

More than eight in 10 (**83%**) hotels in Georgia participated in community service activities in 2024. On average, a hotel in Georgia donated **349 hours** to the community in 2024. The median contribution was **200 hours** (i.e., 50% of hotels donated a number of hours greater than 200 hours).

More than half (58%) of the hotels in Georgia volunteered more than 100 hours in 2024. Almost one in 10 (9%) hotels donated between 50 and 100 hours. The remaining third of hotels (33%) volunteered less than 50 hours to the community in 2024.

HOTEL CARING SURVEY RESULTS

Share of hotels by number of hours volunteered in the community, Georgia



Volunteering & Community Service

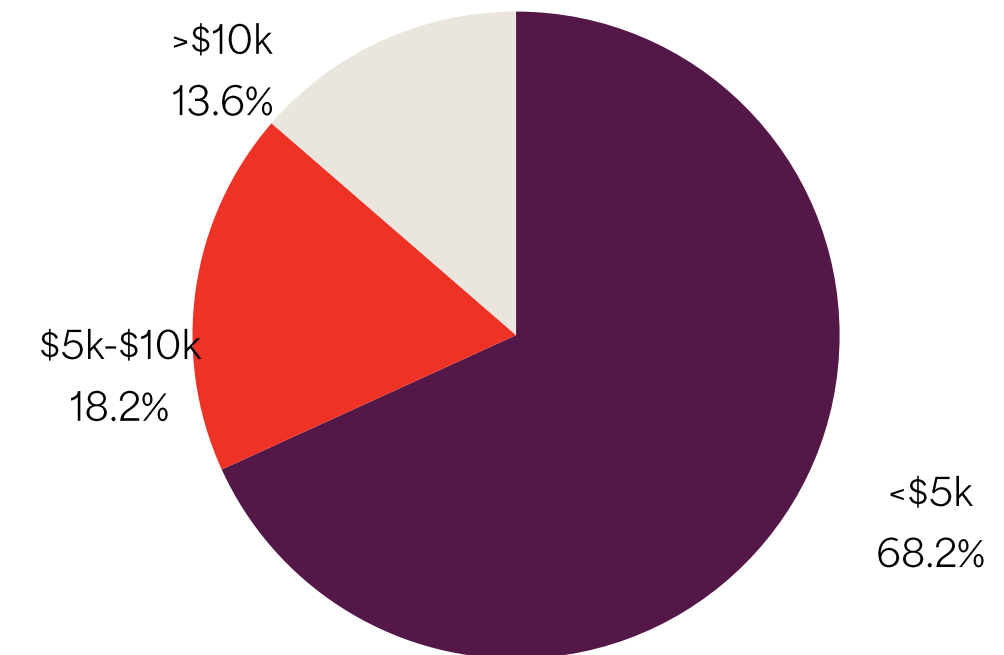
The efforts primarily focus on hunger and homelessness relief, with frequent participation in food drives, meal preparation, and extensive volunteering at organizations like the Atlanta Community Food Bank, Atlanta Mission, and initiatives like Midtown Against Homelessness.

The average dollar value for the hours volunteered in the community is estimated at **\$5,073 per hotel**.

More than one in 10 (14%) of hotels volunteered a number of hours worth \$10,000 or more. Almost two in 10 (18%) of hotels volunteered hours estimated between \$5,000 and \$10,000, while more than two-thirds (68%) of hotels donated hours worth \$5,000 or less.

HOTEL CARING SURVEY RESULTS

Share of hotels by dollar value of hours volunteered in the community, Georgia



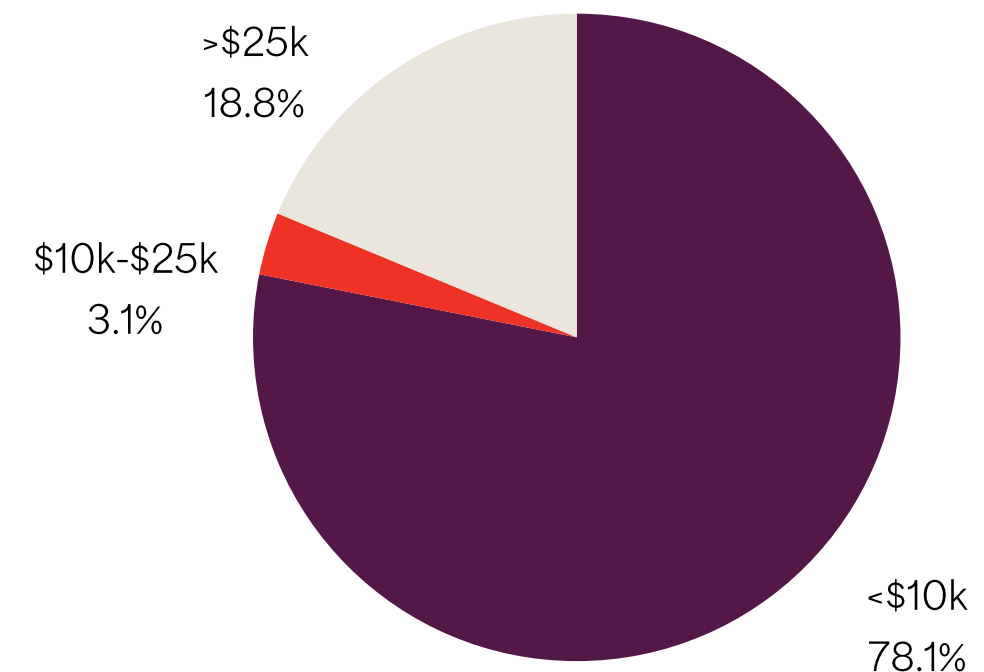
In-Kind Donations

More than six in 10 (**62%**) hotels in Georgia provided in-kind donations* in 2024. On average, a hotel in Georgia donated in-kind donations estimated at a value of **\$26,354 in 2024**. The median contribution was **\$5,000** (i.e. 50% of hotels donated in-kind donations of a value greater than \$5,000).

Almost two in 10 (19%) of hotels in Georgia gave in-kind contributions with a value of \$25,000 or more. A very small percentage (3%) gave in-kind contributions estimated at a value of \$10,000-\$25,000, and the majority (78%) of hotels contributed with in-kind donations at a value of less than \$10,000.

HOTEL CARING SURVEY RESULTS

Share of hotels by size of in-kind contributions, Georgia



* Examples of in-kind donations include hotel rooms, catering, and event space provided at no or reduced cost for nonprofit organizations



In-Kind Donations

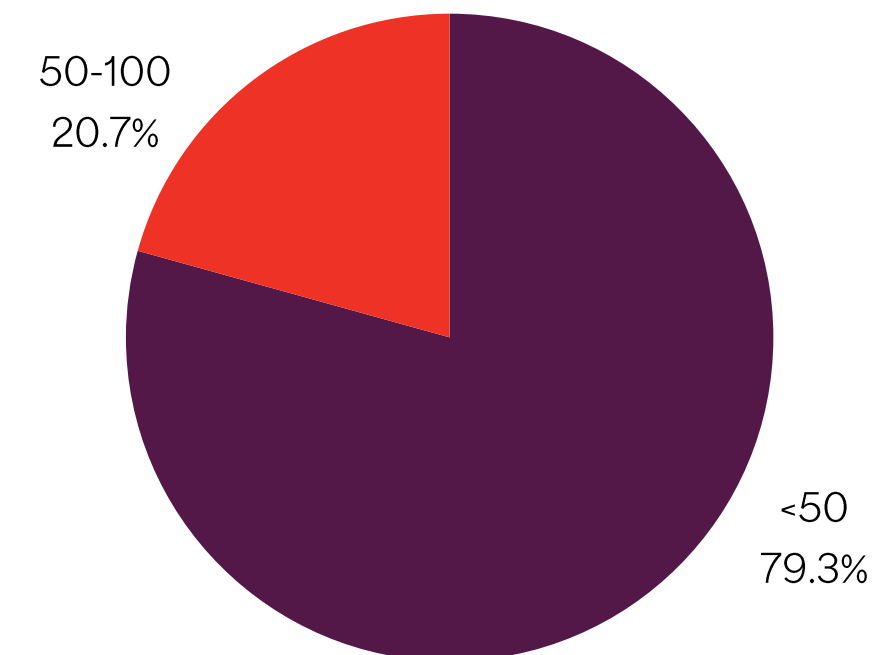
Beneficiaries of the in-kind contributions included Children's Miracle Network, Children's Healthcare of Atlanta, Grady Neonatal, among other educational initiatives, and support for at-risk youth and families.

In addition, **42% of hotels** donated room nights, with the average donated per hotel estimated at **31 room nights**. The median contribution was **21 room nights** (i.e. 50% of hotels donated more than 21 rooms in 2024).

More than two in 10 (21%) of hotels in Georgia donated between 50 and 100 room nights, while the majority (79%) donated less than 50 room nights.

HOTEL CARING SURVEY RESULTS

Share of hotels by number of donated room nights, Georgia



Fundraisers

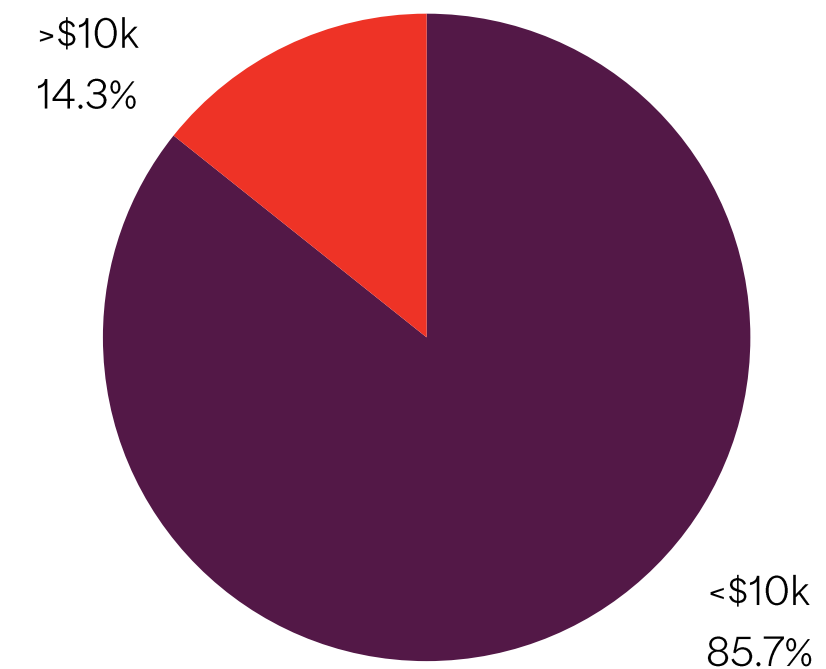
More than six in 10 (**61%**) of hotels in Georgia organized fundraisers in 2024. On average, a hotel in Georgia raised **\$14,017** through fundraisers in 2024. The median value of a fundraiser was **\$2,150** (i.e. 50% of hotels raised more than \$2,150).

Beneficiaries of the fundraisers included the Children's Miracle Network, Shatterproof, Highgate Charitable Foundation, Feed the Children, as well as several other local organizations.

The majority of hotels (86%) raised \$10,000 or less through fundraisers in 2024, while another 14% of hotels raised funds with a value of more than \$10,000.

HOTEL CARING SURVEY RESULTS

Share of hotels by value of funds raised, Georgia



Food/Supply Drives

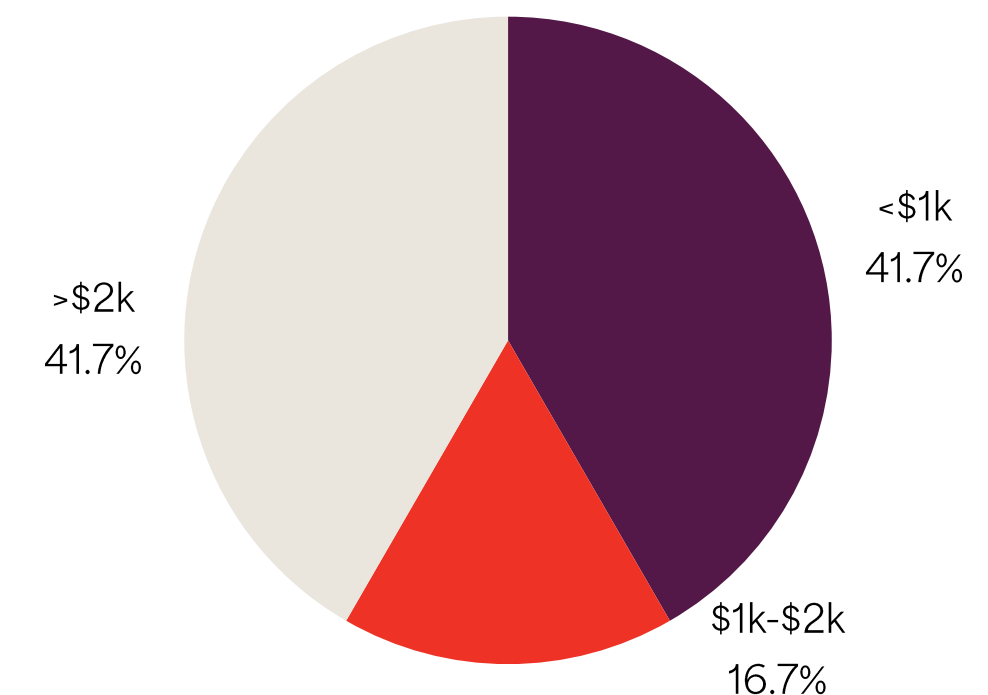
Almost half (**47%**) of hotels in Georgia organized food/supply drives in 2024. On average, a hotel in Georgia organized food/supply drives estimated at a value of **\$15,664**. The median value of a food/supply drive was **\$1,900** (i.e. 50% of hotels organized food/supply drives with a value greater than \$1,900).

Beneficiaries included the Children's Miracle Network, Shatterproof, Cobb County DFACS, and Angels Among Us.

More than four in 10 (42%) hotels in Georgia organized food/supply drives with values greater than \$2,000 in 2024. Almost two in 10 hotels (17%) organized drives valued between \$1,000 and \$2,000, while another 42% organized drives worth \$1,000 or less.

HOTEL CARING SURVEY RESULTS

Share of hotels by value of food drive, Georgia



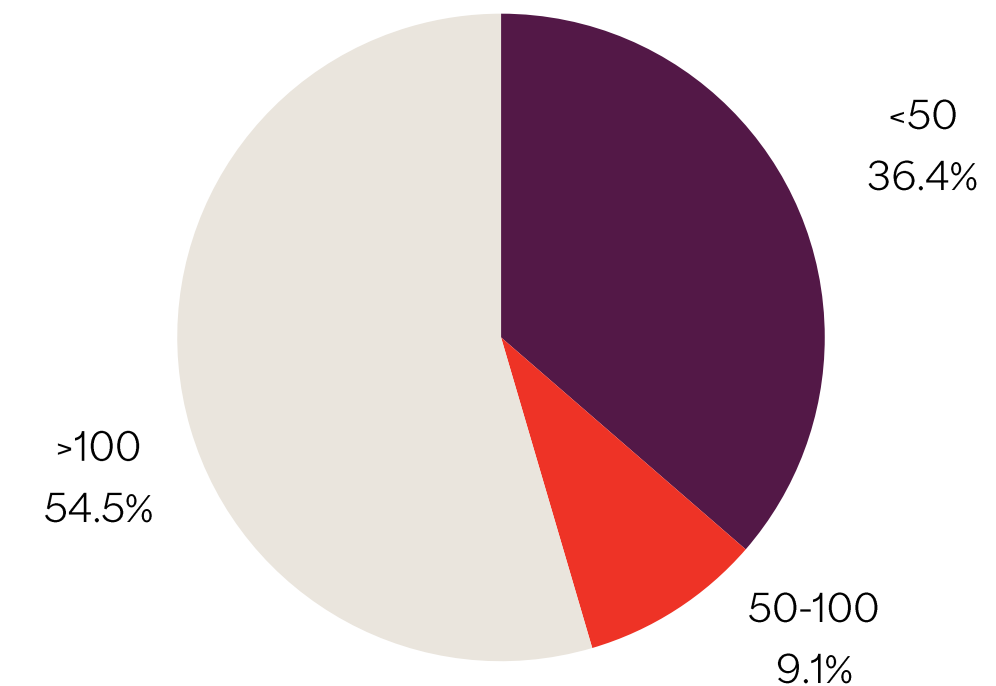
Trainings

Almost four in 10 of **(38%) hotels** in Georgia organized no-cost workforce trainings. On average, a hotel in Georgia held **193 hours** of workforce training in 2024. The median value was **120 hours** (i.e., 50% of hotels provided more than 120 hours of training).

More than half (55%) of hotels held more than 100 hours of no-cost workforce training in 2024. Almost one in 10 (9%) hotels held 50 to 100 hours of workforce training, while the remaining 37% held less than 50 hours of workforce training.

HOTEL CARING SURVEY RESULTS

Share of hotels by hours of workforce training, Georgia



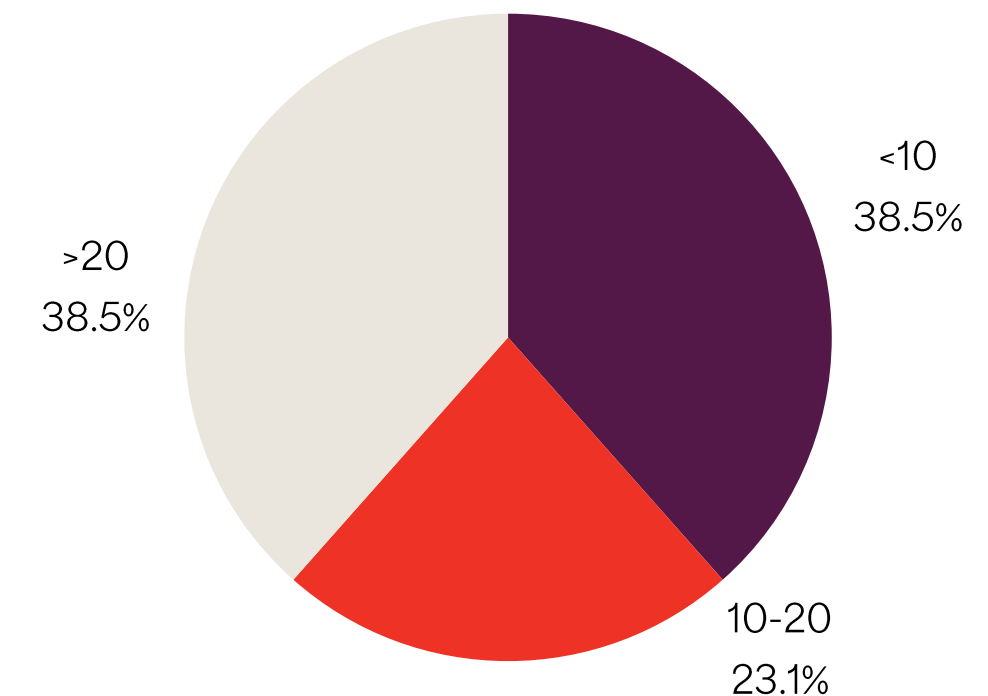
Trainings

On average, **21 individuals** participated in no-cost workforce training per hotel and acquired skills in front desk operations, culinary expertise, and guest support services. While many of the hotels provided the training to their staff, a number of hotels extended the training to students from Atlanta Public Schools, typically involving groups of 4-6 students.

Almost four in 10 (39%) trained 20 individuals or more, 23% trained between 10 and 20 individuals, while the remaining 39% of the hotels trained 10 individuals or fewer.

HOTEL CARING SURVEY RESULTS

Share of hotels by number of individuals participating in trainings, Georgia



Charitable Cash Contributions

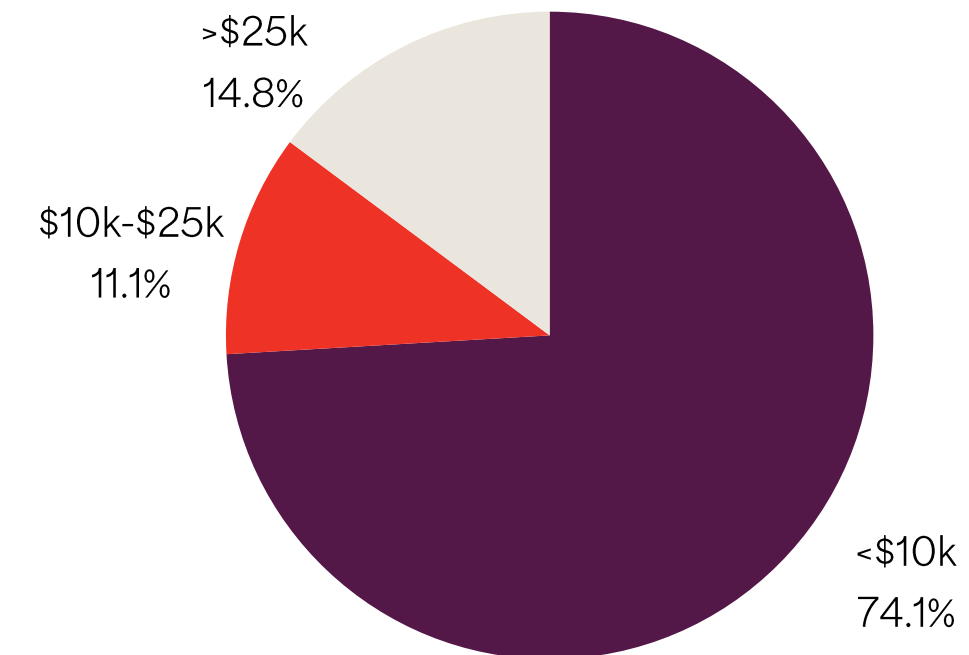
Almost a third (**30%**) of hotels in Georgia gave cash contributions. On average, a hotel in Georgia donated **\$21,179 in cash** in 2024. The median contribution was **\$2,757** (i.e. 50% of hotels donated an amount greater than \$2,757).

Beneficiaries of the cash contributions included the Children's Miracle Network, Shatterproof, the California Wildfire Relief Fund, Salvation Army, Georgia State Patrol, among many other local schools and organizations.

More than one in 10 (15%) hotels in Georgia gave cash contributions with an amount of \$25,000 or more in 2024. Another 11% gave an amount between \$10,000 and \$25,000. The remaining 74% of hotels gave an amount less than \$10,000.

HOTEL CARING SURVEY RESULTS

Share of hotels by size of cash contributions, Georgia



Social Impact Analysis Approach

To estimate the size of philanthropic contributions by hotels in Georgia, Tourism Economics designed a model to extrapolate the total amount based on hotel size and the share of hotels participating in each type of giving.

A conservative assumption – based on the distribution of hotels by class – was made to adjust for potentially lower levels of typical giving among non-respondent hotels.

The results on the state level are presented in this section by type of giving.



Volunteering/Community Service

It is estimated that hotels in Georgia donated a total of **86,212 hours** in **2024**, with a value of **\$1.4 million**.

In-Kind Donations

It is estimated that hotels in Georgia donated a total of **5,545 room nights** and in-kind contributions with a value of **\$4.6 million** in **2024**.

Food/Supply Drives

It is estimated that hotels in Georgia organized food/supply drives with a total value of **\$1.8 million** in 2024.

Charitable Cash Contributions

It is estimated that hotels in Georgia donated a total of **\$2.0 million** in cash contributions in 2024.

Trainings

It is estimated that hotels in Georgia organized **14,628 hours** of no-cost workforce training, teaching a total of **1,800 members** of the community.

Scholarships

It is estimated that hotels in Georgia provided scholarships worth **\$3.9 million**.

Total Contributions

Aggregating hotel contributions in the various forms of giving, it is estimated that hotels in Georgia contributed **\$15.8 million** in the form of cash, in-kind, fundraising, scholarship, and food drive donations.

Key Findings – Georgia

Average Giving Contributions In Georgia

On average, a hotel in Georgia contributed \$30,343 in the community in 2024, with 50% of hotels making a contribution higher than \$4,500.



\$30k

Average Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations



349

Average Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



193

Average Training Hours

in the form of no-cost workforce trainings to members of the community.

Key Findings – Georgia

Total Giving Contributions In Georgia

It is estimated that all hotels in Georgia contributed \$15.8 million in the community in 2024 in the form of volunteering, cash, in-kind, fundraising, scholarship, and food drive donations.



\$15.8M

Total Contribution

in the form of cash, in-kind, fundraising, scholarship, and food drive donations.



86,219

Volunteer Hours

for various activities ranging from beach clean-ups to blood drives.



14,628

Training Hours

in the form of no-cost workforce trainings to members of the community.

About GHLA

The Georgia Hotel and Lodging Association (GHLA), founded in 1907, serves as the primary trade association and unified voice for the lodging industry throughout Georgia. As the official state affiliate of the American Hotel & Lodging Association (AHLA), its core mission is to promote, protect, and educate the state's diverse lodging sector, including hotels, motels, resorts, campgrounds, and bed & breakfasts. Headquartered in Atlanta, GHLA works to ensure positive business growth for its members and is recognized by business leaders, government, and media as a key source of information on the lodging perspective.

GHLA provides a wealth of benefits and services to its members, including resources for filling rooms, staff training, and expense reduction. The association actively organizes events such as council meetings, an annual meeting, holiday mingles, and golf tournaments. It also offers specific initiatives like "Book Your Next Career" to guide individuals into hospitality careers and provides crucial disaster relief resources.

Furthermore, GHLA plays a vital role in legislative advocacy, partnering with AHLA to track legislative updates and champion policies that support the lodging industry, such as preventing inconsistent local labor mandates.

The impact of GHLA extends to supporting Georgia's significant tourism economy, which generates billions in visitor spending and sustains hundreds of thousands of jobs across the state. By advocating for the industry's interests, promoting workforce development, and providing educational resources, GHLA contributes to a favorable business environment for hotels and the broader hospitality sector. The association's efforts help ensure the industry's continued growth and its substantial economic contribution to Georgia's prosperity, impacting everything from employment and wages to state and local tax revenues.



About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, London, Frankfurt, Ontario, and Sydney.

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