

August 26, 2021



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Dear Members,

This week, we had the privilege of hosting our first in-person events of the year with the 2021 Industry Forecasts in Phoenix and Tucson. A special thank you to Vail Ross of Smith Travel Research (STR), Colleen Floyd of Arizona Office of Tourism (AOT) and Joseph Clees and Tibor Nagy of Ogletree Deakins, for their updates on state and national analyses, trends, legal challenges ahead, and what can be done to strengthen the workforce pipeline in our industry. Also, thank you to everyone who attended the events and learned more about what to expect in 2022.

A key takeaway from the forecast events is although we have made progress since the start of the pandemic, we are far from full recovery. Current demand is driven by regional leisure travel, but group travel is still far from pre-COVID levels. The 2022 Forecast shows some improvement however not back to 2019, which was a historic year for travel and tourism in Arizona. We must remain vigilant and unified as an industry to ensure the right policies and programs are in place to expedite recovery.

Recognizing the importance of bolstering our statewide presence, today we launched the AZLTA Southern Arizona Committee. This committee will focus on increased collaboration with Southern Arizona businesses to expand our statewide presence. If you would like to learn more about the Southern Arizona Committee and how to get involved please contact [Anadela McBean](#).

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Kim Grace Sabow

Kim Grace Sabow
President & CEO

INDUSTRY FORECAST EVENTS

SAVE THE DATE

INDUSTRY
FORECAST
2021

Northern Arizona Forecast
THURSDAY SEPTEMBER 23
4:00 PM
Enchantment Resort
Sedona Arizona

Sponsored by:

ENCHANTMENT RESORT

SEDONA
CHAMBER OF COMMERCE
& TOURISM BUREAU

Presented by AzLTA

ARIZONA
LODGING
&
TOURISM
ASSOCIATION

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BOARD MEMBER STEVE HART ANNOUNCES RETIREMENT

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announcing his retirement! After a total of 47 years of service with Marriott International, Steve who has most recently served as Area General Manager of the Arizona Market and General Manager of the JW Marriott Phoenix Desert Ridge Resort & Spa has made the decision to retire.

Steve is an industry icon and beloved leader. We are grateful for his many years of dedication and contributions to elevating our industry.

Steve will be retiring at the end of the year, and we wish him all the very best in the future.

NEW HOSPITALITY JOB BOARD



AZLTA LAUNCHES HOSPITALITY JOB BOARD

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

Members can post job openings and use the 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 a login or don't remember your password, contact Ricardo Luna at rluna@azlta.com for assistance. [Click here](#) to view our NEW Hospitality Job Board.

NEW JOB POSTINGS

Housekeeping Attendant

SpringHill Suites by Marriott, Prescott - Prescott, AZ

Posted: Aug 23, 2021

Salary: null Hourly
Application Deadline: N/A

SPRINGHILL SUITES
MARRIOTT

Housekeeping Attendant

Residence Inn by Marriott, Prescott - Prescott, AZ

Posted: Aug 23, 2021

Salary: null Hourly

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ARIZONA UPDATE



UPDATED VISIT ARIZONA INITIATIVE FAQ

Questions about the Visit Arizona Initiative? View the updated [Frequently Asked Questions document](#). Please review the material to find answers to most questions regarding the program. Also, you can submit questions to Grants@Tourism.Az.gov.

UPDATED INDUSTRY RESEARCH NOW AVAILABLE



The latest report is now available on tourism.az.gov.

- Arizona Lodging [July](#) 2021

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

FEDERAL UPDATE



INDUSTRY GROUPS URGE SBA TO IMPROVE LOAN PROGRAM

The U.S. Small Business Administration (SBA) earlier this year [announced its commitment](#) to raise the Economic Injury Disaster Loan (EIDL) limit to \$2 million.

American Hotel & Lodging Association wrote to SBA asking to follow through on that commitment and also waive affiliation rules to permit multi-unit small business owners to fully access the program. Joining the letter were leaders from the Asian American Hotel Owners

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Association, International Franchise Association, National Restaurant Association, International Health, Racquet & Sportsclub Association, and the Coalition of Franchisee Associations.

The EIDL program was created at the onset of the pandemic and intended to pair with the Paycheck Protection Program as the vehicle to address business operations, while PPP applied to payroll. Structural problems have kept hoteliers and many other businesses from accessing EIDL funds as intended. EIDL program improvements are vital, as it is the only remaining federal program that can provide critical access to capital for small businesses at this time.

FDA APPROVES PFIZER COVID-19 VACCINE. JOIN WEBINAR TO LEARN MORE

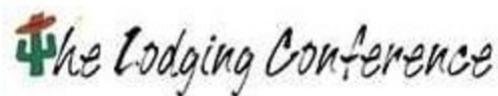


Earlier this week, the U.S. Food and Drug Administration (FDA) [approved](#) the Pfizer-BioNTech COVID-19 Vaccine for people aged 16 and older, the first FDA-approved COVID-19 vaccine. It will continue to be authorized for emergency use for youth aged 12 through 15.

Join the [webinar](#) on August 27 at 12PM where speakers will address the sweeping implications of the FDA's approval for employer-mandated vaccination policies across numerous industries, including healthcare. The speakers will also discuss the potential impact of the approval on contractors, clients, and vendors.

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](#).

IN THE NEWS

[What are Arizonans Saying About the](#)

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Tourism Group: Business Travel Will Take A Few Years To Return To Pre- Pandemic Levels



Border Crossing Card's Effect on AZ Tourism

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](#)!

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

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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](#)!

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.

JOIN TODAY!



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