

August 27, 2020



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Dear Members,

Arizona's COVID-19 cases continue to decline, allowing additional businesses throughout the state to begin slowly reopening with continued mitigation efforts to stop the spread. Businesses and attractions that were previously closed due to the spread of COVID-19 will now be able to phase in opening according to AZDHS guidelines and benchmarks. This will allow certain establishments to reopen if they attest to complying with all [requirements](#), including limiting occupancy and enforcing mask requirements. For more information, visit the AZDHS [website](#).

In addition, the Arizona Office of Tourism has relaunched the [Rediscover Arizona](#) campaign, an effort to boost in-state travel. The message focuses on staycations, road trips and Arizona's many outdoor activities, providing options for people at whichever comfort level they have in traveling.

Also, a special thank you to **Roger Dow**, President and CEO of U.S. Travel; **Debbie Johnson**, Executive Director of the Arizona Office of Tourism; **Steve Moore**, President and CEO of Visit Phoenix; **Jim Rounds**, President of Rounds Consulting Group, and **Jaime Molera**, Partner at Molera Alvarez, for joining our [Tourism Talks Webinar series this week](#) regarding the importance of tourism promotion.

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Sincerely,

*Kim Grace Sabow*

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President & CEO

## SAVE THE DATE

A promotional graphic for the Industry Forecast Forum 2021. The main image shows a person's hands holding a crystal ball that reflects a globe with stars and a person walking. The text 'INDUSTRY FORECAST FORUM 2021' is overlaid on the image. To the right, a dark blue sidebar contains the text 'SAVE THE DATE' at the top, followed by a date box for 'TUESDAY SEPTEMBER 29 2020'. Below this, it says 'VIRTUAL FORECAST FORUM SERIES', 'Presented by AzLTA ARIZONA LODGING TOURISM ASSOCIATION', and the website 'WWW.AZLTA.COM' at the bottom.

INDUSTRY  
FORECAST  
FORUM  
2021

SAVE THE DATE

TUESDAY  
SEPTEMBER  
29  
2020

VIRTUAL FORECAST  
FORUM SERIES

Presented by AzLTA  
ARIZONA  
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TOURISM  
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**AGENDA COMING SOON!**

## LET'S GO THERE



The **Let's Go There Coalition** continues to move toward launching an industry wide recovery campaign on September 8, the day after Labor Day. This campaign aims to reignite Americans' sense of wanderlust and inspire them to look ahead to—and start planning for—their next trip. Resources will be available for the entire industry to use beginning Thursday, August 27.

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There are many ways to engage in this campaign. To help the industry learn more, the Coalition will be hosting a [webinar](#) next Tuesday, September 1, at 1:00 p.m. ET.

REGISTER NOW

For more information about the Coalition and the upcoming campaign, view the Coalition's [webinar and slides](#) from earlier this month or reach out to [info@letsgothere.travel](mailto:info@letsgothere.travel).

## FEDERAL UPDATE

**Industry Relief:** Congress is officially on recess through Labor Day. Though the U.S. House of Representatives came to Washington for a special session to provide additional funding to the U.S. Postal Service, they did not take up additional coronavirus relief legislation—and the U.S. Senate is not expected to return to vote on the U.S. Postal Service legislation.



We must continue to prepare for Congress' return to Washington after Labor Day and ensure that when a final relief package is passed, it includes relief, protection and stimulus for the travel industry.

Our action alert urging swift negotiation and passage of legislation benefiting the entire travel industry is available, and we encourage you to make your voice heard.

TAKE ACTION NOW

**AHLA Safety Survey:** As part of a broad effort to educate the public, press, and policymakers on how hotels are safe and clean for employees and guests, AHLA commissioned a new national [survey](#) conducted by Morning Consult. The purpose of the survey is to understand what frequent travelers want and expect with regards to hotel cleaning.

The results of the survey send a clear message. Frequent travelers top three priorities include:

- **Required face coverings (87% for employees & 85% for guests)**
- **Suspending daily housekeeping of rooms (86%)**
- **Utilizing technology to reduce direct contact (85%)**

These priorities align with [AHLA's Safe Stay Guest Checklist](#) and CDC recommendations, and

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industry.

**Nearly nine out of ten (88%) frequent travelers say that limiting in-room housekeeping to “by request only” would increase their comfort level.** Nearly three in five (58%) guests do not want daily housekeeping, and 58% would not be comfortable with housekeeping staff entering their room without advance permission.

To amplify our efforts, AHLA is distributing the release nationally as well in addition to policymakers at the local, state and federal level, and amplifying key findings on social media.

## AZ HEROES STUDY



COVID-19 has significantly impacted business operations across the state. As many businesses continue in person services and public interactions, it is important to monitor how COVID-19 is impacting your company and employees.

Business owners are encouraged to inform their employees about the opportunity to join the AZ-HEROES research project at the University of Arizona sponsored by Centers for Disease Control and Prevention (CDC).

As a participant, your employees will be enrolled in the study for one year, during which they will test themselves on a weekly basis for the virus that causes COVID-19. This weekly test, at no cost, will provide peace of mind for employees to know if they have contracted COVID-19 and help employers assess whether their workplace is susceptible to COVID-19 exposure.

It will also allow employers to know who and how many employees have been exposed to the virus (or if nobody has been exposed) to help make better decisions about precaution measures, staggering work schedules, and work assignments.

For more information, email [AZHeroes@arizona.edu](mailto:AZHeroes@arizona.edu) or visit [azheroes.arizona.edu](http://azheroes.arizona.edu)

## 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

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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.

## 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!**

#THANKYOUTHURSDAY

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To complete our wrap up of #ThankfulThursday, we wanted to send one last thank you to our generous strategic sponsors. Without your unwavering support we truly could not continue providing resources to our members. You've been a critical partner in many industry initiatives over the years and look forward to hosting many more incredible Unity Dinner events in the future! Thank you for your continued involvement. We appreciate you! #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.

[LEARN MORE](#)



## MEMBER DISCOUNTS

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ARIZONA

LODGING & TOURISM ASSOCIATION

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](#)

NEW AZLTA MEMBER BENEFIT

SOURCE 1 PURCHASING -PURCHASING WITH POWER!

LEARN MORE AT [WWW.AZLTA.COM](http://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 Horizon: Hotel Foreclosures**



### **Arizona hotels look to aid from HOPE Act to stay open**

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## 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

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