

JULY 22, 2021



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Dear Members,

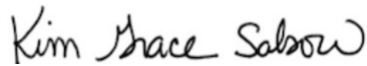
For the past few months, the Phoenix Suns brought together every inch of Arizona in support of their quest for an NBA Championship. The spirit, energy and unity the team brought to the state are absolutely remarkable. Congratulations to the Suns organization and the incredible team for a great season.

With the momentum of the Phoenix Suns coupled with increased demand in travel and strategic investments in tourism, Arizona is well-positioned to recover the losses experienced during the pandemic. But we have much work to do as a unified industry. To learn more about the current state of the industry and what to expect in 2022, please join us for our annual [Industry Forecast](#) events in Phoenix and Tucson featuring industry experts, as they share their insights and

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strategies for 2022 followed by a networking reception. Registration details are below. We cannot wait to see you in person for this must-attend event.

Sincerely,



Kim Grace Sabow
President & CEO

INDUSTRY FORECAST



INDUSTRY FORECAST 2021

The Arizona Lodging & Tourism Association proudly welcomes you to participate in this year's 2021 Industry Forecast forum that will provide invaluable insights into expected visitation and trends, legal challenges ahead, and state and national analyses to help you project your hotel's 2022 budget.

WED AUG 25
Phoenix Forecast
4:00PM
Mountain Shadows Resort
5445 E. Lincoln Dr. Paradise Valley, AZ

THU AUG 26
Southern Arizona Forecast
4:00PM
Westward Look Wyndham Grand Resort
245 Ina Rd Tucson, AZ

SPEAKERS

- AUG 25 & 26**
SVP SALES AND MARKETING STR
Vail Ross
- AUG 25 & 26**
DIRECTOR OF RESEARCH AOT
Colleen Floyd
- AUG 25**
SHAREHOLDER OGLETREE DEAKINS
Joseph Clees
- AUG 26**
SHAREHOLDER OGLETREE DEAKINS
Tibor Nagy

Presented by AzLTA
ARIZONA LODGING & TOURISM ASSOCIATION

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FEDERAL UPDATE



EDA GRANTS UPDATE

Today, the U.S. Department of Commerce's Economic Development Administration (EDA) is announcing \$3 billion in funding opportunities to invest in distressed and underserved communities impacted by the coronavirus pandemic. This historic investment, funded by the American Rescue Plan Act of 2021, will support bottom-up, middle-out economic development focused on

advancing equity, creating good-paying jobs, helping workers to develop in-demand skills

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building economic resilience, and accelerating the economic recovery for the industries and communities hit hardest by the coronavirus pandemic.

Through the [Travel, Tourism & Outdoor Recreation program](#), EDA is focused on accelerating the recovery of communities that rely on the travel, tourism and outdoor recreation sectors. \$750 million of EDA's American Rescue Plan funds are allocated to support the following efforts:

- **State Tourism Grants:** \$510 million in non-competitive awards to help states quickly invest in marketing, infrastructure, workforce and other projects to rejuvenate safe leisure, business and international travel.
- **Competitive Grants:** \$240 million to help communities that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future.

We encourage all members to visit www.eda.gov/ARPA for further eligibility requirements and how to apply for this program.

NEW REPORT: NEARLY 500K HOTEL JOBS WON'T RETURN



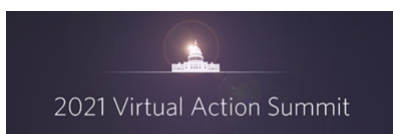
Midway through 2021, a new [report](#) and [state-by-state job loss breakdown](#) released by the American Hotel & Lodging

Association (AHLA) find that while leisure travel is starting to return, the hotel industry's road to recovery from the pandemic is long and uneven, with urban markets disproportionately impacted.

Industry projections have improved since January with the uptick in leisure travel, but the industry remains well below pre-pandemic levels. Key findings include:

1. More than **one in five direct hotel operations jobs lost** during the pandemic—nearly 500,000 in total—will not have returned by the end of the year
2. **Hotel occupancy is projected to drop ten percentage points** from 2019 levels
3. **Hotel room revenue will be down \$44 billion** this year compared to 2019
4. **States and localities will have lost more than \$20 billion in unrealized tax revenues** from hotels over the past two years

Despite being among the hardest hit by the pandemic, hotels are the only segment of the hospitality and leisure industry yet to receive direct COVID-related aid. View the [full report](#) and [state-by-state job figures](#).



NEARLY 300 HOTELIERS MEET WITH CONGRESS DURING 2021 VIRTUAL ACTION SUMMIT

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Nearly 300 hoteliers representing 45 states and 196 congressional districts met with members of Congress and their staffs this week as part of the Virtual Action Summit, a collaboration between AHLA and the Asian American Hotel Owners Association (AAHOA).

Hoteliers nationwide had an opportunity to voice their continued concerns about recovery from the pandemic during this week's 2021 Virtual Action Summit, which ended today. Co-hosted by AAHOA and AHLA, the free virtual summit provided a chance for hoteliers to have face-to-face conversations with their elected officials about the catastrophic effects the pandemic has had on the hotel industry. We got the opportunity to have a real dialogue and pressure Congress to pass helpful industry initiatives. These conversations were just the latest in ongoing advocacy efforts as we continue to be the foremost resource and advocate for Arizona's hotel owners.

INPUT REQUESTED: NEW FRONT DESK FEEDBACK SURVEY

As part of the [Front Desk Feedback series](#), AHLA is conducting an [updated survey](#) regarding member business and staffing situations. This survey is critical to our advocacy efforts, and we appreciate you taking the time to complete it. All responses will be anonymized, and no individual member information will be shared.



IMPORTANT ACTION ALERTS



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 [companion bill](#) in the House of Representatives earlier this year. Please [send a letter](#) to your Representative asking them to support this bill.

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STATE UPDATE



UPDATED INDUSTRY DATA

This week, the Arizona Office of Tourism released updated travel data highlighting the impact COVID-19 had on the state's tourism industry in 2020. Although in-state travel was critical for the revenue generated last year, domestic overnight visitation decreased 25.8% and international overnight visitation decreased by 68%. Local, state and federal tax revenues generated as a result of direct travel spending were down 28.1% over 2019 and direct visitor spending generated within Arizona decreased by 41%. To learn more, view the reports below

- [Domestic and In-State Visitors Critical to Arizona Tourism in 2020](#)
- Gross Sales & Estimated Tourism Taxes [May 2021](#)

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

IN THE NEWS



[Though Pandemic Hit Arizona Tourism Industry Hard, In-State Visitors Lessened the Blow](#)

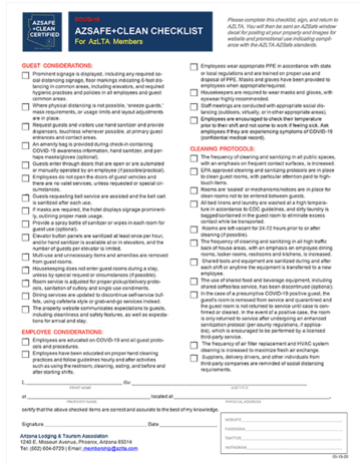
LATEST STR REPORT



STR REPORT - JUNE 2021

[Download](#) the latest STR report from June 2021. This report includes Occupancy, ADR, Rev Par, and Percentage changes of May 2021 and May 2020.

Login to the member portal to view the full report [here](#).



- Updated **AZSAFE+CLEAN guidance** for the lodging and hotel industry regarding employee, guests, and workplace health and safety.
- A new **meetings and events checklist** for long-term planning to ensure the best public health practices are utilized by businesses and organizations hosting future Arizona meetings and events



UPCOMING IN-PERSON EVENTS



REGISTER FOR UPCOMING GCOT

Have you registered? 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 BENEFITS

**Attract and retain the right talent by making
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part of your hiring plan.**

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for info >>



- Receive exclusive member pricing on telehealth that is available anytime, anywhere.
- Receive exclusive member discount of 30% off convenient in-home lab tests for:
 - Cholesterol / Iron / Folate /

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- Receive unlimited medical, mental health, dermatology, neck and back care, and nutritional guidance.
- Avoid costly emergency room / urgent care visits, co-pays and other charges.
- **Cost is \$7*/month per employee + family.**
*Current pricing effective through 8/10/21
- Employers may enroll any and all team members regardless of hours worked.
- Thyroid / Colon / Kidney / Liver
- Diabetes / Lyme / Celiac / Hepatitis B&C
- Men's, Women's & Sexual Health
- Participants can discuss results with clinical consultants and determine next steps.
- Tests can be purchased by employers and employees.

Teladoc and LetsGetChecked are not insurance and are not affiliated with any insurance program.

Questions? Email hospitalityhealth@teladochealth.com

MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, [webinars](#), information and recommendations from our state and national partners. Updates will be shared on [our website](#) 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.

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