



A Message from President & CEO Kim Sabow

From the record-breaking WM Phoenix Open attendance to the start of Cactus League Spring Training, it's an exciting time of year for the Arizona lodging and tourism industry! This past month alone we have lived our three pillars of advocacy, collaboration and education statewide. We presented to state elected leaders on how tourism serves as an economic partner and solution with a robust economic impact across all fifteen counties, which includes \$21.2 billion in direct visitor spending resulting in nearly \$3.1 billion in tax revenue for the state. We've been leading important dialogues and events about educating and retaining talent in order to develop a strong workforce pipeline. And lastly, we've collaborated and partnered with other organizations to ensure a strong voice for our industry statewide. We truly ARE stronger together. Thank you for all that you do. As we head into one of our busiest seasons in Arizona, I wish you all success in your endeavors, but also time to enjoy this beautiful time of year.

Legislative Session is in full swing!

Representing Tourism

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At the invitation of House Commerce Committee Chair Arizona Representative Jeff Weninger, R-Dist. 17, and Representative Maria Syms, R-Dist. 28, Kim Sabow presented on the Power of Tourism this month, highlighting the significant economic impact this industry delivers for our state, and especially important dollars, which

fund education. Thanks to Jaime Molera with AzLTA Government Affairs Firm Molera Alvarez for his efforts, especially joining in answering questions of the Committee. The team from OH Strategic made sure our message was shared on social media. We continue to work daily advocating for continued investment in tourism promotion. My sincere appreciation to AzLTA Chair Brent DeRaad, Visit Tucson, Government Affairs Vice-Chair Joe Hughes, American Airlines, and Megan Doyle with Visit Phoenix for joining us to represent our vast industry.

New Collaboration Strengthens Arizona's Travel and Tourism Industry

The Southern Arizona Lodging and Tourism Association (SALARA) and the Arizona Lodging & Tourism Association (AzLTA) have formed a new collaboration to enhance the business operating climate for hotels, resorts, bed and breakfasts, sports teams, airlines, airports, tourism attractions, Convention and Visitors Bureaus and many other businesses serving the travel and tourism industry. Working together the two associations will convene a broader cross-section of the commercial sector in highlighting its vital role as an economic engine for Arizona.



Great Events are on the Horizon!

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Arizona Wine & Dine – April 5

Secure your tickets for the quickly approaching Arizona [Wine & Dine](#) on Thursday, April 5 from 6:00-9:00 p.m. at the Scottsdale Quarter. Come taste the creations from some of your favorite resort restaurant's chefs in this culinary festival.

- **CopperWynd Resort & Club- Flourish**
- **Arizona Grand Resort & Spa - Lobby Grill**
- **Omni Scottsdale Resort & Spa at Montelucua- Centro**
- **Pointe Hilton Tapatio Cliffs Resort- Different Point of View**
- **Renaissance Phoenix Downtown Hotel- Dust Cutter**
- **Westin Kierland Resort & Spa- Deseo**
- **Mountain Shadows - Hearth '61**
- **The Scott Resort & Spa - The Canal Club**

In mid-March, ticket prices increase - be sure to [secure your tickets early!](#)



Advocacy Day at the State Capitol- April 11

Join us at AzLTA's second annual Advocacy Day at the State Capitol on Wednesday, April 11. Among those attending are industry colleagues statewide for a productive day of discussions and meetings with Arizona Lawmakers and their policy teams. This day presents an incredible opportunity to illustrate the vastness of our industry while conveying business priorities that support job growth and deliver a powerful economic impact. Please view the schedule and register– and encourage your teams to attend. If you have interest in exhibiting or sponsoring, please let [Alex](#) know. Please remember that our industry impact will only be successful with strong attendance and participation by our members.



Mark Your Calendar - May 16

Save the date for the Arizona Tourism Unity Dinner which will be held on Wednesday, May 16 at the JW Marriott Scottsdale Camelback Inn Resort & Spa.



Educate & Innovate: A Conversation with Arizona's University Presidents

AzLTA Executive Vice President David Drennon and Events Director Alex McAlister joined industry and academia leaders for the Greater Phoenix Chamber of Commerce's Valley Voices event on Tuesday morning at member-partner the Music Instrument Museum featuring a dialogue with Arizona's three dynamic public universities presidents. The program recognized the vital roles of Arizona State University (ASU), Northern Arizona University (NAU) and the University of Arizona (U of A) in promoting Arizona as a state where business solutions are met through cutting-edge research, entrepreneur development, innovative approaches, and vital workforce development. [Dr. Rita Cheng](#) of NAU, [Dr. Michael Crow](#) of ASU and [Dr. Robert Robbins](#) of U of A, each demonstrated the important role of academia in preparing students to enter the workforce across varied industry critical to moving the state economy forward.

ASU Tourism and Hospitality Career Expo

AzLTA member partner **Christine Vogt**, Director of ASU's Center for Sustainable Tourism invited AzLTA member and VHRA

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Tourism and Hospitality **CAREER EXPO**

of AC Hotel by Marriott Phoenix Tempe/Downtown and Director of Events **Alex McAlister** to take part in the second ASU Tourism and Hospitality Career Expo at the Downtown Phoenix Campus. We connected with some dynamic and professional ASU students and recent alumni interested in pursuing careers in the tourism and hospitality industry. We are following up with many of the students who expressed interest in careers, internships and student memberships.

Federal Updates

ADA Education and Reform Act

AzLTA joins the **American Hotel & Lodging Association (AHLA)** and **Asian American Hotel Owners Association (AAHOA)** in praising the U.S. House of Representatives for passing **H.R.**



620, the ADA Education and Reform Act of 2017. The bipartisan bill, sponsored by Representatives Ted Poe (R-Texas 2) and Scott Peters (D-California 52), strengthens the Americans with Disabilities Act (ADA) by ensuring compliance and providing businesses a defined timeframe to identify and correct potential violations. The bill now advances to the Senate and we will be sending letters to encourage our U.S. Senators to strongly support this fix. Combined with last year's SB 1406 which established the "report and cure" period in Arizona's ADA Law, H.R. 620's passage in Congress will close the loophole allowing for these frivolous lawsuits which continue to plague our members and industry nationwide. As you recall after the state's case was closed against Advocates for Individuals with Disabilities (AID), the controversial group that filed ADA claims against over 1,700 Arizona businesses, there was an immediate new string of lawsuits hitting our member businesses filed in Federal Court. It is top priority legislation for AzLTA, AHLA, AAHOA and many of our other state and national partners.

Drumroll Please...

Congratulations to our Members Recognized by TripAdvisor



Congratulations are in order to several member properties on the esteemed recognition by travel website TripAdvisor this week. Among the top 25 U.S. Luxury properties is **The Sanctuary Camelback Mountain** in Paradise Valley and the **Ritz-Carlton Dove Mountain** in Marana. The best hotels for service list names **The Adobe Grand Villas** in Sedona, **The Inn Above Oak Creek** and the **White Stallion Ranch** in Tucson. Recognized for best value is **The Hotel Valley Ho** in Scottsdale, **The Clarendon Hotel and Spa** in Phoenix and the **Scottsdale Resort at McCormick Ranch**.

Best Bed and Breakfast and Inns include **The Bear's Den** in Page, the **Canyon Wren** in Sedona and the **Sedona Views Bed and Breakfast**. [Explore the full list on TripAdvisor.com](#)

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