

JANUARY 28, 2021



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Dear Members,

It's been a busy week at the Arizona Legislature with AzLTA priority legislation Tourism Marketing Authorities (S.B. 1101 and H.B. 2161) passing the House and Senate Commerce Committees with bipartisan support. Thank you to everyone who reached out to lawmakers and signed in support of the bill. Your outreach was critical to our success this week.

As the bills proceed through the legislative process, we must continue to reach out to members of the **Arizona House of Representatives** and **Senate** to educate them about the importance of Tourism Marketing Authorities.

Senator Vince Leach introduced legislation (S.B. 1377) this week to provide COVID-19 liability protections to businesses, organizations and health care providers. AzLTA joins a **coalition** of more than 70 chambers of commerce, business advocacy groups, and trade organizations in support of this bill. Also, SB1379 (vacation rentals; short-term rentals enforcement) sponsored by Senator Mesnard was introduced, an important Short Term Rental reform bill for our industry. We will continue to provide updates on these important bills as they are debated at the Capitol.

Sincerely,

*Kim Grace Sobow*

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## SAVE THE DATE



## ARIZONA UPDATE



### ARIZONA OFFICE OF TOURISM DESIGNATES 2021 AS ARIZONA'S "YEAR OF THE ROAD TRIP"

The Arizona Office of Tourism is designating 2021 as Arizona's Year of the Road Trip. Our state is made for road trips with its beautiful scenery and wide-open spaces, making it easy to socially-distance along the way. Itineraries and the latest COVID-19 guidance on safe travel can be found at [AZRoadTrips.com](https://www.azroadtrips.com). New Arizona road trip ideas will be updated seasonally throughout 2021, so travelers planning road trips are encouraged to check back regularly.

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### 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

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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: "HOTELS READY TO HELP VACCINATE AMERICA"

The American Hotel & Lodging Association (AHLA) is launching a new effort under its "Hospitality for Hope" initiative to identify "ready-now" hotel properties able to assist public health agencies and private sector partners and serve as COVID vaccine administration sites to Americans across the country.

Hotels are uniquely positioned to help the vaccine distribution effort:

- Geographic reach
- Available capacity
- Property design/operation
- Infrastructure
- CDC-based cleanliness guidelines
- Climate control/refrigeration

Learn more about AHLA's initiative [\*\*here\*\*](#)

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## U.S. TRAVEL ASSOCIATION MAPS OUT COMEBACK

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In yesterday's annual State of the Travel Industry address, U.S. Travel Association President and CEO Roger Dow acknowledged the hardships the pandemic has inflicted on travel—both as an industry and as a fundamental part of American life—but struck an optimistic tone about the prospects for travel's return.



U.S. Travel's proposals fall into five categories:

1. Economic recovery
2. Investing in infrastructure and the future of mobility
3. Increasing global competitiveness
4. Reimagining air travel
5. Streamlining travel and security facilitation

[Click here](#) to read Dow's prepared remarks and [download](#) a copy of U.S. Travel's Policy Program

## MEMBER SPOTLIGHT

### GRAND CANYON UNIVERSITY®

Grand Canyon University recently announced they will be assisting with COVID-19 vaccination efforts in Arizona by becoming a public [Point of Dispensing \(POD\) for the Maricopa County Department of Public Health](#). This endeavor mirrors the values and mission of GCU to care for those in the community and is part of a broader University initiative to positively impact the neighborhood in which it resides.

GCU was founded in 1949 and is Arizona's premier private Christian university. GCU is regionally accredited by the Higher Learning Commission and offers 270 academic programs, emphases and certificates for both traditional undergraduate students and working professionals, including their top-ranked [Hospitality Management program](#).

Students in this program work at the university's full-service restaurant and hotel to gain the skills needed to make headway in the industry. The [GCU Hotel](#) is currently open for reservations and invites you to experience the finest accommodations and amenities in Lope Country.

To learn more about Grand Canyon University, visit [gcu.edu](http://gcu.edu).

## HUMAN TRAFFICKING PREVENTION MONTH RESOURCES

The AzLTA has partnered with The SAFE Action Project to

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and their staff. While National Human Trafficking Prevention Month is coming to a close, AzLTA encourages all members to raise awareness of human trafficking and its common indicators with employees and guests.

- [What is human trafficking?](#)
- [SAFE Training Materials](#)
- [Request training](#)

For additional resources, visit: <https://azlta.com/human-trafficking/>



## 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

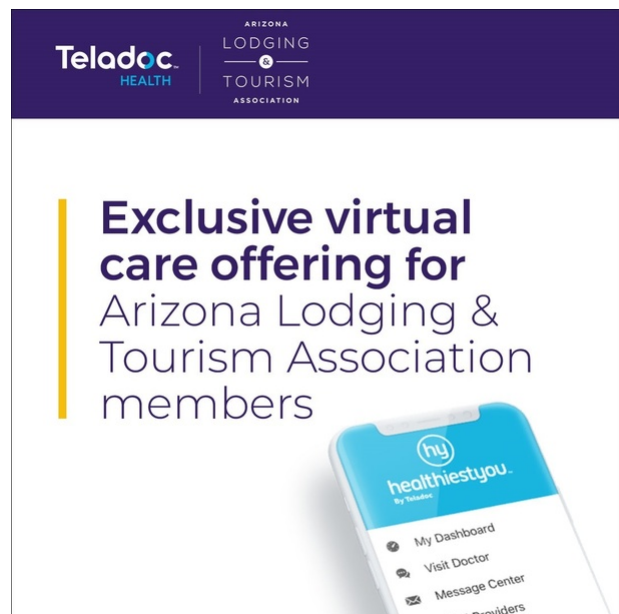


### [LetsGetChecked](#)

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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Back pain relief virtual program

**Free** offer for AzLTA members

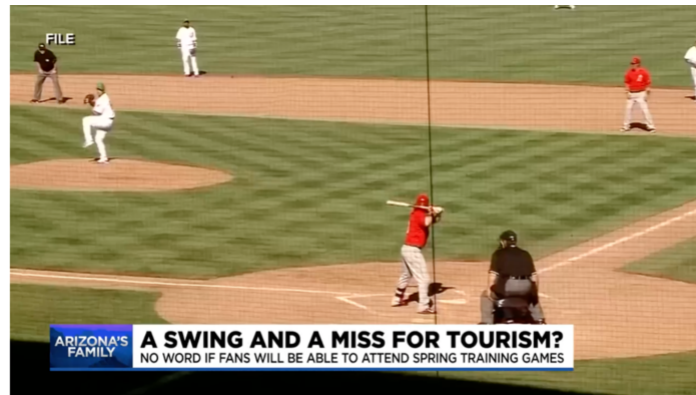
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**Free** to join as AzLTA member

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## IN THE NEWS



Leaders of the eight Cactus League host municipalities and the tribal community signed a [letter](#) on January 22, expressing their support for a delay in the 2021 spring training season to allow for the COVID-19 situation to improve in Maricopa County. During an interview on KPHO/KTVK, AzLTA President & CEO Kim Sabow stated, "If we can at least delay the start, and vaccinations are rolling out more and more, I think consumer confidence will be re-established and hopefully we can welcome some visitors and Cactus League in its entirety. It is so crucially important to the state's economy, our local hotels and indirect jobs." Watch full segment [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. 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

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