



Action Alert

WARNING!! Obey Price Gouging Law during hurricane alerts!!

All lodging operators should remember that when the Governor declares an official State of Emergency you **MAY NOT INCREASE RATES**.

Here is the language from Florida Statutes indicating what would be considered "unconscionable" price increases (underlining added for emphasis):

"It is prima facie evidence that a price is unconscionable if:

1. The amount charged represents a gross disparity between the price of the commodity or rental or lease of any dwelling unit or self-storage facility that is the subject of the offer or transaction and the average price at which that commodity or dwelling unit or self-storage facility was rented, leased, sold, or offered for rent or sale in the usual course of business during the 30 days immediately prior to a declaration of a state of emergency, and the increase in the amount charged is not attributable to additional costs incurred in connection with the rental or sale of the commodity or rental or lease of any dwelling unit or self-storage facility, or national or international market trends;"

All suspected violations that are reported to the State will be investigated, your records will be checked by the appropriate authorities and there can be substantial penalties for violating the law.

Hotel _____

Print Name _____

Sign _____