

JULY 29, 2021



JULY 29, 2021

Dear Members,

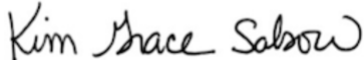
We are looking forward to joining our tourism and hospitality colleagues from across the state next week at the 2021 Governor's Conference on Tourism. This annual event hosted by the Arizona Office of Tourism serves as an opportunity to exchange ideas with peers, learn from expert panelists, draw inspiration from nationally renowned speakers, and discover cutting-edge products and services.

This convening comes at a critical time for our industry as we focus on economic recovery from the pandemic and strengthening our workforce to meet the current and future demand. We are grateful for the recent investments in tourism promotion by Governor Ducey and his continued focus on workforce development. We look forward to working with the governor and state

leaders on programs and initiatives that will establish a talent pipeline for the tourism and hospitality industry.

If you haven't registered for the [2021 Governor's Conference on Tourism](#), sign up below. We can't wait to see each of you at the event.

Sincerely,



Kim Grace Sabow
President & CEO

GOVERNOR'S CONFERENCE ON TOURISM



LAST CHANCE! REGISTER FOR GCOT

Registration is still open! Join our strategic partner Arizona Office of Tourism (AOT) for the [2021 Arizona Governor's Conference \(GCOT\)](#) on Tourism, **Aug. 2-4, 2021**. The [schedule](#) is now complete with speakers, breakout sessions and more!

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](#).

FEDERAL UPDATE



CDC GUIDANCE UPDATE

Centers for Disease Control and Prevention (CDC) updated its mask guidance for those who are vaccinated against COVID-19 in the wake of a significant surge of the Delta variant among unvaccinated Americans. The recommendations advise fully vaccinated individuals to wear masks indoors in places with high or substantial COVID-19 transmission rates. In addition, the agency is recommending universal mask wearing for all teachers, staff and students of K-12 schools even if fully vaccinated, citing a need to return to school this summer/fall. The decision comes ahead of a potential spike in cases this fall due to the Delta variant.

To help determine risk level and monitor COVID-19 cases across the country, the CDC released a [dashboard](#) tracking coronavirus data by county. View of a summary of recent changes [here](#).

STAGNANT INTERNATIONAL TRAVEL



Earlier this week, it was [reported](#) that the Biden administration will not lift any travel restrictions “at this time,” citing concerns over the Delta variant.

U.S. Travel released a [press statement](#) following the announcement, saying that closed borders have not prevented the Delta variant from entering the U.S. and that vaccinations are proving incredibly durable to the evolution of the virus. While other nations, like Canada, the U.K. and much of the E.U., have all taken steps to welcome inbound travelers this summer and rebuild jobs and local economies, the United States has yet to develop a plan for international reopening. Given the high rates of vaccination on both sides of the Atlantic, U.S. Travel believes it is possible to begin welcoming back vaccinated visitors from these crucial inbound markets and expand from there.



‘HOTELS ARE HIRING’ AD CAMPAIGN COMING SOON TO PHOENIX

To better support the industry’s need to fill open hotel jobs, AHLA the AHLA Foundation announced “Hotels Are Hiring,” a national advertising campaign to build awareness about hotel job opportunities and promote hospitality as a career path.

With leisure travel resuming, the hotel industry needs to fill thousands of open positions to meet an uptick in consumer travel demand. To entice more workers to join the industry, hotels are offering employees more competitive pay, flexible scheduling, and additional benefits, including paid time off, health care benefits, retirement savings and more.

The [ad campaign](#) will run for one month in Phoenix, San Diego, Orlando, Nashville and Washington, D.C., featuring digital advertising as well as print and radio ads. For more information and to view open positions, visit: www.hotelsarehiring.com.

EDA GRANTS

Last week, the U.S. Department of Commerce's Economic Development Administration (EDA) announced \$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, building economic



resilience, and accelerating the economic recovery for the industries and communities hit hardest by the coronavirus pandemic. Investing in America's Communities includes:

- **Build Back Better Regional Challenge (\$1 billion)** will capitalize on American ingenuity and American workers by providing a transformational investment to regions across the country to revitalize their economies.
- **Good Jobs Challenge (\$500 million)** is designed to help get Americans back in good-paying jobs. The program will develop and strengthen regional workforce training systems and sector-based partnerships with a focus on programs targeted at women, people of color and historically underserved communities.
- **Economic Adjustment Assistance (\$500 million)** grants will help hundreds of communities across the nation plan, build, innovate, and put people back to work through projects tailored to meet local needs.
- **Indigenous Communities (\$100 million)** program will work hand-in-hand with Tribal Governments and Indigenous communities to develop and execute economic development projects they need to recover from the pandemic and build economies for the future.
- **Travel, Tourism and Outdoor Recreation (\$750 million)** program will focus on revitalizing the hard-hit travel, tourism, and outdoor recreation industries and accelerate the recovery of communities that rely on these sectors.
- **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.
- **Statewide Planning, Research and Networks (\$90 million)** grants include funding for state planning efforts as well as grants to build Communities of Practice to extend technical assistance to support EDA's work with grantees.

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



MIDYEAR INDUSTRY REPORT

Midway through 2021, a new [report](#) and [state-by-state job loss breakdown](#) released by AHLA finds that the hotel industry's road to recovery is long and uneven. Key findings include:

- 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.
- **Hotel occupancy is projected to drop 10 percentage points** from 2019 levels.
- **Hotel room revenue will be down \$44 billion** this year compared to 2019.

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 [here](#).

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!

UPCOMING IN-PERSON EVENTS

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

WWW.AZLTA.COM #INDUSTRYFORECAST21

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

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
TELEHEALTH & IN-HOME DIAGNOSTICS
part of your hiring plan.**

Click here
for info >>



**LetsGet
Checked®**



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

JOIN TODAY!



Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

1240 E. Missouri Avenue
Phoenix, AZ | 85014 United States

This email was sent to rluna@azlta.com.

To continue receiving our emails, add us to your address book.

emma®

