

JANUARY 21, 2021



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Dear Members,

Yesterday, President Joe Biden and Vice President Kamala Harris were inaugurated in Washington D.C. marking the first day of the new Administration. Although the typical pomp and circumstance of inaugurations was missing due to the COVID-19 pandemic, a bipartisan show of unity in the face of our current challenges was prominent.

There are many challenges before us as a nation, with COVID-19 upending every aspect of our lives. But our industry continues to be united and lead with solutions as we help save lives and livelihoods. We look forward to working with the Biden Administration and new Congress on meaningful policies that will help our nation get the COVID-19 pandemic under control and help our industry recover stronger than before.

Earlier today, the American Hotel & Lodging Association released its inaugural **State of the Hotel Industry 2021 report**, which examines the high-level economics of the hotel industry's recovery, the specific impact on and eventual return of business travel, and consumer travel sentiments. I encourage you all to download a copy of this insightful report featured below.

Sincerely,

[Subscribe](#) to our email list.

Kim Grace Sabow

Kim Grace Sabow  
President & CEO

## CALL-TO-ACTION: TOURISM MARKETING AUTHORITIES

AzLTA priority legislation **Tourism Marketing Authorities** (H.B. 2161 sponsored by Rep. Kaiser) was held this week but will be heard in the House Commerce Committee next week on Tuesday at 2:00PM.

We need your help!

1. **Sign in support** of the bill prior to the committee hearing through the Arizona Legislature's online portal **HERE**.
2. **Reach out to members** of the committee urging them to support:

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

3. Sign on in support as an AzLTA Member by **forwarding your logo** to be included in the 2021 TMAs Brief featured below. Click **HERE** to forward.

**Download the 2021 TMAs Brief**

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supporting S.B. 1101 & H.B. 2161



ADD YOUR SUPPORT AS AzLTA MEMBER

## ARIZONA UPDATE

### STATE OF THE INDUSTRY

AzLTA President and CEO Kim Sabow presented to the Senate Commerce Committee this week to provide an update about the current state of the industry. View the presentation [here](#).



### UPDATED AOT INDUSTRY RESEARCH

The following reports are now available on [tourism.az.gov](http://tourism.az.gov):

- Arizona Lodging [November 2020](#)
- Gross Sales and Estimated Tourism Taxes [November 2020](#)

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

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## SAFEST OUTSIDE: EXTENSION OF PREMISES

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!



## AZSAFE+CLEAN CERTIFIED

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](http://azlta.com/azsafe).

GET CERTIFIED TODAY!

## FEDERAL UPDATE

### AHLA'S STATE OF THE INDUSTRY 2021 REPORT

The impact of COVID-19 on the travel industry so far has been nine times that of 9/11. Hotels were one of

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will be one of the last to recover. The new report examines the industry's recovery.

[Download HERE](#)

Key findings include:

- Half of U.S. hotel rooms projected to remain empty
- Leisure and hospitality sector ended 2019 down 4 million jobs
- Hotels to add 200,000 direct jobs, but remain 500,000 below 2019 levels
- Business travel expected down 85% through April
- 56% of consumers expect to travel for leisure
- Nearly half of consumers see vaccine distribution as key to travel

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## 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

## THINKING 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**

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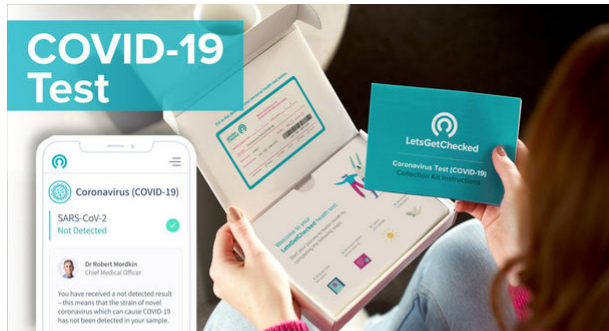


For more information about InnSpire Conference & Marketplace, visit:

[www.innspireconference.com](http://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**

**LEARN MORE**



### **Teladoc Health**

Discounted virtual health visits

**\$7** per month per employee

**LEARN MORE**



### **Kaia Health**

Back pain relief virtual program

**Free** offer for AzLTA members



### **Source 1**

Earn cashback rebates on supplies

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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.

AZ SAFE + CLEAN CERTIFICATION

REOPENING HOTEL & TRAVEL GUIDELINES

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

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