

August 20, 2020



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Dear Members,

The American Hotel and Lodging Association released a staggering **report** this week about the current financial crisis for hotels across the nation. The report shows that the hotel industry is facing a historic wave of foreclosures as the COVID-19 pandemic continues to devastate small business hotel owners and its workforce.

Since the beginning of the pandemic the hotel segment has faced a historic number of delinquencies and is the most heavily hit sector of the commercial mortgage-backed securities (CMBS) market. AZLTA joined nearly 4,000 hotel industry leaders in an **urgent letter** to Congress seeking immediate action to help hotels avoid foreclosure and the loss of tens of thousands of jobs.

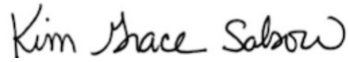
AZLTA continues to urge our Congressional Delegation to act swiftly to assist our industry.

Also, a special thank you to **Glenn Williamson**, Honorary Consul of Canada for Arizona and CEO of the Canada Arizona Business Council; **Hector Vazquez**, President of Rocky Point CVB and General Manager of Las Palomas Beach & Golf Resort; **Deborah Ostreicher**, Assistant Aviation Director of Phoenix Sky Harbor International Airport; and **Glenn Hamer**, President & CEO of the Arizona Chamber of Commerce and Industry, for joining our Tourism Talks Webinar

[Subscribe](#) to our email list.

Be sure to register for our Tourism Talks: The Significance of Tourism Promotion webinar next week.

Sincerely,



Kim Grace Sabow
President & CEO

TOURISM TALK WEBINAR SERIES



TOURISM TALK
A Series of Conversations with Industry Leaders

ARIZONA
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WEEK 4

The Significance of Tourism Promotion

WEDNESDAY
AUGUST 26
1:00 PM

WEBINAR 

PANELISTS

- 
Roger Dow
President & CEO
U.S. Travel Association
- 
Jim Rounds
Senior Fellow, President
Rounds Consulting Group
- 
Steve Moore
President & CEO
Visit Phoenix
- 
Debbie Johnson
Executive Director
Arizona Office of Tourism
- 
Jaime Molera
Partner
Molera Alvarez LLC

MODERATOR

Jaime Molera
Partner
Molera Alvarez LLC

#TOURISMTALK | WWW.AZLTA.COM/TOURISM-TALK

REGISTER TODAY!

FEDERAL UPDATE

Urge Congress to Act: The U.S. House of Representatives is coming back to Washington this weekend to consider emergency legislation pertaining to the USPS. Reports suggest that congressional leadership also sees this as an



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recovery bill, which means we have an opportunity to secure relief.

We are urgently requesting travel advocates to ask their representatives and senators to immediately extend and expand the Paycheck Protection Program, and consider other **policy proposals** meaningful to the entire travel industry, in any moving legislative vehicle. Please take two minutes to **help make our voice heard**.

We need Congress to advance legislation and we must do all we can to urge them to act now.

TAKE ACTION NOW (US TRAVEL)

TAKE ACTION NOW (AHLA)

AHLA RELEASES UPDATED SAFE STAY GUIDELINES



AHLA has released an updated version of the Safe Stay Guidelines, an industry-wide, enhanced set of health and safety protocols designed to provide a safe and clean environment for all hotel guests and employees. The health and safety of our guests and employees remains the top priority for our industry. In keeping with this commitment, the evolving **AHLA Safe Stay Guidelines** remain an important tool in supporting our industry.

The updated Safe Stay Guidelines include the following:

1. Information on face coverings requirement in all indoor public spaces
2. Updated overview on events and meetings protocols
3. Member resource information on collateral available on the **Safe Stay website**

In addition, **COVID-19 Precautions for Hotels** is an online course developed in partnership with the **American Hotel & Lodging Educational Institute (AHLEI)**. For those who have not yet adopted this tool, we encourage you to take advantage of this opportunity to properly train hotel staff on the enhanced safety and cleanliness guidelines.

Utilizing these best practices, including requiring face coverings and practicing social distancing in public spaces, will create an even safer environment for all our guests and employees.

VIRTUAL ARIZONA PARK FEST



Although there's no substitute for experiencing Arizona's amazing sights and landscapes in-person, to celebrate the National Parks Service's 104th birthday there will be a [**Virtual Arizona Park Fest 2020**](#) on Saturday, Aug. 22 and Sunday, Aug. 23. This online event is one of the most comprehensive collections of digital experiences, highlighting Arizona's National Parks, Monuments, Recreation Areas and much, much more.

[**LEARN MORE**](#)

AZLTA PAC



We need your help! The November election is quickly approaching. AZLTA is actively raising funds to support our tourism advocates at the legislature.

By contributing to the AZLTA PAC, you are helping to elect legislators who support our industry. Every day, lawmakers make decisions on raising or lowering your taxes, enacting or repealing burdensome employer mandates, and promulgating unreasonable regulations. The AZLTA PAC is committed to electing lawmakers who will best represent our objectives – lowering taxes, repealing burdensome employer mandates, and eliminating unreasonable regulations.

[**DONATE TODAY!**](#)

#THANKFULTHURSDAY



#ThankfulThursday with BRONZE Strategic Sponsor STR! Thank you for being a valued partner of AzLTA and for providing valuable data to our industry hoteliers and tourism members – we look forward to hosting our first-ever virtual Industry Forecast event in September! #Unity

AZSAFE+CLEAN

Are you **AZSAFE + CLEAN**

Certified? AzLTA is pleased to

offer the AZSAFE+Clean

certification that aims to provide

hotels and resorts a one-stop-shop

for industry standards and

guidelines for a safe work

environment, and confirm to both


their team members and guests that they are taking the necessary steps to remain safe and

clean.




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MEMBER DISCOUNTS



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Exclusive virtual care offering for Arizona Lodging & Tourism Association members



Arizona Lodging & Tourism Association has partnered with Teladoc Health to give your employees and their families safe access to care with unlimited virtual visits for both mental health and medical conditions for just \$7 per month per employee- no insurance required.

[LEARN MORE](#)

COVID-19 Test



Self-administered comprehensive solution that integrates FDA AUTHORIZED at-home sample collection, lab testing, result-delivery, and patient support.

- ✓ Exclusive negotiated price for hospitality organizations/employers with promo code **HOSPITALITY20**: \$107 per test - includes expedited shipping.
- ✓ **Gentle, non-invasive, and easy to use**- simple instructions allow for sample collection at home
- ✓ Online results **within 48 hours** of test delivery to lab




Reopen with healthy employees and help avoid unnecessary closures. An FDA-authorized at-home COVID-19 test is now available. Our new partner LetsGetChecked offers AzLTA members a 20% discount with code **HOSPITALITY20**.

[LEARN MORE](#)



Source1 Purchasing

NEW AZLTA MEMBER BENEFIT

SOURCE 1 PURCHASING -PURCHASING WITH POWER!



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LEARN MORE AT WWW.AZLTA.COM

AzLTA is excited to work with Source 1 to help members drastically lower supply and F&B costs, while increasing quality and service. Source1 Purchasing makes it simple to collect cash back rebates on items you buy every day, plus cash back to hoteliers on 165,000 items from over 350 manufacturing suppliers, including HD Supply, American Hotel Register, Cintas, Office Depot, S&D Coffee and more.

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IN THE NEWS



Arizona Tourism Industry Braces For Another Hit After Pac-12 Games
As Pac-12 fall and winter sports competitions are postponed until at
least Jan. 1, 2021, Arizona's tourism industry is bracing for yet anothe...
[kjzz.org](https://www.kjzz.org)

Arizona Tourism Industry Braces For Another Hit After Pac-12 Games Are Postponed

STRATEGIC PARTNERS

DIAMOND PARTNER



PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNER



BRONZE PARTNER



MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, webinars, information and recommendations from our state and national partners. Daily updates will be shared on [our website](#) so please reference it often and share it with your network.

REOPENING HOTEL & TRAVEL GUIDELINES

AZ SAFE + CLEAN

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA HOSPITALITY WORKFORCE CONNECTION

YOUR INDUSTRY. YOUR VOICE.

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