



May 6, 2020

The Honorable Douglas A. Ducey
Governor of Arizona
1700 West Washington Street
Executive Tower
Phoenix, AZ 85007

Dear Governor Ducey,

On behalf of the Arizona Lodging and Tourism Association, I would like to thank you for your collaboration during the COVID-19 pandemic. As the state begins to reopen and reinvigorate segments of the economy, we offer the following recommendations which are aligned with your goals of balancing public health with building consumer confidence.

Thank you for your decision to keep golf courses open during the "Stay Home, Stay Healthy, Stay Connected" order. This has been a successful example of how hotels can implement the appropriate social distancing and sanitation protocols while providing Arizona residents and guests with the opportunity to maintain outdoor physical activity. Golf courses have provided a critical revenue stream for resorts during this financial crisis.

We are pleased with your guidance reestablishing dine-in service for restaurants. As you know, restaurants are an important amenity and revenue driver for our hotels. By allowing our restaurants the ability to provide dine-in service we can promote this amenity to our hotel guests as well as local diners. In addition to restaurants, we strongly urge you to allow hotel pools to reopen this Friday, May 8th in time for Mother's Day Weekend with the appropriate social distancing and cleaning protocols. Our hotels have been working with national experts on recommendations and policies that ensure staff and guest safety.

Attached to this letter are safety and sanitation guidelines the Arizona Lodging and Tourism Association has developed in collaboration with the American Hotel and Lodging Association as well as travel industry guidance developed by U.S. Travel. These recommendations build upon and align with the White House and CDC guidelines for "Opening Up America Again."

The industry-wide health and safety guidance provides information that all sectors of the travel industry can apply and ensures a consistent approach to safety that travelers can expect through all touchpoints in their journey, in the era of this new normal.



We are working with Arizona hotels and resorts to compile specific up-to-date operational guidance for pools which already have rigorous state and county health and safety regulations in place.

The industry has reached a critical point from a cashflow perspective. With limited revenue and single digit occupancy for the past two months, many properties are on the verge of permanent closure. Operational restaurants, pools and other hotel amenities will provide much-needed revenue and allow properties to remain open. Without these vital amenities, which are central to property's ability to attract visitors, our hotels and resorts are at an extreme disadvantage.

In addition, the state has an opportunity to promote in-state travel this summer as we build consumer confidence. The Arizona Legislature is currently considering S.B. 1335, Tourism Marketing Authorities, an essential bill for the COVID-19 relief effort. This legislation will provide critical resources across the state to promote local tourism. We encourage you to include this legislation in any COVID-19 relief package considered by the legislature when they reconvene.

Please know that we are ready to assist in any way to provide guidance, recommendations, and expert advice to help the lodging and tourism industry recover. We appreciate your leadership and look forward our continued collaboration.

Sincerely,

A handwritten signature in black ink that reads "Kim Grace Sabow".

Kim Grace Sabow
President and CEO

CC: Daniel Scarpinato, Chief of Staff, Office of the Arizona Governor
Sandra Watson, President & CEO, Arizona Commerce Authority
Debbie Johnson, Director, Arizona Office of Tourism
Brent DeRaad, Chairman, AzLTA and President & CEO, Visit Tucson

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— & —
TOURISM
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AC Hotel Tempe
Ambiente Landscape Hotel
American Airlines
Arizona Biltmore Resort & Spa
Arizona Cardinals
Arizona Coyotes
Arizona Grand Resort & Spa
Arizona Highways Television
Arizona Public Service (APS)
AVMS
Bearizona Wildlife Park
Beer & Wine Distributors of AZ
Best Western International
Cactus League Baseball Association
Casino Arizona/ Talking Stick
CHMWarnick
Choice Region 12 Co-op/ Focus
Hospitality Management
Discover Flagstaff
El Conquistador Tucson
Embassy Suites Biltmore
Enchantment Group
Experience Scottsdale
Grace Hospitality Group
Grand Canyon University Hotel
Hensley Beverage Corporation
HSL Properties
ISM Raceway
JW Marriott Scottsdale Camelback Inn
Resort & Spa
Kimpton Hotel Palomar
LandCorp

Ledgestone Hospitality
Legacy Golf Resort
Little America Flagstaff
Lodging Dynamics Hospitality Group
London Bridge Resort
NewGen Worldwide
OH Strategic Communications
PGA Tour
Phoenix Business Journal
Phoenix Suns | Phoenix Mercury
Pointe Hilton Tapatio Cliffs resort
PSAV
Renaissance Phoenix Glendale Hotel & Spa
Salt River Project (SRP)
Sedona Rouge Hotel & Spa
Sheraton Grand Phoenix
Sky Harbor International Airport
Sonesta Suites at Gainey Ranch Hotel
Talking Stick Resort
The Phoenician
The Saguaro Scottsdale
The Scottsdale Resort at McCormick
Ranch
Visit Mesa
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VIVO Development Partners
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