

August 19, 2021



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Dear Members,

As we continue to meet with AzLTA members across the state, workforce challenges continue to be the most pressing issue facing our businesses. As we experience an uptick in leisure travel and prepare for an eventual return of group and business travel, it is critical that we re-build and grow our workforce in order to meet growing demand.

To better assist our members in addressing this challenge, AzLTA is excited to announce the launch of our new [Hospitality Job Board](#) listing platform! This **free** service will allow our members to post job opportunities within your company. In addition, AzLTA will help amplify this online job board through social media and other channels. We are thrilled to partner with you in sharing opportunities within your organizations and look forward to rebuilding our industry workforce together!

Lastly, we are LESS THAN A WEEK away from the first event in our three-part **Industry Forecast Forum Series**.

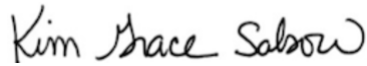
Each of the three regional forecast events will focus on the impact of COVID-19 on the industry, trends shaping Arizona's future, what our hospitality industry can expect in the year to come and important liability reforms enacted by the Arizona Legislature.

Each forum will begin with the Forecasting event, followed by a networking mixer that will provide an excellent opportunity to visit with hoteliers, owners and industry and tourism leaders.

[Subscribe](#) to our email list.

Your participation, engagement and support of our programming will be essential to our recovery. We hope you will consider joining us.

Sincerely,



Kim Grace Sabow
President & CEO

INDUSTRY FORECAST EVENTS



WHAT DOES THE FUTURE HOLD FOR THE HOSPITALITY INDUSTRY? REGISTER TODAY! AUG 25 & 26

Join your peers at this year's Industry Forecast for a dynamic presentation on what lies ahead for Arizona's hospitality industry. We're bringing a panel of industry experts together for a lively discussion covering the most up-to-date data and trends for Arizona followed by a networking mixer.

We've partnered with **Vail Ross** of **Smith Travel Research (STR)**, to discuss performance among chain scales and customer segments, group demands and preliminary projections for 2022. **Joseph Clees** and **Tibor Nagy** of **Ogletree Deakins** will lead us in a discussion on labor trends and legal challenges ahead and **Colleen Floyd** of **Arizona Office of Tourism** who will discuss the latest trends, visitation numbers and more. Don't miss it! This program is perfect for hotel managers, brand leaders and managers, meeting planners, hotel management company professionals, industry investment professionals, and anyone involved in the budgeting process.

Special thanks to our Event Sponsors - Encore • Qwick • Mountain Shadows Resort & Spa • Visit Tucson • Westward Look Wyndham Grand Resort • Westroc Hospitality.

[Click here](#) for more information and to register today!

Please note, information on our Northern Arizona Forecast Event, scheduled to take place September 23rd in Sedona will be forthcoming.

NEW HOSPITALITY JOB BOARD

AZLTA LAUNCHES HOSPITALITY JOB

[Subscribe](#) to our email list.



BOARD

AzLTA is excited to announce a NEW [Hospitality Job Board](#) listing platform! This is a free complimentary service for AzLTA members.

Members can post job openings and use as a platform to share openings for free! AzLTA will share this online job board through social media and other channels. We are excited to partner with you to help share job opportunities within your organization and companies.

To access this free member service, you must have a login to our website (www.azlta.com) on file.

If you don't have one or don't remember it, contact Ricardo Luna at rluna@azlta.com to set it up for whoever will be posting jobs on the website. [Click here](#) to view our NEW Hospitality Job Board.

ARIZONA UPDATE



VISIT ARIZONA INITIATIVE GRANT APPLICATIONS NOW OPEN

[Visit Arizona Initiative](#) grants are being managed by the Arizona Office of Tourism (AOT). The guidelines are available and the application process is now open for [Program #1](#), [Program 2 - Marketing Grant](#), [Program 3A - Outdoor Recreation Revitalization Grant](#), and [Program 3B - Legacy Golf Course Revitalization Grant](#)

For more information or if you have any questions, check the resources below or email grants@tourism.az.gov.

Visit Arizona Initiative Resources

- [Visit Arizona Initiative Information Webinar](#)
- [Visit Arizona Initiative Information Slides](#)
- [Visit Arizona Initiative Frequently Asked Questions](#)
- [Department of Treasury Coronavirus State and Local Fiscal Recovery Funds Interim Final Rule \(31 CRF Part 35\)](#)
- [Coronavirus State and Local Fiscal Recovery Funds Frequently Asked Questions](#)

BRITISH AIRWAYS RESTARTING

FLIGHTS FROM PHOENIX TO LONDON

[Subscribe](#) to our email list.

Congratulations to AzLTA Tourism Member Phoenix Sky Harbor International Airport on the announcement of British Airways' resumption of service between Phoenix and London! U.S. travelers now once again have a nonstop option to get to the United Kingdom with the announced resumption of British Airways' nonstop service to London Heathrow Airport.

Click [here](#) to learn more. #flyphx



UPDATED INDUSTRY RESEARCH NOW AVAILABLE

Visit tourism.az.gov for the following reports:

- AZ Bed Tax Rates [July](#) 2021
- AZ Restaurant & Bar Tax Rates [July](#) 2021
- Gross Sales & Estimated Tourism Taxes [June](#) 2021
- National Park Visitation [May](#) 2021

Visit the Data and Trends [page](#) on tourism.az.gov for the latest and historical tourism indicator reports.

FEDERAL UPDATE



GSA ANNOUNCES PER DIEM RATES FREEZE

Last week, the General Services Administration (GSA) announced that it will freeze [Fiscal Year 2022 per diem rates](#) for government travel in the Continental United States at FY2021 levels (which are based on pre-COVID-19 rates).

This is a big win for hoteliers across the country, as government travel supports tens of thousands of jobs and billions in travel spending, and many private sector organizations also base travel reimbursements on federal per diem rates.

The FY22 CONUS per diem rate is \$151, which includes \$96 for lodging and \$55 for meals. You can view the rates [here](#).

ARIZONA LODGING PERFORMANCE REPORT



LODGING PERFORMANCE REPORT - JULY

[Download](#) the latest Statewide Lodging Performance report from STR for July 2021. This report includes Occupancy, ADR, Rev Par, and Percentage changes of July 2021 and July 2020.

STR is the leading provider of data benchmarking and analytics for the global hotel industry. Visit our Member Benefits page and contact STR to expand your reach with the definitive news source for hotel decision-makers. They also offer exclusive discounts on various customizable regional reports and industry profiles.

To view the full report, login to the member portal [here](#).

UPCOMING EVENT

THE LODGING CONFERENCE



The Lodging Conference is 45 days away and the Lodging Conference team looks forward to welcoming attendees to Phoenix! This year's event will be held at the **JW Marriott Phoenix Desert Ridge Resort and Spa from September 27-30**. For more information on the Lodging Conference 2021, click [here](#).

TAP INTO THE BENEFITS OF MEMBERSHIP



AzLTA Strategic Partner + Allied member Source 1 makes it simple to collect cashback rebates on items you buy every day. Source1 **pays cashback** to hoteliers on 165,000 items from **over 350 manufacturing suppliers**, including HD Supply, American Hotel Register, A-1 Textiles, Cintas, Office Depot, Grainger, S&D Coffee and more!

To learn more about how you can sign up, [click here!](#)

[Subscribe](#) to our email list.

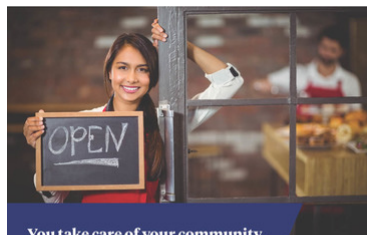
AzLTA Strategic Partner + Allied member United Health Group is the health and wellness partner of the hospitality industry.

With the Hospitality Health program, your part-time and full-time team members can now access affordable personal health insurance. The Affordable Care Act/Exchange plans cover pre-existing conditions along with a list of essential health benefits. Through this program, your employees can:

- Speak directly to licensed agents and receive quotes from multiple insurance companies.
- Access any qualifying federal subsidies as part of the enrollment process.
- Immediately enroll in medical, dental, vision, life, disability, and Medicare coverage programs.

Individual & family plans require no employer participation or contribution. Pass this along to any team members who are not eligible for employer-sponsored group health coverage.

To learn more about how you can sign up, click [here!](#)



You take care of your community.
We help take care of you.

Exclusive members-only pricing on medical, dental, vision, disability, life and critical illness benefits.

azlta.com/member-benefits/

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Healthcare

Member
Only
Pricing
Available

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

FOUNDATION

JOB BOARD

VISIT ARIZONA INITIATIVE

YOUR INDUSTRY. YOUR VOICE.

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