



HALA's Support During Palisades and Eaton Fires

When the Palisades and Eaton fires erupted in January 2025, hotels across Los Angeles mobilized to support impacted residents and first responders by offering free and discounted rooms, adjusting standard policies, and leveraging all available resources.



Partnered with Local Officials

HALA worked in **direct partnership with local elected officials** to provide emergency accommodations for residents with uncommon pets or individualized needs.



Provided Free Accommodations

Donated **20,000+ free hotel room nights** to Angelenos displaced by the fires, in partnership with Los Angeles County's LA211 system.



Discounted Rates for Evacuees

Thousands of Angelenos sought refuge in the City's hotels throughout days of rolling evacuation orders. In Los Angeles, **80% of hotels responded by providing discounts** and loosening restrictions around pet policies to accommodate the entire family.



Supported First Responders

Hotels hosted **hundreds of firefighters and first responders** who traveled from around the world to protect our City.

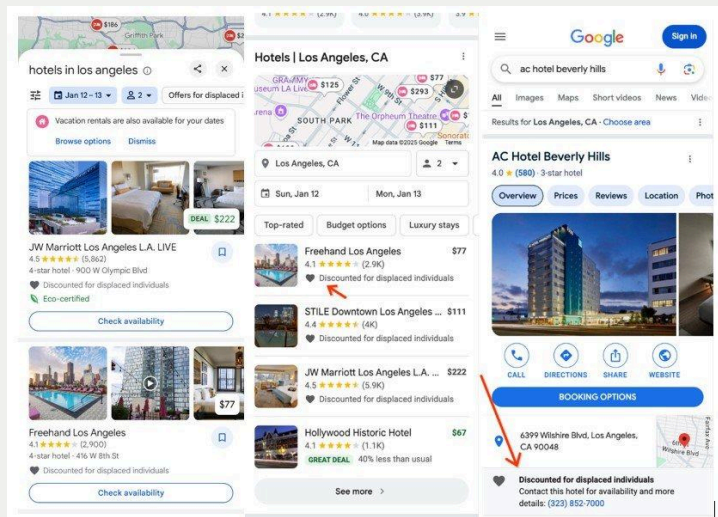


Donated Supplies to Shelters

The Hotel Association of Los Angeles coordinated efforts to collect donations for emergency shelters, including:

- **1,000+ bedding, sheets, pillows and comforters**
- **10,000+ personal care products, soap, shampoo, conditioner, toothbrushes and toothpaste**





Provided Real-Time Updates on Hotel Discounts for Evacuees

To optimize hotels' ability to support residents and our City, HALA collaborated with Google to offer real-time updates on **hotel availability and discounts for evacuees**.

This crucial information integrated into Google searches for hotels in the region and guaranteed accurate and timely updates for Angelenos during the height of the crisis.

Accepted FEMA Vouchers

In addition to discounted rates for first responders and evacuees, hotels hosted hundreds of Angelenos facing long-term displacement with **FEMA vouchers**, despite uncertainty around receiving reimbursement from the federal government. Hotels also absorbed additional costs in taxes, meals and parking.



"I am immensely proud of the unwavering support our Los Angeles hotels demonstrated during this crisis, both to residents in need and to their employees. Out-of-town first responders were welcomed with cheers and meals when they returned from their shifts and every single time hotels were asked to donate, items were swiftly volunteered."

Hoteliers were checking fire victims into their hotels, not knowing if they themselves would have a home to return to. Hotels were flexible with employees whose homes, families and transportation routines were disrupted. Despite these challenges, Los Angeles hotels remained open. We are deeply grateful for the resilience and dedication of our hotel teams, and we remain committed to their well-being as well as the communities we serve."

Jackie Filla

PRESIDENT AND CEO, HOTEL ASSOCIATION OF LOS ANGELES