

JANUARY 14, 2021



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Dear Members,

The 55th Arizona Legislature commenced this week, kicking off the new year focused on COVID-19 response and recovery. During his annual State of the State Address, Governor Ducey spoke about the resiliency of Arizona--a perfect way to describe the tourism and lodging industry as we continue to navigate the challenges of the pandemic. The AzLTA team is working diligently to enact our [2021 policy priorities](#) which include strategies to protect our industry from onerous regulations and allow the tourism and lodging industry to recover stronger than before.

During our annual [Travel & Tourism Industry Legislative Kick-Off Forum](#) this week, Senate President Karen Fann, Senator Sean Bowie, Representative Regina Cobb and Representative Daniel Hernandez all expressed the need to provide additional resources and support to protect our industry. We look forward to working with legislative leaders and our industry partners on these important issues.

Lastly, I would like to thank Jim Rounds, President of Rounds Consulting Group; Glenn Hamer, President and CEO of the Arizona Chamber of Commerce & Industry; and Jaime Molera, Partner at Molera Alvarez, for providing important industry insight during the Legislative Kick-off event.

We are extremely grateful for your support as we stand together with a unified voice and advocate for an industry that is the backbone of Arizona's economy.

Sincerely,

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Kim Grace Sabow
President & CEO

CALL-TO-ACTION: TOURISM MARKETING AUTHORITIES

AzLTA priority legislation **Tourism Marketing Authorities** has been introduced in both the Arizona Senate and House of Representatives (**S.B. 1101** sponsored by Sen. Pace and **H.B.2161** sponsored by Rep. Kaiser).

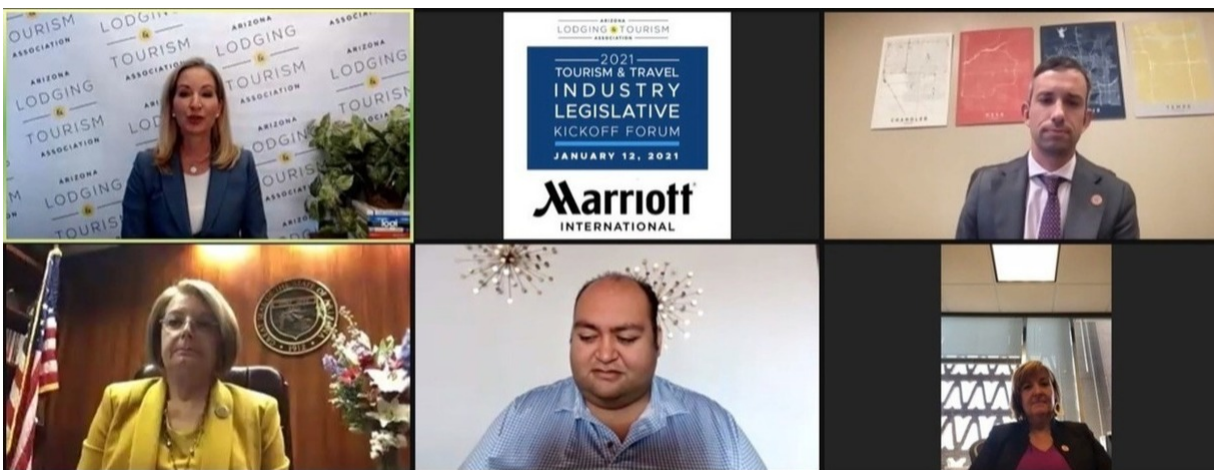
H.B. 2161 will be heard in the House Commerce Committee next week on **Tuesday, January 19 at 2:00 PM**.

Please help us by doing 2 things:

1. Contact members of the committee urging them to support HB2161, legislation that is critical for the Tourism industry's recovery.
2. Please take a moment to register your public support for the committee hearing through the Arizona Legislature's online portal by clicking [here](#).

Representatives	Party	District	Email	Phone
Joseph Chaplik	R	23	jchaplik@azleg.gov	602.926.3436
David Cook	R	8	dcook@azleg.gov	602.926.5162
Diego Espinoza	D	19	despinoza@azleg.gov	602.926.3134
Charlene Fernandez	D	4	cfernandez@azleg.gov	602.926.3098
Steve Kaiser	R	15	skaiser@azleg.gov	602.926.3314
Robert Meza	D	30	rmeza@azleg.gov	602.926.3425
Becky Nutt	R	14	bnutt@azleg.gov	602.926.4852
Pamela Powers Hannley	D	9	ppowershannley@azleg.gov	602.926.4848
Jeff Weninger	R	17	jweninger@azleg.gov	602.926.3092
Justin Wilmeth	R	15	jwilmeth@azleg.gov	602.926.3370

TRAVEL & TOURISM INDUSTRY LEGISLATIVE KICK-OFF FORUM



Thank you to all who joined Tuesday's Travel & Tourism Industry Legislative Forum, where we discussed the most pressing topics facing our industry and provided a snapshot of our 2021 policy priorities heading into this year's Legislative Session.

If you missed the forum, you can watch it on [Facebook](#) or view the full recording [here](#). We highly encourage you to share the video with your networks.

ARIZONA UPDATE



GOVERNOR DUCEY'S 2021 POLICY PRIORITIES

Yesterday, Governor Ducey released his 2021 Policy Priorities entitled "Arizona Resilient." Included in the document is COVID-19 liability protection for businesses who have acted in good faith and implemented public health guidelines and mitigation efforts, which is an AzLTA priority. The Governor also announced his intention to seek comprehensive tax reform to keep Arizona competitive. You can review the entire policy agenda [here](#) and an overview [here](#).

UPDATED INDUSTRY RESEARCH NOW AVAILABLE

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

- Airport Passenger Volume [October](#) and [November](#) 2020

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

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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 electronic image for web use) to confirm to both their team

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.

FEDERAL UPDATE



PAYCHECK PROTECTION PROGRAM

The Small Business Administration has released the updated Paycheck Protection Program application forms for both new first draw as well as second draw loans.

The revised program officially launched this week. Interested borrowers are encouraged to contact their lenders and complete the application as soon as

possible. More information is available at AHLA.com.

Form Links:

- [Paycheck Protection Program First Draw Borrower Application Form \(revised 01-](#)

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- [Paycheck Protection Program Second Draw Borrower Application Form \(01-08-21\)](#)

Federal Relief Resources

U.S. Travel has compiled the Travel Industry Relief Resources Toolkit with useful links to federal sites. On the webpage, you can also find the recording and slides shared during U.S. Travel's webinar last week, where the government relations team walked through the COVID-19 relief programs and answered questions.

RELIEF RESOURCES

MEMBER SPOTLIGHT



American Airlines Is First US Airline to Introduce Health Passport for All International Travel to US

American Airlines is the first U.S. airline to introduce an easy way to provide results from a negative coronavirus (COVID-19) test and other completed documents required for international travel into the United States. The VeriFLY app, a mobile health passport that helps customers understand and verify their travel requirements, will be available for travelers starting Saturday, Jan. 23, for travel from all international destinations. American is expanding access to the app in support of the U.S. government's requirement that all passengers 2 years of age and older traveling to the United States from any international location test negative for COVID-19 within three calendar days of departure.

[LEARN MORE](#)

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 &

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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!

AZLTA MEMBER BENEFITS



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

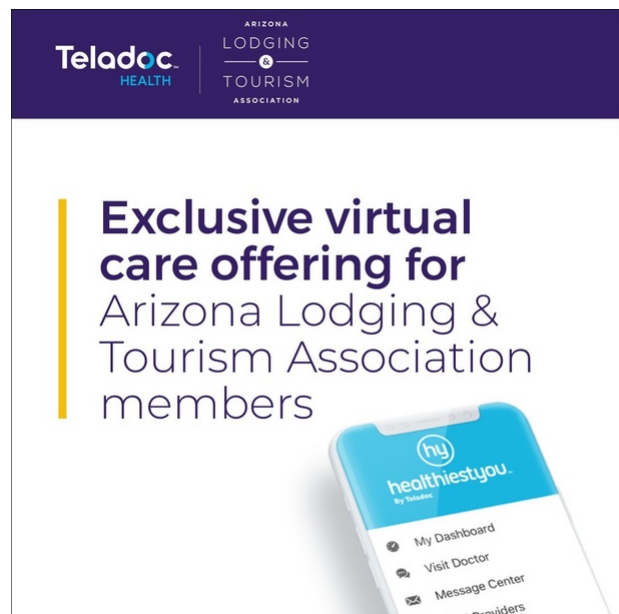
- ✓ Exclusive negotiated price for hospitality organizations/employers with promo code **HOSPITALITY20**: \$107 per test - includes expedited shipping.
- ✓ **Gentle, non-invasive, and easy to use**- simple instructions allow for sample collection at home
- ✓ Online results **within 48 hours** of test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



LetsGetChecked

FDA-authorized at-home COVID-19 test
20% discount with code **HOSPITALITY20**

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Teladoc Health

Discounted virtual health visits
\$7 per month per employee

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Kaia Health



Source 1

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Free offer for AzLTA members

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Free to join as AzLTA member

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IN THE NEWS



Program expands travel rules for Mexican tourists in Ariz., despite pandemic restrictions

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

REOPENING BUSINESS

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