

DECEMBER 17, 2020



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Dear Members,

For the past few weeks, the AzLTA team has been working tirelessly to wrap up year-end projects and prepare for the upcoming year. Although 2020 was not the year we all envisioned, there is much to be thankful for and proud of as we bring the year to a close.

Hardships often present an opportunity to learn, grow, and deepen one's appreciation for the many things we take for granted each day. Our industry, state, and the entire world have faced incredible challenges and it is because of the leadership and strength of our Board of Directors and community partners that we have been able to endure this difficult season.

Even though we faced numerous curveballs, there is much to celebrate this year. Our small but mighty team at AzLTA worked tirelessly to communicate to our members the latest state and federal news, industry updates and resources available as we manage the impacts of the pandemic. We have also built stronger relationships with key elected officials and the media to advocate for much-needed relief for our industry. Through webinars, town halls, letters, Op-eds and weekly updates we have increased awareness of the impact the lodging, travel & tourism industry has on Arizona jobs, tax revenues & economic growth. These accomplishments leave us well-positioned for 2021.

As we look to next year, we are excited about the merger of AzLTA and VHRA to strengthen the

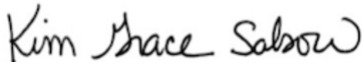
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voice now more than ever as we continue to advocate for a federal relief package and pursue our legislative priorities at the state legislature.

With COVID-19 vaccine distribution beginning in Arizona this week, we see a light at the end of the tunnel and hope for the New Year.

Happy Holidays and Happy New Year to all.

Sincerely,



Kim Grace Sabow
President & CEO

2021 AZLTA BOARD OF DIRECTORS

We are pleased to announce the new **2021 AzLTA Board of Directors**, led by new Chairman, Jerry Fischer of HSL Properties. This group of industry leaders is perhaps the most influential our association has ever brought together.

ARIZONA
LODGING & TOURISM
ASSOCIATION

2021 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chairman
Jerry Fischer
Executive Vice President
HSL Properties

Immediate Past Chair
Brent DeRaad
President & CEO
Visit Tucson

Chair, Education
Joe Iturri
Managing Director
The Saguaro

Chair, Finance
Jeff Meyer
President
Cactus League Baseball Association

Chair, Events
Bill Nassikas
President & COO
Westroc Hospitality

Chair, Government Affairs
Bettina Nava
President
OH Strategic Communications

Chair, Membership
Dinesh "Dan" Rama
Principal & Managing Director
NewGen Worldwide

Linda Brady
Senior Govt Relations Representative
Salt River Project (SRP)

Paul Gray
General Manager
Arizona Grand Resort & Spa

Steve Moore
President & CEO
Visit Phoenix

Rachel Sacco
President & CEO
Experience Scottsdale

Kim Sabow
President & CEO
Arizona Lodging & Tourism Association

LODGING REPRESENTATIVES

Lawrence Cuculic
Senior Vice President & General Counsel
Best Western Hotels & Resorts

Sherry Henry
Director of Sales
Grace Hospitality Group

Lonnie Lillie
General Manager
Ambiente A Landscape Hotel

Fred Reese
General Manager
Little America Flagstaff

Steve Eberhart
General Manager
Renaissance Glendale Hotel & Spa

Patti Hunt
General Manager
The Westin Tempe

Paige Lund
General Manager
JW Marriott Camelback Inn Resort & Spa

Cal Sheehy
General Manager
London Bridge Resort

Mike Ehmann
General Manager
Sheraton Phoenix Downtown

Stan Kantowski
Managing Director
Enchantment Resort

Robb McCreary
Hotel Director
Casino Arizona/Talking Stick Resort

Osman Suarez
General Manager
Hilton El Conquistador Golf & Tennis Resort

Steve Hart
Area General Manager
JW Marriott Desert Ridge Resort & Spa

Sue Ann Lemon
Vice President, Sales & Marketing
Choice Region 12 Co-op/
Focus Hospitality Management

Ken McKenzie
General Manager
The Scottsdale Resort at McCormick Ranch

Jeremy Wilhide
General Manager
Kimpton Palomar Hotel

TOURISM REPRESENTATIVES

Maria Baier
Senior VP of Public Affairs
Phoenix Suns | Mercury

Julie Giese
President & CEO
Phoenix Raceway

Tony Pereira
Vice President, Stadium Operations
Arizona Cardinals Football Club

Sean Casey
CEO
Bearizona Wildlife Park

Joe Hughes
Managing Director, Global Govt of American Airlines

Danielle Russell
Director of Business Development
PGA Tour

Ed Conway
General Manager
Bondurant High Performance Driving School

Debbie Johnson
Director
Arizona Office of Tourism

Robin Sewell
Owner & Host
Arizona Highways Television

Marc Garcia
President & CEO
Visit Mesa

Linda Morgan
Executive Director
Visit Yuma

Trace Ward
Director
Flagstaff CVB

ALLIED/CORPORATE REPRESENTATIVES

Steve Barclay
Executive Director
Beer & Wine Distributors of AZ

Bob Hayward
Senior Vice President
CHM Warnick

Ahron Cohen
CEO
Polar Sun Ventures, LLC

Ricardo Landa
President
LandCorp

Kevin Cooper
Vice President/GM
Arizona Group Enterprise Holdings

Matt Ligouri
Manager, Public Affairs
Southwest Gas

Chris Curtin
Director of Regulatory Affairs
Youngs Market Company

Ray Schey
Publisher/Regional
Phoenix Business Journal

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Joining Chairman Jerry Fischer on the officer team are:

- Brent DeRaad, Immediate Past Chair, Visit Tucson
- Jeff Meyer, Finance Chair, Cactus League Baseball Association
- Bettina Nava, Government Affairs Chair, OH Strategic Communications
- Joe Iturri, Education Chair, The Saguaro
- Dinesh “Dan” Rama, Membership Chair, NewGen Worldwide
- Bill Nassikas, Events Chair, Westroc Hospitality

We are grateful to our **Officers and Board members** who volunteer their time and energy to ensure AzLTA is successful and represents the hotel industry with one unified voice. Also a special thank you to Brent DeRaad of Visit Tucson, our outgoing Chairman. We thank you for your steadfast leadership, service, and commitment to AzLTA.

SAVE THE DATE



FEDERAL UPDATE



URGE CONGRESS TO ACT NOW ON COVID RELIEF PACKAGE

Efforts for a COVID relief package before the holidays are edging closer. Negotiations continue as the House and Senate leadership meet to finalize details and broker contentious provisions. In lieu of a deal this week, Congress is expected to pass a short-term continuing

resolution to extend the funding for the government over the weekend. The over \$1 Trillion package is expected to include several important provisions our industry has advocated for

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namely a second round of Paycheck Protection Program (PPP) loans, which have been a lifeline to so many small businesses.

In the meantime, this is your last chance to act to demand meaningful economic relief in 2020. Act now before it's too late!

TAKE ACTION NOW!

ARIZONA UPDATE



UPDATED INDUSTRY RESEARCH NOW AVAILABLE

The following report is now available on tourism.az.gov:

- Gross Sales & Estimated Tourism Taxes [**October 2020**](#)
- National Park Visitation [**October, November, December**](#) 2019 Revised

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

SAFEST OUTSIDE: EXTENSION OF PREMISES

The State of Arizona created the Safest Outside Restaurant Assistance Program, which is designed to assist bars and restaurants with funding for the infrastructure needed to expand their premises. With \$1 million total in the fund, businesses may apply for up to \$10,000 to cover expenditures for items restaurants need to extend their premises, such as outdoor furniture, barriers, patio heaters, or parklets.



APPLY NOW!



GET AZSAFE+CLEAN CERTIFIED TODAY!

In an effort to establish a unified standard for safety and cleanliness, AzLTA has worked with the [**American Hotel and Lodging Association's Safe Stay**](#) initiative which builds upon various sanitation best practices and recommendations from national hospitality and public health experts and various hotel brands to create our [**AZSAFE + CLEAN Hotel guidance**](#).

AzLTA members who can [**verify that they meet these standards**](#) will be able to display a badge (window decal and

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members and guests that they are taking the necessary steps to remain safe and clean. It also will help members continue to improve social responsibility, while at the same time ensuring a clean and inviting environment for their guests and visitors.

If you haven't signed up for the AZSAFE+Clean self-certification, please do so by downloading the [checklist](#) or visiting azlta.com/azsafe.

U.S. TRAVEL WINTER SOCIAL MEDIA GUIDE



AZLTA BOARD RECOGNITION



SCOTTSDALE AREA CHAMBER HONORS AZLTA EXECUTIVE BOARD MEMBER RACHEL SACCO WITH LEGACY AWARD

Congratulations to AzLTA Executive Board Member, Rachel Sacco, on receiving the Scottsdale Area Chamber of Commerce's 2020 Business Volunteer Legacy Award. The Chamber will

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Palooza virtual celebration on Wednesday, Jan. 27. To register for the event, Scottsdale Chamber members can click [here](#).

ARIZONA FOOTHILLS MAGAZINE'S MOST INFLUENTIAL PEOPLE FOR 2021 RECOGNIZES BOARD MEMBERS MARC GARCIA AND DEBBIE JOHNSON

Congratulations to AzLTA Board Members Marc Garcia and Debbie Johnson for being named in Arizona Foothills Magazine's Most Influential People for 2021. The magazine recognized Visit Mesa's President & CEO, Marc Garcia, along with Arizona Office of Tourism's Debbie Johnson, for Most Influential in Valley Tourism. Both will be featured in the April 2021 "Best of Our Valley" issue and you can view the entire list by clicking [here](#).

HAVE YOU EVER THOUGHT ABOUT OWNING YOUR OWN INN?



Our friends at the California Association of Boutique & Breakfast Inns are inviting our members to the 2021 Virtual Innkeeping Profession (IAP) workshop. The two-day workshop will provide you a behind-the-scenes look into the innkeeping world. Sessions include: finding the perfect inn, financing, marketing, operations and more. You will also have access to veteran innkeepers and the opportunity to ask your

burning questions.


IAP workshop attendees will also receive access to the Virtual InnSpire Conference & Marketplace on January 26-27 – **double the education for no additional cost!** There will be live and on-demand sessions, along with networking opportunities and access to a virtual vendor marketplace. **Register for a weekend that could change your life.**

For more information about InnSpire Conference & Marketplace, visit:

www.innspireconference.com


REGISTER NOW!

MEMBER DISCOUNTS



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](#)



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 cashback rebates on items you buy every day, plus cashback 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.

[LEARN MORE](#)



Are you worried that exercise could be worsening your pain? Kaia's evidence-based pain relief program will gently guide you through personalized exercises designed to **help build your movement confidence**. That includes exercises for both your body *and* your mind.

AZLTA and Kaia Health have teamed up to offer you access to Kaia's pain relief app-at no cost.

[LEARN MORE](#)

IN THE NEWS



Arizona's Travel and Tourism Industry Is Running Out of Time: We Ne...
As the last days of the year on the congressional calendar tick away,
Arizona's travel and tourism industry is in desperate need of relief. To...
chamberbusinessnews.com

Arizona's Travel and Tourism Industry Is Running Out of Time: We Need Relief Today.

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.

AZ SAFE + CLEAN CERTIFICATION

REOPENING HOTEL & TRAVEL GUIDELINES

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

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