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**Statement from the Arizona Lodging and Tourism Association Regarding the passage of H.B. 2161,
Tourism Marketing Authorities**

Phoenix, AZ— Arizona Lodging and Tourism Association President and CEO Kim Sabow issued the following statement regarding the passage of H.B. 2161, Tourism Marketing Authorities from the Arizona House of Representatives:

"On behalf of Arizona's lodging and tourism industry, I thank the Arizona House of Representatives for passing House Bill 2161, Tourism Marketing Authorities, a critical bill for the industry's recovery effort.

"Arizona's tourism industry has been hardest hit by the economic fallout due to the COVID-19 pandemic. Between 40% – 50% of hotel jobs have been lost, representing the largest job losses of any economic sector in the state. Further, Arizona lost more than \$10 billion in visitor spending during the first six months of 2020 alone. Tourism is the backbone of our state's economy and the lifeblood of our rural communities.

"Tourism Marketing Authorities represent a vital tool in the toolbox for communities throughout our state to utilize as a revenue source and to recover travel-related jobs. We thank Representative Kaiser and Senator Pace for championing this important legislation."

[H.B. 2161](#) and [S.B. 1101](#) are companion bills sponsored by Representative Kaiser and Senator Pace. Through the formulation of a public-private partnership between local government and the hoteliers, TMAs enable local jurisdictions to increase the amount of funding available for tourism-related programs better positioning destinations throughout Arizona to vie for market share of visitors and events with competing destinations. Learn more [here](#).

About AzLTA

The Arizona Lodging and Tourism Association (AzLTA) is the leading statewide public policy organization advocating for Arizona's hospitality, sports, lodging, and tourism industry. Founded in 1938, the association represents statewide hotels and resorts, tourism attractions, destination marketing organizations, sports teams, airlines, airports, and related business partners. The Arizona Lodging and Tourism Association is focused on advocacy, collaboration, and education to generate support and increase awareness of the profound impact the lodging and tourism industry has on Arizona jobs, tax revenues, and economic growth.