

MAY 20, 2021



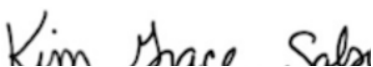
MAY 20, 2021

Dear Members,

This week, Governor Ducey and legislative leadership reached a preliminary agreement for the FY2022 budget. Key among the budget provisions is a tax package to increase the state's competitiveness as we emerge from the pandemic. The proposal reduces the income tax rate of 2.5% to provide relief for small businesses who were expecting a significant increase due to the passage of Proposition 208. Those subject to the Proposition 208 surcharge will have a top marginal rate of 4.5%. The income tax proposal protects the new, dedicated funding approved by Arizona voters for public education. The tax package also reduces the assessment ratio for Class 1 commercial property from 18% to 17% over two years.

While we are pleased with the tax relief aspects of the tentative agreement, we are still working diligently for an increased investment in tourism promotion and programs to help our industry recover. We continue to meet with the Governor's Office and House and Senate leadership about opportunities to use federal dollars to provide direct aid to businesses and strategic investments to build our workforce. Thank you for your continued support.

Sincerely,



Kim Grace Sabow  
President & CEO

## URGENT: TELL LAWMAKERS TO PASS THE 'SAVE HOTEL JOBS ACT'



A recent national survey commissioned by AHLA shows more than seven in ten Americans (71%) support the federal government providing targeted economic relief to the hotel industry as called for in the [Save Hotel Jobs Act](#).

The legislation, introduced by U.S. Senator Brian Schatz (D-Hawaii) and U.S. Representative Charlie Crist (D-Fla.), will provide a lifeline to hotel employees, providing up to three months of full payroll support.

The survey of 2,200 adults was conducted March 1 - March 3, 2021 by Morning Consult on behalf of AHLA. Key findings of the survey include the following:

- **71% of respondents** support targeted economic relief for the hotel industry and its workforce
- **79% of Democrats** support targeted economic relief for the hotel industry and its workforce
- **71% of Republicans** support targeted economic relief for the hotel industry and its workforce
- **60% of independents** support targeted economic relief for the hotel industry and its workforce

[ACT NOW](#) and send a letter to your Member of Congress asking them to support this bill. Help SAVE our industry and our employees.

ACT NOW

## LETS GO THERE



### NEXT STOP: TRAVEL DEALS + INSTAGRAM DAY

There's no stopping the Let's Go There campaign's momentum as U.S. Travel puts the final phase in cruise control just in time for the summer travel season. Take advantage of the fresh [toolkit](#) resources to [unlock new ideas](#) and maximize your engagement. Upcoming [editorial calendar](#) highlights includes today's TRAVEL DEALS DAY, encouraging audiences to reclaim lost time with travel bookings and next Wednesday's INSTAGRAM DAY, offering a dedicated day for your brand to engage with travelers via interactive Instagram stories.

## ARIZONA RESTAURANT WEEK



### SPRING ARIZONA RESTAURANT WEEK BEGINS TOMMOROW

Support local restaurants and their employees during Arizona Restaurant Week. Dine in OR Take Out, May 21st through the 30th. With over [130 participating restaurants](#) (and more being added daily!), you can enjoy date night at home, or a meal out with friends. It's Restaurant Week done your way!

## FEDERAL UPDATE



## REVIVING INTERNATIONAL TRAVEL AND RESTORING JOBS

Earlier this week, the Chair of the Commerce Subcommittee on Tourism, Trade and Export Promotion, summoned a hearing on “[Reviving International Travel and Tourism to Create and Restore Jobs](#),” to explore the economic impact of the coronavirus pandemic on international travel to the United States. U.S. Travel submitted a [letter of record](#) for the hearing outlining the essential steps Congress and the administration should take to reopen international inbound travel.

The industry’s message was clear: The U.S. can and must reopen international travel safely—the right protections are in place to reduce risk, protect public health and **jumpstart the American economy**.

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## AMERICAN RESCUE PLAN RELIEF RESOURCES

U.S. TRAVEL  
ASSOCIATION®

U.S. Travel continues to clarify and consolidate information regarding program details and application processes for the travel-related provisions contained in the American Rescue Plan. Please utilize the latest fact sheets on the Travel Industry Relief Resources [webpage](#) to help ensure you can access the federal support available governments, specifically [Coronavirus State and Local Fiscal Recovery Funds](#).

The ARP will deliver \$350 billion for eligible state, local, territorial, and tribal governments to respond to the COVID-19 emergency and bring back jobs. The Interim Final Rule defines how ARP funds may be used by these eligible entities for certain industries including tourism, travel, and hospitality.

Please see below:

- [Interim Final Rule](#)
- [Fact Sheet](#)
- [FAQs](#)
- [Quick Reference Guide](#)

Eligible state, territorial, metropolitan city, county and tribal governments may now request their allocation of Coronavirus State and Local Fiscal Recovery Funds through the Treasury Submission Portal [HERE](#).

## ARIZONA UPDATE



### TOURISM STRATEGIC RECOVERY PLAN

Arizona Office of Tourism (AOT) is looking for participants in their [tourism planning survey](#), which will help provide important strategic direction moving forward. The [survey](#) is open to take now with a **deadline of Monday, May 24**. Responses are confidential and will be shared with AOT only in aggregate form. Your feedback will be important in preparing the 3-year and 10-year strategic plans!

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### UPDATED INDUSTRY RESEARCH NOW AVAILABLE

The following reports are available on [tourism.az.gov](#).



- Airport Passenger Traffic [February](#) 2021 (Revised) and [March](#) 2021
- Gross Sales & Estimated Tourism Taxes [March](#) 2021

For the latest and historical tourism indicator reports, please visit the Data and Trends [page](#) on [tourism.az.gov](#).

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### AzLTA LEGISLATIVE PRIORITIES

The Arizona Lodging & Tourism Association (AzLTA) serves as the statewide voice of advocacy for Arizona's travel, tourism, sports and hospitality industry. Our advocacy efforts take place at the local, state and national levels and cover a wide range of policy items.

Policies at the forefront of our 2021 legislative agenda at the state level include:

- [S.B. 1377](#) Civil Liability; Public Health Pandemic
- [S.B. 1720](#) Peer-to-Peer Car Sharing
- [H.B. 2772](#) Fantasy Sports Betting; Event Wagering
- [H.B. 2835](#) Theme park districts; Extension

Click [here](#) for more information on 2021 Legislative Priorities

## AZ SAFE+CLEAN GRANT PROGRAM FOR HOTELS



### APPLY NOW FOR AZ SAFE+CLEAN

Foster a “sense of place” with guests and make them want to continue returning by showing you are providing a safe and clean business through AzLTA's AZSAFE+CLEAN certification. Our newly established grant, in partnership with the Arizona Office of Tourism, allows members to apply for funds to assist in participating in the AZSAFE+CLEAN certification program.

To learn more about the grant and how to apply, contact us at [membership@azlta.com](mailto:membership@azlta.com). For additional information on AZSAFE+CLEAN, [visit our website](#).

## UPCOMING EVENTS



### OPTIMIZING GUEST SAFETY & VISIT PAGE'S LEISURE RECOVERY APPROACH

Next week AzLTA will be hosting our **Tourism Talk webinar**, “*Optimizing Guest Safety & Visit Page’s Leisure Recovery Approach*” on **Thursday, May 27th**

**at 1:00 p.m.**, featuring City of Page Mayor Bill Diak, Visit Page and Page Chamber of Commerce leaders. Our panel will discuss the unique challenges the City of Page faced in attracting visitors during the shutdown, how they ensured businesses reopened safely, and the city's partnership with AzLTA's AZSAFE+CLEAN program. **Sign up today!**



REGISTER



## 2021 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

This August join our strategic partner Arizona Office of Tourism (AOT) for the **2021 Arizona Governor's Conference (GCOT)** on Tourism, **Aug. 2-4, 2021**. AOT is offering a limited number of scholarships for this year's **#AZGCOT** and are inviting partners across the state to apply for a one-time, \$150 discount on **early-bird conference registration**, which is still open now! For more details and to register, click [here](#).

REGISTER

## EDUCATIONAL HOSPITALITY TRAININGS & SCHOLARSHIP PROGRAMS



### PILOT PROJECT - SOCIAL MEDIA PROMOTION

The U.S. Commercial Service Global Travel and Tourism Team is offering a pilot project in conjunction with their Education counterparts to assist destinations in promoting both the travel and tourism sector as well as the education sector through our network of contacts at the US Embassy and Consulates in foreign markets. For more information contact a representative of the Global Travel & Tourism team [here](#). To see the campaign in action - please follow [@CSTravelTourism](#) on Twitter.

## AAHOA/P&G PROFESSIONAL'S TRAINING IN HOTEL SANITIZATION AND CLEANLINESS

AzLTA's national partner, [AAHOA](#), has partnered with P&G Professional, a worldwide leader and trusted name in



professional-grade cleaning products, to create this all-new, all-digital program, covering what every hotelier needs to know as it relates to sanitization, including infection prevention and control, high-touch points, sanitizing soft surfaces, communications, elevating the guest experience, and more! This program is FREE and available to the entire hospitality industry. [Learn more and enroll today.](#)

## MEMBER DISCOUNTS



**INDIVIDUAL & FAMILY  
HEALTH INSURANCE**

**Part-Time & Full-Time Individuals  
Get Access to Affordable Health Insurance  
for You and Your Family**

The U.S. Government has extended the enrollment window for individuals and families to obtain health insurance.

- Your policy is **not tied to your employer** and can follow you wherever you go.
- Speak to a licensed agent to find the right option for your needs and **enroll you while you wait.**
- Receive quotes from **multiple insurance companies** for medical, dental, vision, life, disability and Medicare coverage.
- Learn if you qualify for increased federal **financial assistance.**
- **Non-English** translation assistance available.

**To learn more, contact  
844-688-9712 or  
<https://www.hospitality-health.com/AZLTA>.**

ARIZONA  
LODGING  
TOURISM  
ASSOCIATION

## IN CASE YOU MISSED IT

- [Arizona Leisure And Hospitality Industry Faces Bleak Start To 2021](#)
- [Rebuilding Arizona's tourism industry](#)
- [Hotel Industry to Lawmakers: "We Need Pandemic Relief Lifelines"](#)
- [Arizona Lawmakers Advance Covid Liability Protection Bill](#)
- [Arizona Hotels, Tourism Groups Weigh in on New CDC Travel Guidance](#)
- [Arizona Tourism Needs to Reboot Marketing Campaign, Economist Says](#)



- [Arizona Hospitality Industry Leaders Tell Sinema They Need Workers, Targeted Relief](#)
- [Hotel Job Losses in Arizona Won't Recover Much in 2021 After Pandemic Drop, Report Says](#)
- [Updated Guidance from CDC](#)

## MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, [webinars](#), information and recommendations from our state and national partners. Updates will be shared on [our website](#) so please reference it often and share it with your network.

AZ SAFE + CLEAN CERTIFICATION

EDUCATION & TRAININGS

COVID-19 RESOURCES CENTER

ARIZONA MEANS BUSINESS

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[YOUR INDUSTRY. YOUR VOICE.](#)

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