

APRIL 15, 2021



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Dear Members,

This week, Arizona senior Senator Kyrsten Sinema spoke at a Senate Commerce Subcommittee hearing and discussed the negative economic impact the coronavirus pandemic has had on Arizona's tourism industry.

Senator Sinema highlighted challenges facing Arizona hotels, with estimates showing that travelers may not return to pre-pandemic levels until 2024. The decline in this type of travel hurts Arizona small businesses and thousands of Arizona workers. Arizona's tourism industry has lost \$7 billion due to the coronavirus pandemic, leading to a 50% unemployment rate in the travel industry alone.

Our team continues to educate local, state and federal leaders on the current status of the industry and the need for federal relief dollars to keep businesses open and recover lost jobs. We thank Senator Sinema for highlighting the needs of our industry and for committing to work across the aisle to develop solutions to these problems.

Sincerely,

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Kim Grace Sabow
President & CEO

U.S. SENATE COMMERCE SUBCOMMITTEE ON TOURISM, TRADE AND EXPORT PROMOTION FORMED

The U.S. Senate Commerce Subcommittee on Tourism, Trade, and Export Promotion, convened earlier this week to discuss “The State of Travel and Tourism During COVID.” This hearing examined the economic impacts of the COVID-19 pandemic on the travel and tourism industry, with a particular focus on the hotels, conventions, and the broader hospitality industry.

Senator Kyrsten Sinema highlighted the devastating impact of COVID-19 on Arizona's tourism industry and the need for direct federal relief. “The COVID-19 pandemic has been very difficult for many Arizona communities, small business owners, and Arizonans who work in the tourism industry. In 2020, spending by domestic and international travelers declined by 35%, hurting local businesses and putting Arizonans out of work. Given these significant challenges for Arizonans, I will continue to work with my colleagues on the subcommittee to develop bipartisan solutions to these issues and help get Arizona's tourism industry back to work,” said Sinema.

Watch the hearing [here](#).

Sen. Sinema's remarks begin at 1:48:16





The City of Page has become the first city in Arizona to receive an AZSAFE+CLEAN certification. In partnership with the Arizona Lodging and Tourism Association, [the City of Page](#) has implemented the AZSAFE+CLEAN protocols in 21 hotels and motels (2,052 rooms) within the city limits.

[LEARN MORE](#)

STORY: [City of Page Becomes First AZSAFE+CLEAN Certified City](#)

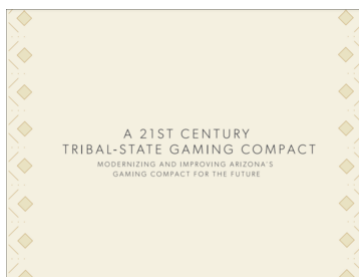
APPLY NOW TO AZSAFE+CLEAN GRANT

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. For additional information on AZSAFE+CLEAN, [visit our website](#).

LEGISLATIVE UPDATE

GOVERNOR DUCEY SIGNS HISTORIC LEGISLATION



Today, Governor Ducey signed historic legislation (HB2772) and an amended tribal-state gaming compact that will modernize gaming in Arizona and provide millions of dollars in revenue for critical state needs. The modernized gaming compact and establishment of sports betting will help Arizona attract more

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AzLTA LEGISLATIVE PRIORITIES

[S.B. 1377](#) Civil Liability; Public Health Pandemic (Sen. Leach): Provides targeted and reasonable liability protections for businesses, educational providers, and the health care industry working diligently to protect their employees, customers, and patients.

Latest Action: Signed by Governor Ducey.

[S.B. 1720](#) Peer-to-Peer Car Sharing (Sen. Fann): Establishes guidelines for insurance requirements, safety recalls, taxation and surcharge collection for vehicle sharing transactions that occur on a peer-to-peer car-sharing program.

Latest Action: Signed by Governor Ducey.

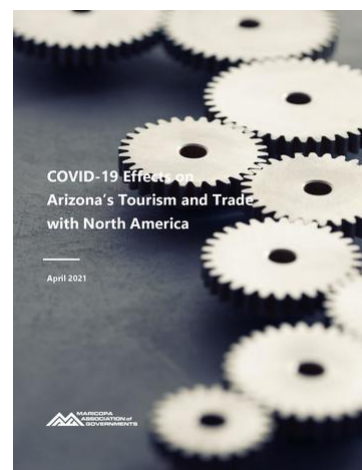


ARIZONA UPDATE

NEW MAG REPORT: COVID-19 EFFECTS ON ARIZONA'S TOURISM AND TRADE WITH NORTH AMERICA

The 2020 COVID-19 global pandemic had significant effects on Arizona's tourism and hospitality sector and the state's trade with Mexico and Canada. This white paper from the Maricopa Association of Governments examines the tourism flows from Mexico and Canada and the implications for Arizona's economy. The paper also discusses the effects of disruptions in Arizona's global supply chains caused by the pandemic, as well as opportunities for economic recovery.

[LEARN MORE](#)



FEDERAL UPDATE

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IMPORTANT COURT VICTORY FOR CURBING FRIVOLOUS ADA LAWSUITS

Hoteliers in GA, FL, AL, and around the nation are celebrating a [significant win](#) in the continued fight against predatory ADA “drive-by” lawsuits. In 2017, AAHOA filed with the 11th Circuit Court of Appeals an amicus brief in *Gil v. Winn-Dixie* arguing against any interpretation of the ADA that extended compliance to private website accessibility, and in its opinion last week, the Court agreed with our position that websites are not places of public accommodation subject to the ADA. This court ruling is an important win for those hoteliers in the 11th Circuit against these predatory ADA lawsuits. Furthermore, now that the 9th and 11th Circuits have taken opposing stances, there is a greater likelihood that this specific issue will be taken up by the Supreme Court in an effort to create one uniform national standard.

LEGISLATION TO HELP THE RETURN OF CRUISES

This week, Senators Rick Scott (R-FL), Dan Sullivan (R-AK) and Marco Rubio (R-FL) [introduced](#) the Careful Resumption Under Improved Safety Enhancements (CRUISE) Act. The bill would revoke the current No Sail Order on cruises in place by the Centers for Disease Control and Prevention (CDC) and would require the CDC to provide COVID-19 mitigation guidance for cruise lines to recommence safe domestic operations.

Congress of the United States
Washington, DC 20510

March 25, 2021

Mr. Jeffery Zients
White House COVID Coordinator
1600 Pennsylvania Avenue NW
Washington, D.C. 20509

Dear Mr. Zients:

Thank you for your dedication to the COVID-19 Health Equity Task Force. We appreciate the efforts by the Centers for Disease Control and Prevention (CDC) to keep Americans healthy and mitigate the spread of COVID-19. However, we write with concern about the CDC's continued restrictions on the cruise industry, and the economic toll it is taking on so many in our states that rely on this important industry.

In October 2020, the CDC issued a framework for Conditional Sailing as a phased approach to the safe resumption of cruise operations. In doing so, the CDC assured the cruise industry it would release detailed plans in order to resume full cruise operations. To date, however, the CDC has still not issued Phase II requirements. We are disappointed that the CDC has been neither transparent nor forthcoming with the cruise industry, leaving a sector that is a significant economic driver for our states at a standstill, and allowing risks to all major ports and surrounding cities.

The cruise industry has faced unique challenges amid this pandemic, and is one of the only industries that is completely precluded from resuming normal operations. This has created a dramatic negative ripple effect on the Florida and Alaska tourism, business, ports and communities that rely on the cruise industry. If the CDC does not quickly commit to start communicating timely and effective guidance, as well as hold frequent and productive meetings with cruise industry stakeholders, it will have harmful impacts on another peak season for the cruise industry.

It has been over a year since our nation first shutdown due to COVID-19. We now have better information to keep Americans healthy, mitigate the virus, and provide the resources and tools to a variety of industries, such as tourism and travel, so they may safely resume. President Biden stated that the United States will have enough vaccine doses for every American adult by the end of May, with a goal of returning to our “new normal” by July 4, 2021. Yet, the Administration has overlooked an entire industry by failing to provide guidance for the safe resumption of cruises. The future of the cruise industry and thousands of good-paying jobs at our states’ ports and supporting businesses are now at stake. We stand ready to assist the COVID-19 Health Equity Task Force as it makes recommendations that balance responding to the economy and mitigating the spread of COVID-19.



EDA CARES ACT RECOVERY ASSISTANCE

The Coronavirus Aid, Relief, and Economic Security (CARES) Act provides the Economic Development Administration (EDA) with \$1.5 billion for economic development assistance programs to help communities prevent, prepare for, and respond to coronavirus.

EDA CARES Act Recovery Assistance, which is being administered under the authority of the bureau's flexible [Economic Adjustment Assistance](#) (EAA) (PDF) program, provides a wide-range of financial assistance to communities and regions as they respond to and recover from the impacts of the pandemic.

For more information on how the EDA grants may assist DMO's, please [click here](#).

SHUTTERED VENUE OPERATORS GRANT PROGRAM IS LIVE

REMINDER: The Small Business Administration is accepting applications for the Shuttered Venue Operators Grant Program. Be sure to [register for the System for Award Management](#).

[Sign up to be informed](#) when the SVOG application opens and refer to additional resources for more details:

- [Frequently Asked Questions](#)
- [Video Tutorials](#)
- [Preliminary Application Checklist](#)
- [Eligibility Requirements](#)

For more information on how the SBA grants may assist you, please [click here](#).



U.S. Small Business
Administration

COVID-19 RESOURCES & UPDATES



CDC TRAVEL GUIDANCE UPDATE

On April 2, 2021, the U.S. Centers for Disease Control and Prevention (CDC) announced updated guidance on domestic and international travel. The guidance includes new recommendations for those fully vaccinated (defined as two weeks after the second dose in a two-dose series or two weeks after a single-dose vaccine) with a vaccine that the U.S. Food and Drug Administration (FDA) has authorized. The CDC has concluded that fully vaccinated travelers are less likely to get and spread COVID-19 and has adjusted its guidance accordingly.

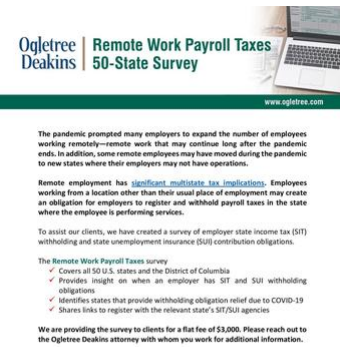
However, certain countries, states, and localities have COVID-19 travel restrictions that may still require fully vaccinated individuals to get tested or quarantine after travel. Some long-standing orders may be updated in light of this new guidance. For more details, please visit the links below.

- [Domestic Travel During COVID-19](#)
- [International Travel During COVID-19](#)

REMOTE EMPLOYMENT

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Remote employment has increased dramatically and has many multistate tax and other implications. Employees working from a location other than their usual place of employment may create an obligation for employers to register and withhold payroll taxes in the state where the employee is performing services. Our legal partner Ogletree Deakins has developed a new [Remote Work Payroll Taxes 50-State Survey](#) to assist employers with this analysis.



CORONAVIRUS COVID-19 VACCINE ELIGIBILITY (COVID-19) Resource Center

As states open COVID-19 vaccine eligibility to all adults, employers are still considering whether to require mandatory vaccinations. To receive a template of the vaccination policy, please click [here](#).

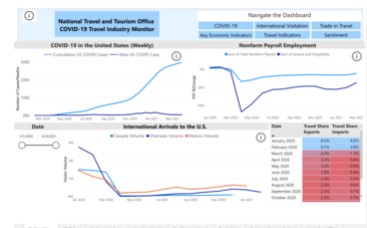
For more information regarding the latest COVID-19 developments and updates, including mitigation strategies, and government guidelines, please visit the [Coronavirus \(COVID-19\) Resource Center](#).

For updated employee screening & PPE Orders, and Workers' Compensation Coverage summaries, please visit the [State Orders/Requirements page](#).

NTTO ANNOUNCES NEW COVID-19 DASHBOARD

The National Travel and Tourism Office (NTTO) has created a new data visualization tool. The COVID-19 Travel Industry Monitor tracks a number of indicators that measure the performance of the travel and tourism sector in the United States in the wake of the COVID-19 Pandemic. The monitor has six sections: COVID-19, International Visitation, Travel Indicators, Travel in Trade, Sentiment, and Key Economic Indicators. It is updated weekly. The Monitor can be found on NTTO's [Research Page](#).

In the coming months, NTTO will release and post additional monitors focused on a variety of topics: international visitation, travel balance of payments statistics, and the overall economic impact of travel and tourism.



UPCOMING EVENTS



NATIONAL TID SUMMIT

On Thursday, April 29th, join our industry partner Civitas or a thought-provoking virtual summit that will feature how TIDs are rethinking conventional strategies by leaning into economic shifts, diversified creative, content, experiences, and on-the-ground execution — all intending to diversifying their funding streams to benefit their communities. Learn more about successful formation strategies, programs they have implemented, results they have seen, and ways they continue to evolve.

Destinations looking to diversify their funding streams, who are in the TID formation process, and those who have already implemented a TID in their destination will convene to learn, collaborate, and grow this innovative funding model. For event details, click [here](#).

REGISTER

2021 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM



SAVE THE DATE! This August join our strategic partner Arizona Office of Tourism (AOT) for the [2021 Arizona Governor's Conference](#) (GCOT) on Tourism, Aug. 2-4. In-person [registration](#) is open and **early-bird rates are available now**. Our tourism partners are looking forward to a safe, informative and inspiring few days of reconnecting and welcoming visitors back to enjoy beautiful Arizona.

About GCOT:

The Arizona Governors Conference of Tourism is the premier educational and information-sharing event in the state for travel professionals and destination marketers. GCOT provides its attendees the opportunity to exchange ideas with peers, learn from expert panelists, discover cutting-edge products and services and more. For event details, click [here](#).

REGISTER

EDUCATIONAL HOSPITALITY TRAININGS & SCHOLARSHIP

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PROGRAMS



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.](#)

NORTHERN ARIZONA UNIVERSITY/UNIVERSITY OF SOUTH FLORIDA POST-CRISIS HOSPITALITY MANAGEMENT CERTIFICATE



The [NAU School of Hotel and Restaurant Management](#) is partnering with The School of Hospitality and Tourism Management at the University of South Florida to offer a Post-Crisis Hospitality Management Certificate program. This FREE, seven-week online certificate program is open to all and will dive into several functional areas like marketing, human resource management, technology management, hospitality law and contracts, financial management, and hospitality operations. [Learn more and enroll today.](#)

IN THE NEWS



City of Page Becomes First AZSAFE+CLEAN Certified City

MEMBER DISCOUNTS

Source 1 Purchasing
NEW AZLTA MEMBER BENEFIT
SOURCE 1 PURCHASING
-PURCHASING WITH POWER!
LEARN MORE AT WWW.AZLTA.COM

Source 1

Earn cash back rebates on supplies

Free to join as AzLTA member

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Teladoc HEALTH | ARIZONA LODGING & TOURISM ASSOCIATION
Exclusive virtual care offering for Arizona Lodging & Tourism Association members

Teladoc Health

Discounted virtual health visit

\$7 per month per employee

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MEMBER RESOURCES

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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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