

JULY 8, 2021



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Dear Members,

Arizona is once again in the international spotlight as the Phoenix Suns continue their quest to become NBA Champions. Sports tourism plays a major role in our economy by attracting out-of-state visitors and igniting excitement among local fans. Many economists predict the state will receive tens of millions of dollars that fans will spend at restaurants, bars and hotels. We wish the Phoenix Suns organization the best of luck tonight for Game 2 of the NBA Finals.

The AZLTA team recently launched our annual membership drive with the Tourism: The Cornerstone of Arizona's Recovery Tour, with our first stop in Yuma. We are adding more events to our Summer tour and encourage each of you to attend a tour date in your community and bring a potential member to attend. If your company or organization would like to host a town hall in your community, please reach out to [Karin Jimenez](#) for more details.

Thank you for your continued support.

Sincerely,

Kim Grace Sabow

President & CEO

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IMPORTANT ACTION ALERTS



HELP THE HOTEL INDUSTRY'S RECOVERY

Hotels across Arizona and throughout the country are struggling to hire back employees and thousands of hotel jobs are at stake. We need you and your teams to tell elected officials in Washington how the pandemic has impacted your business, your employees, and our industry.

The [2021 Virtual Action Summit](#) provides you with a direct line to Members of Congress and is your opportunity to advocate for your business, your employees and urge Congress to provide additional relief to jumpstart our recovery! [Register today](#) and join us for the **FREE** online event.

LEARN MORE AND REGISTER!

CONTACT YOUR SENATOR TO PROTECT FY2022 PER DIEM RATES

Next week, we expect legislation filed in the Senate to preserve federal per diem rates at FY 2020 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.



EMAIL REPRESENTATIVE

U.S. TRAVEL HOSPITALITY AND COMMERCE JOB

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The Hospitality and Commerce Job Recovery Act (S. 477/H.R. 1346), which would provide temporary tax incentives to help restore business travel, among other provisions, has [nearly 100](#) cosponsors in the House and Senate.

This legislation provides a targeted, yet comprehensive way to bring back lost jobs as soon as possible. Tourism Economics estimates the provisions in the bill will help generate nearly \$600 billion in economic activity that would not otherwise occur, leading to 1.5 million net new jobs and **reducing the timeline for recovery from five years to three years.**

Send an action alert today to urge your member of Congress to become a cosponsor of this critical legislation. To view current cosponsors, please click [here](#).

SEND AN ACTION ALERT

FEDERAL UPDATE



“HOTELS ARE HIRING” CAMPAIGN AND JOB FAIR

The American Hotel & Lodging Association launched its “Hotels Are Hiring” pilot campaign today in several key markets to boost hotels’ hiring efforts and help address the industry’s staffing shortage. The \$600k+ 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 Spanish outlets. The advertising campaign will showcase the benefits of working for hotels, persuade job seekers to consider a career in our industry, and direct them to the HotelsAreHiring.com website to apply directly for open jobs.

To reserve a company booth today or for more information email Elevate@AHLAFoundation.org

INDUSTRY-SUPPORTED FRAMEWORK TO SAFELY LIFT ENTRY RESTRICTIONS AND RESTART INTERNATIONAL TRAVEL

U.S. TRAVEL
ASSOCIATION®

U.S. Travel along with 23 other industry trade groups released a [policy blueprint](#) for safely reopening our borders. The document identifies policy principles for finally welcoming international visitors back to the U.S. while keeping health and safety as the top priority.

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During a press call, U.S. Travel president and CEO, Roger Dow [shared recommendations](#) within the document which communicate the message: The science tells us that international travel can be restarted SAFELY – beginning with vaccinated travelers and countries with similar vaccination rates.

The framework urges immediate steps the federal government can take to safely reopening, including:

- **Quickly lift entry restrictions and reopen travel between the U.S. and the U.K.**
- **Allow expedited entry into the U.S. for fully vaccinated individuals from non-high-risk countries**
- **Ease entry restrictions by July 15, 2021**

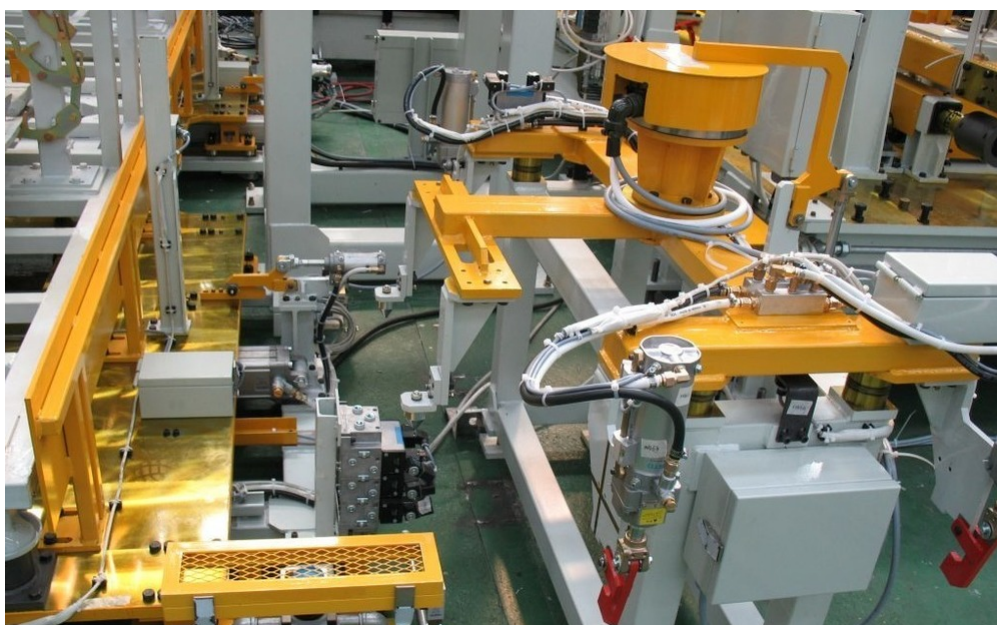
IN THE NEWS



SUNNY AND WARM: Visit Yuma Moves Forward to Economic Recovery.



Resorts Bounce Back With Summer Specials



Arizona Business Groups Turning Up Opposition to PRO Act

LATEST STR REPORT

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

STR also offers exclusive discounts for AzLTA members on various customizable regional reports and industry profiles, including the STR Report. STR is the leading provider of data benchmarking and analytics for the global hotel industry. [Visit our Member Benefits page and contact STR](#) to expand your reach with the definitive news source for hotel decision-makers.

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

EDUCATIONAL PROGRAMS



THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT AT ASU OFFER ONLINE CERTIFICATE PROGRAMS FOR BUSY PROFESSIONALS

Hospitality professionals can advance their careers in the industry by elevating their management skillsets with a professional program delivered by Thunderbird in a flexible online format. Courses feature self-paced, interactive learning modules that cover a range of business and management topics taught through a global lens. Examples of certificate programs include Business Analytics, Small Business Leadership Academy, Global Mindset for Strategic Leadership, and the American Express Leadership Academy at Thunderbird, just to name a few. [Learn more and enroll today.](#)

For anyone considering graduate school, Thunderbird's full-time [Master of Global Management](#) program offers an academic concentration in **Sustainable Tourism**. In their most recent analysis of master's in management programs in 2019, The Wall Street Journal and Times Higher Education ranked Thunderbird's Master of Global Management degree No. 1 in the world. To find out more about master's and bachelor's programs, and custom certificate programs for individuals and organizations, visit thunderbird.asu.edu.

UPCOMING IN-PERSON EVENTS



LAST CHANCE TO RECEIVE EARLY-BIRD DISCOUNT

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 on **early-bird conference registration**, which has been extended! 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](#).

AZ SAFE+CLEAN GRANT PROGRAM FOR HOTELS

INTERESTED IN BECOMING THE NEXT

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AZ SAFE+CLEAN CITY?

Follow the [success of the City of Page](#) and become the next AZ SAFE+CLEAN certified city.

Foster a “sense of place” with guests and make them want to continue returning by showing you are providing a safe and clean business through AzLTA's AZSAFE+CLEAN certification. Funds from our established grant, in partnership with the Arizona Office of Tourism, allows members to apply for assistance in participating in the AZSAFE+CLEAN certification program.

To learn more about the grant and how to apply, contact us at membership@azlta.com.

For additional information on AZSAFE+CLEAN, [visit our website](#).

MEMBER BENEFITS



hotel employee rate

RECEIVE A 20% DISCOUNT

We're excited to bring our partnership with Hotel Employee Rate to our members! Hotel Employee Rate is a global hotel employee travel platform allowing employees all over the world the ability to travel at hotel employee rates. AzLTA members receive a 20% discount from annual administrative fees. For more [information](#), please contact us at membership@azlta.com



RECEIVE A FREE ANALYSIS

Optimally is your expense reduction partner that benchmarks spending, and helps you save money. Their proprietary big data technology is their “secret sauce” of how companies can reduce operating expenses. Learn how they can help you reduce your business expenses plus receive a free analysis where they benchmark 12 months of your general ledger against their data lake. To learn more click [here](#), or please contact guy.bittner@ascentcis.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](#)

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AZ SAFE + CLEAN CERTIFICATION

EDUCATION & TRAININGS

COVID-19 RESOURCES CENTER

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YOUR INDUSTRY. YOUR VOICE.

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