

August 12, 2021



AUGUST 12, 2021

Dear Members,

We are excited to announce our lineup of in-person AZLTA events for the remainder of 2021! As we continue to manage the pandemic and the emerging Delta variant, the AZLTA team is hard at work to ensure our in-person events ensure the safety and well-being of attendees. Of most significance is our annual **Unity Dinner: “Stronger Together,”** which will showcase and honor the resiliency of the hospitality industry in Arizona. More details will be shared in the coming weeks but please save the date:

AZLTA Unity Dinner: “Stronger Together”
JW Marriott Scottsdale Camelback Inn Resort & Spa
Tuesday, October 12, 2021

If you would like to learn more about sponsorship opportunities for Unity Dinner, please reach out to [Karin Jimenez](#).

In addition, our **Industry Forecast events** are only two weeks away. Industry leaders will share updates on state and national analyses, trends, legal challenges ahead, and what can be done to strengthen the workforce pipeline in our industry followed by a networking reception. You

[Subscribe](#) to our email list.

Sincerely,

Kim Grace Sabow

Kim Grace Sabow
President & CEO

INDUSTRY FORECAST



INDUSTRY FORECAST 2021

The Arizona Lodging & Tourism Association proudly welcomes you to participate in this year's 2021 Industry Forecast forum that will provide invaluable insights into expected visitation and trends, legal challenges ahead, and state and national analyses to help you project your hotel's 2022 budget.

WED AUG 25
Phoenix Forecast
4:00PM
Mountain Shadows Resort
5445 E. Lincoln Dr. Paradise Valley, AZ

THU AUG 26
Southern Arizona Forecast
4:00PM
Westward Look Wyndham Grand Resort
245 Ina Rd Tucson, AZ

SPEAKERS

<small>AUG 25 & 26</small>  <small>SVP SALES AND MARKETING STR</small> Vail Ross	<small>AUG 25 & 26</small>  <small>DIRECTOR OF RESEARCH AOT</small> Colleen Floyd	<small>AUG 25</small>  <small>SHAREHOLDER OGLETREE DEAKINS</small> Joseph Clees	<small>AUG 26</small>  <small>SHAREHOLDER OGLETREE DEAKINS</small> Tibor Nagy
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Presented by AzLTA
ARIZONA LODGING TOURISM ASSOCIATION

WWW.AZLTA.COM #INDUSTRYFORECAST21

ARIZONA UPDATE



NEW VISIT ARIZONA INITIATIVE GUIDELINES AND RESOURCE PAGE

[Visit Arizona Initiative](#) - Guidelines are available and the application process is open for [Program #1 - The Visit Arizona Partnership Grant](#). The deadline to submit for this specific grant is Aug. 31, 2021.

Additional Guidelines and Open Applications

- [Program 2 Coming Soon - Visit Arizona Marketing Grant](#)

[Subscribe](#) to our email list.

- [Program 3B - Visit Arizona Legacy Golf Course Revitalization Grant](#) on **Monday, Aug. 16.**

[Visit Arizona Initiative FAQ page](#) – provides answers to many commonly asked questions.

UPDATED INDUSTRY RESEARCH NOW AVAILABLE



Visit tourism.az.gov for the following reports:

- Airport Passenger Traffic [May](#) and [June](#) 2021
- Arizona Lodging [June](#) 2021
- County Lodging [2nd Quarter](#) 2021
- National, Regional, Arizona Lodging [2nd Quarter](#) 2021
- National Park Visitation [January](#) & [February](#) 2021 Revised; [March](#) and [April](#) 2021
- State Park Visitation [February-May](#) 2021 Revised; [June](#) 2021

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

FEDERAL UPDATE



GSA ANNOUNCES PER DIEM RATE FREEZE

Today, the General Services Administration (GSA) announced that it will freeze the [FY2022 per diem rates](#) for government travel in the Continental United States (CONUS) at the FY2021 levels (which are based on pre-COVID-19 rates). The FY22 rates will be available on the GSA website tomorrow morning. This is incredibly welcome news for the hospitality industry as we work to rebound and regain our footing on the heels of the COVID-19 pandemic.

The FY2022 CONUS per diem rate is \$151:

- \$96 lodging
- \$55 meals

This is the same as FY21 and there are 319 Non-Standard Areas (NSAs) that have per diem rates higher than the standard CONUS rate as compared to 322 NSAs in FY21.

Government travel is an integral part of the hotel industry, supporting tens of thousands of jobs,

diem rates are also often used as a guide by other corporations and businesses in setting their own travel standards.

INFRASTRUCTURE BILL PASSES SENATE



The U.S. Senate [passage](#) of the Infrastructure Investment and Jobs Act is a major step forward in securing a more modern and connected future for the United States, travelers and the American travel industry. U.S. Travel fought hard to include a number of [travel-related provisions](#) in the bill. The funding levels and investments in this bill will help revolutionize the way people move and travel throughout the United States and increase our global competitiveness as we rebuild from the pandemic and welcome back visitors from around the world.

U.S. Travel [commends](#) the bipartisan group of senators and the administration for their significant efforts in making this infrastructure package a reality, which will set our industry and our country on a path to recovery and a stronger, more resilient future for travel.



EIDL PROGRAM EXPANDED AND IMPROVED FOR HOTELS

Over the last several months, AHLA, the Biden Administration and the U.S. Small Business Administration (SBA) collaborated to expand and improve the SBA's [Economic Injury Disaster Loan \(EIDL\) program](#) for the hotel industry, which was heavily impacted by COVID 19.

The recent EIDL changes include:

- Raising the loan cap to \$2 million per property
- Raising the aggregate loan cap to \$10 million
- Waiving the program's affiliation rules to mirror those of the Paycheck Protection Program
- A low 3.75% interest rate over a 30-year fixed amortization period
- Waiving the credit-elsewhere requirement
- Allowing use of funds to pay down prior commercial debt and to make monthly Principal and Interest payments toward federal debt

The application period for the revised EIDL program begins **the week of August 16**, and we encourage members to apply as soon as possible since Congress may attempt to use some of the program's funding to pay for pending legislation. Click [here](#) for information on how to apply for the loans.

This week, [Canada reopened](#) to fully vaccinated Americans—a significant step in rebuilding their economy and workforce. Canada is America's largest international travel market source and accounted for 26% of all inbound traffic in 2019, worth \$22 billion in annual export income.

Canada's [reopening](#) follows the United Kingdom's announcement last week that fully vaccinated Americans will be allowed to enter England, Scotland and Northern Ireland quarantine-free.

Every week that travel bans remain in place for the U.K., E.U. and Canada, our economy loses \$1.5 billion in spending, which would support 10,000 American jobs. Additionally, families are grappling with [more time away](#) from their loved ones overseas. We continue to urge the administration to advance a [reopening plan](#) to lift our own economic recovery by welcoming back vaccinated travelers—as a starting point—from low-risk countries with high vaccination rates.

GOT YOUR PHONE HANDY? SCAN THIS!



SCAN QR CODE WITH YOUR PHONE

Check out our app! Access AzLTA resources and events from wherever you are, and stay up to date with the latest news from AzLTA's weekly Insider newsletter. Scan the QR code or click [here](#) to download now!

AZLTA CONTINUES TO RAISE AWARENESS OF HUMAN TRAFFICKING



AzLTA is building crucial relationships and sharing our collective, vast expertise with state and local agencies, law enforcement, business communities and other thought leaders throughout Arizona to raise awareness and combat human trafficking. [Read more](#)

UPCOMING IN-PERSON EVENTS

THE LODGING CONFERENCE



Groups Are Coming Back!

If you wanted encouragement that group business was coming back to Arizona, look no further than the annual Lodging Conference. The Lodging Conference has been held in the Phoenix-Scottsdale area since its beginning in 1995. This year's event will be held at the **JW Marriott Phoenix Desert Ridge Resort and Spa from September 27-30**. As of now, attendance is tracking at the same pace as 2019 when over 2,300 joined us for the largest Lodging Conference event ever. For more details on The Lodging Conference 2021, click [here](#).

FEATURED MEMBER BENEFITS

**Attract and retain the right talent by making
TELEHEALTH & IN-HOME DIAGNOSTICS
part of your hiring plan.**

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for info >>

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 - Thyroid / Colon / Kidney / Liver
 - Diabetes / Lyme / Celiac / Hepatitis B&C
 - Men's, Women's & Sexual Health
- Participants can discuss results with clinical consultants and determine next steps.
- Tests can be purchased by employers and employees.

[Subscribe](#) to our email list.

8/10/21

- Employers may enroll any and all team members regardless of hours worked.

Teladoc and LetsGetChecked are not insurance and are not affiliated with any insurance program.

Questions? Email hospitalityhealth@teladochealth.com

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

COVID-19 RESOURCES CENTER

FOUNDATION

VISIT ARIZONA INITIATIVE

YOUR INDUSTRY. YOUR VOICE.

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