



JULY 15, 2021

Dear Members,

It has been a big week for Arizona's tourism industry! Yesterday, Governor Doug Ducey launched the Visit Arizona Initiative, a \$101.1M program to support destination marketing organizations, local community events, marketing support for domestic and international flights, and workforce development.

The *Visit Arizona Initiative* will provide vital resources to the travel, tourism, and lodging industry as we continue to recover from the COVID-19 pandemic. Comprehensive and strategic investments in statewide tourism promotion and workforce development will allow the industry to flourish and begin to recover. In addition, the initiative will provide much-needed resources to Destination Marketing Organizations to promote their local communities and unique attractions.

who are vying for group and business travel which makes up the largest component of our industry revenues.

A special thank you to the countless AZLTA members who have worked tirelessly throughout the pandemic to educate legislators and the Governor's Office about the challenges facing the industry and the importance of investing in tourism promotion. Your efforts have resulted in this robust initiative to help the industry recover stronger than before. As we receive additional information/detail/guidance on the grant program we will be sure to share it with our members. For more information about the *Visit Arizona Initiative*, view the State Update section below.

Sincerely,

Kim Grace Sabow President & CEO

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STATE UPDATE



VISIT ARIZONA OVERVIEW

Program 1: Visit Arizona Partnership - \$25 million

Arizona competes with other states to host conferences, expositions, festivals, rodeos and other events (collectively

called "productions") year after year. The Visit Arizona Partnership Program will support productions that directly support jobs in the travel and hospitality sectors and promote Arizona tourism. This program will not include sporting productions classified as mega events, as they have their own attraction program. Eligible productions include conferences, expositions, festivals, rodeos, events, performances at venues/stages, and media productions.

The Visit Arizona Partnership will grant monies to small and large-scale productions for operations that draw out-of-state visitors or raise Arizona's national and/or international profile.

Program 2: Visit Arizona Marketing - \$20 million

The pandemic significantly impacted Arizona travel and in turn, negatively affected the revenue that the local destination marketing organizations use to attract visitors to Arizona cities and towns. The Visit Arizona Marketing Program will support efforts to execute targeted tourism marketing plans to bring visitors to destinations across the state.

Program 3: Outdoor Tourism Revitalization - \$16 million

Arizona's outdoor recreation offerings, including golf courses, trails and outdoor attractions are huge draws for many Arizona visitors, as well as residents. Eligible grantees will include golf

Program 3A - Legacy Golf Course Revitalization

The Legacy Golf Course Revitalization Program will provide assistance to older golf courses in need of renovation. Priority will be given to courses that improve water conservation and sustainability.

Program 3B - Outdoor Attractions Revitalization

The Outdoor Attractions Revitalization Program will provide assistance to trails and outdoor attractions that have an outsized impact on the local tourism economy. With increasing interest in Arizona's outdoor recreation, the Outdoor Attractions Revitalization Program will support outdoor recreation efforts across the state through marketing, sustainability and/or permanent infrastructure improvements.

To learn more and apply, visit: http://tourism.az.gov/grants

IN THE NEWS



<u>Ducey creates \$101M grant program to</u> <u>market Arizona as tourism destination</u>

<u>Ducey To Use Federal Funds To Promote</u> <u>Tourism With Visit Arizona Initiative</u>



AZLTA RELEASES UPDATED AZSAFE+CLEAN GUIDELINES



Safety and cleanliness remain the top concerns for hotel guests and employees, this is why our AZSAFE+Clean initiative continues to be a leading priority for our industry. We are excited to share a new version of our AZSAFE+CLEAN protocols and guidance, which include:

- Updated <u>AZSAFE+CLEAN guidance</u> for the lodging and hotel industry regarding employee, guests, and workplace health and safety.
- A new <u>meetings and events checklist</u> for long-term

are utilized by businesses and organizations hosting future Arizona meetings and events

Members who complete the checklists will receive an AZSAFE+CLEAN window decal and digital graphic to prominently display for customers and employees. To download the latest AZSAFE + CLEAN guidelines, click https://example.com/hemestare/.

GOT YOUR PHONE HANDY? SCAN THIS!



SCAN QR CODE WITH YOUR PHONE

Check out our app! Access AzLTA resources and events from wherever you are, and stay up to date with the latest news from AzLTA's weekly Insider newsletter. Scan the QR code or click here to download now!

IMPORTANT ACTION ALERTS



REGISTER TODAY TO ATTEND THE INAUGURAL 2021 VIRTUAL ACTION SUMMIT ON JULY 20-22

Next week, AAHOA and AHLA are co-hosting the 2021 Virtual Action Summit (VAS) on July 20-22. This FREE virtual summit

presents a great opportunity for hoteliers to have a face-to-face conversation with their elected officials about the catastrophic effects the pandemic has had on the hotel industry, and the chance to connect with members of Congress and also to lock in GSA per-diem rates at pre-pandemic levels. But space is limited and registration is on a first-come, first-served basis, so sign up now to lock in your spot.

CONTACT YOUR SENATOR TO PROTECT FY2022 PER DIEM RATES

Simply stated, the bill freezes the per diem rates at FY20 levels, which were set before the pandemic ravaged the lodging industry rather than letting these rates decline to pandemic depressed levels. This critical, forward-thinking, bipartisan legislation will help the hospitality industry recover



faster from the devastating effects of COVID-19. The bill would direct the General Services Administration (GSA) to continue to base per diem rates on data from 2019, prior to the pandemic's devastating impact on travel. As a result of shutdowns, capacity restrictions, and safety precautions, any ADR calculation made using 2020 data would be artificially low and would prolong the economic crisis facing hoteliers.

The impending legislation will likely mirror the efforts of Congressmen Charlie Crist (FL-13) and Bill Posey (FL-08) who introduced a <u>companion bill</u> in the House of Representatives earlier this year. Please <u>send a letter</u> to your Representative asking them to support this bill.

EMAIL REPRESENTATIVE

FEDERAL UPDATE



NATION'S HOTELIERS SCORE A HUGE VICTORY IN THE FIGHT AGAINST ADA 'DRIVE-BY' LAWSUITS

For the second time in just a few months, hoteliers around the nation are celebrating a significant win in the continued fight against predatory Americans with Disabilities Act (ADA) "drive-by" lawsuits. In June, a judge in the Northern District of New York dismissed 17 ADA cases brought by plaintiff Deborah Laufer for lack of standing. Laufer, who resides in Florida, has filed hundreds of lawsuits against hotel companies (many but not exclusively in New York) alleging that the hotels violated the ADA and other state laws by failing to provide adequate information about their hotel's accessibility on their reservation systems and on third-party reservations websites. The trial court dismissed all 17 cases, holding that Laufer's claims as a "tester" were insufficient to establish standing. In doing so, the court determined that Laufer could not establish with credibility that she actually intended to use any of these hotel reservation websites or visit any of these hotels. This court ruling is an important win for hoteliers in the continued fight against these predatory ADA lawsuits.



REGISTER FOR UPCOMING GCOT

Join our strategic partner Arizona Office of Tourism (AOT) for the **2021 Arizona Governor's Conference** (GCOT) on

Tourism, **Aug. 2-4, 2021**. AOT is offering a limited number of scholarships for this year's **#AZGCOT** and is inviting partners across the state to apply for a one-time, \$150 discount. For more details, click here.



THE LODGING CONFERENCE



Groups Are Coming Back!

If you wanted encouragement that group business was coming back to Arizona, look no further than the annual Lodging Conference. The Lodging Conference has been held in the Phoenix-Scottsdale area since its beginning in 1995. This year's event will be held at the JW Marriott Phoenix Desert Ridge Resort and Spa from September 27-30. As of now, attendance is tracking at the same pace as 2019 when over 2,300 joined us for the largest Lodging Conference event ever. For more details on The Lodging Conference 2021, click here.

FEATURED MEMBER BENEFIT



Source1 Purchasing makes it simple to collect cash back rebates on items you buy every day. Source1

MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, <u>webinars</u>, information and recommendations from our state and national partners. Updates will be shared on <u>our website</u> so please reference it often and share it with your network.

AZ SAFE + CLEAN CERTIFICATION

COVID-19 RESOURCES CENTER

FOUNDATION

VISIT ARIZONA INITIATIVE

YOUR INDUSTRY. YOUR VOICE.

JOIN TODAY!



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