regon's hotels and restaurants finding their footing, at last

By MIKE ROGOWAY

The Oregonian

SALEM — The pandemic clobbered Oregon's bars, restaurants and hotels, with extended shutdowns and wiping out more than 70,000 hospitality jobs in COVID-19's early days.

The sector was also among the slowest to recover, as successive outbreaks of disease and intermittent restrictions constrained operations and job growth well into 2021. Oregon hospitality jobs lagged far behind the national recovery at the beginning of last year.

Over the past 12 months, though, the industry has picked up the pace. Oregon hospitality employment is nearly 94% of what it was prior to the pandemic, roughly on par with national trends. That's a hopeful sign heading into the summer travel months.

"I do think the worst is definitely behind us, and if we can get inflation under wraps a little bit, then I think the story for Oregon is quite bright in the years ahead," said Jason Brandt, CEO of the Oregon Restaurant & Lodging Association.

Oregon has roughly 200,000 tourism jobs, according to May data

from the Oregon Employment Department. Roughly three-quarters of those jobs are in bars and restaurants.

The loss of that work was especially hard on Oregon's coastal communities, which rely on tourism for an outsize share of their economic activity, and on younger workers, who do many of the sector's entry-level service jobs.

Federal stimulus payments and beefed-up unemployment benefits blunted layoffs' financial toll for many workers, of course. Their spending, plus billions in business subsidies, buoyed many bars and restaurants that otherwise would have succumbed to the shutdowns. But lasting damage remains, with lives and careers disrupted and scores of popular dining and drinking establishments gone forever.

"We have both great stories and horror stories all at the same time," Brandt said.

Businesses that endured were the ones that found ways to adjust, often by automating aspects of their operations or improving their to-go service to adapt to a decline in in-person dining.

Hospitality businesses face new challenges now, with inflation pushing up their costs and squeezing

their profits. And Oregon's labor market remains extremely tight — the inability to find workers is one key reason hospitality jobs haven't returned to pre-pandemic levels.

"The disruptions are real. We went from one crisis right into another, with the inflationary pressures that everyone is feeling," Brandt said.

The upside for workers is that hospitality wages aren't just keeping pace with inflation, they're handily exceeding it.

The average Oregon leisure and hospitality job pays \$20.77 an hour, according to the latest state data. That's up from

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\$16.91 in May 2019, before the pandemic, and a 12% increase in just the past year.

Portland, like urban areas in the rest of the country. continues to face issues resulting from office closures and steep reductions in business travel, according to Brandt. Reputational damage from unrest in 2020 has been a particular issue for Portland, he said.

Overall, though, Brandt said the hospitality's trajectory is good, and he's optimistic about the outlook despite those headwinds and the inflationary pressure.

"Every month," Brandt said, "we seem to see a little bit more progression."



The Observer, File

Tap That Growlers on Adams Avenue in downtown La Grande is busy the evening of Nov. 12, 2020, six days before Gov. Kate Brown's mandates went into effect that would lead to prohibitions against inperson dining at restaurants and bars throughout most of Oregon. Bars, restaurants and hotels have found ways to adapt to COVID-19 but now face new pressures from inflation.

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ARIES (March 21-April 19) -- You may

TAURUS (April 20-May 20) -- Someone is

GEMINI (May 21-June 20) -- You've taken

by Stella Wilder

VIRGO (Aug. 23-Sept. 22) -- You may be you used to do all on your own may require

confused about what is actually required of collaboration this time around -- and that

LIBRA (Sept. 23-Oct. 22) -- You may have one is going to interpret the rules the same

SAGITTARIUS (Nov. 22-Dec. 21) -- You eager to get a rise out of you today, but you're

CAPRICORN (Dec. 22-Jan. 19) -- You a stand to which many have voiced objections,

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sorts of people. Though you do not go out of to attend more than one meeting today that way you do today, and that will make things

to be. You want to be successful, to be sure, feel weighed down today by issues that you your schedule clears for the big thing that

CANCER (June 21-July 22) -- A familiar know who has the answers you seek, but you in no mood to cooperate. It may be best for

LEO (July 23-Aug. 22) -- You mustn't use needn't follow the rules to the letter today, so but today you can prove that your way of

AQUARIUS (Jan. 20-Feb. 18) -- Something

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and so you always follow a practical path lead- cannot directly control but which play on your waits for your undivided attention.

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force to get what you want today, whether you are free to experiment. You need please thinking is correct -- at least for now.

emotions. It may be time to solicit help.

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not help but attract attention from those who what it may seem. Let things develop.

the kind of person they would like SCORPIO (Oct. 23-N

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