

JUNE 24, 2021



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Dear Members,

As we officially enter Summer, the AZLTA team has launched our annual membership drive with the Tourism: The Cornerstone of Arizona's Recovery Tour. This statewide tour focuses on the current state of the industry and the importance of tourism to Arizona's economy and economic development strategy. We kicked off the tour this week by meeting with the Biltmore Area Partnership and Visit Yuma. Thank you to both organizations for the invitation to speak.

Now more than ever, we need a unified, statewide voice to educate local and state leaders about the importance of our industry as a cornerstone of Arizona's economy. The more voices, the bigger the impact we can have on policy issues on the local, state and federal level.

More dates are being added to the tour and we will keep our members apprised of these events. We 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.

Sincerely,

Kim Grace Sabow

[Subscribe](#) to our email list.

IMPORTANT ACTION ALERTS



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

HOSPITALITY AND COMMERCE JOB RECOVERY ACT

U.S. TRAVEL
ASSOCIATION®

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



AHLA is currently completing a quantitative and qualitative research study to identify the most effective messaging needed to entice job seekers to our industry in today's highly competitive labor market.

They will leverage the research findings to kick off the “**HOTELS ARE HIRING**” campaign to build awareness that hotels are hiring and promote hospitality as a career path. The campaign will include a mix of earned and paid media and virtual job fairs in key markets, with an initial focus on **Nashville, Orlando, San Diego, Phoenix and Washington**. The campaign is scheduled to kick off next week. The AHLA Foundation has partnered with **HCareers** for virtual job fairs in those same markets, beginning with Nashville, which you can sign up to join [NOW](#). To reserve a company booth today or for more information email Elevate@AHLAFoundation.org.



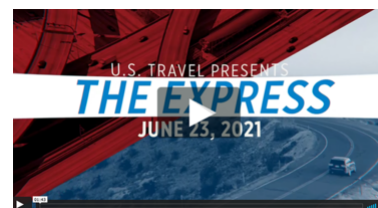
HOTEL INDUSTRY UPDATES MASK GUIDANCE FOR VACCINATED HOTEL EMPLOYEES

AHLA, in partnership with industry leaders, has released a [statement](#) that lifts the face mask requirement for vaccinated employees following the release of OSHA's updated business guidance, [Protecting Workers: Guidance on Mitigating and Preventing the Spread of COVID-19 in the Workplace](#). OSHA's updated guidance states, “Unless otherwise required by federal, state, local, tribal, or territorial laws, rules, and regulations, most employers no longer need to take steps to protect their fully vaccinated workers who are not otherwise at-risk from COVID-19 exposure. This guidance focuses only on protecting unvaccinated or otherwise at-risk workers in their workplaces.”

OSHA's announcement in combination with our industry's ongoing commitment to employee vaccinations has resulted in our ability to lift the face mask requirements for employees while also assuring the safety of our guests and workforce.

WATCH: THE EXPRESS

Watch U.S. Travel's new video series: The Express. These concise, 90-second updates cover the latest industry developments as we navigate travel's full recovery. Click [here](#) to watch the update for this week.



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REGISTER FOR UPCOMING HOTEL LOBBY LIVE

AHLA's President & CEO Chip Rogers and Government Affairs experts will cover our industry's most pressing topics, including:

- Per diem rates for 2022.
- Updates on the labor shortage and efforts to energize the workforce, including H-2B Visas.
- State of Play for Save Hotel Jobs Act.
- Revised Safe Stay Guidelines and mask requirements for employees.
- State & Local developments.
- Supporting hotels by speaking with your Member of Congress during the Virtual Legislative Action Summit (LAS).

REGISTER

DOWNLOAD THE TOOLKIT



With the broad reopening across the country, we must work together to communicate these important messages to lawmakers and business leaders to ensure we can fast-track the return of business travel, meetings and events across the U.S.

Use the resources below to share our key messages on social media (#LetsMeetThere) and within your personal network.

Click on the links for more information don't forget to use #LetsMeetThere in your posts.

- [Social Media Guide](#): Key Messaging to Elected Officials and Business Leaders
- [Fact Sheets](#)
- [Key Messages](#)

VACCINATION MONTH OF ACTION

Join in supporting the [Vaccination Month of Action](#). As part of this effort, HHS has released a new “We Can Do This!” [On-Site Vaccination Clinic Toolkit](#) to support the business community in partnering with local vaccine providers to continue to make vaccinations more convenient and accessible.



We encourage you to take the following steps to help us highlight efforts, including:

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- Post social media updates (#HotelsCanDoThis), including photos of [Vaccination Month signage](#) displayed on property, video of vaccination efforts, and AHLA will amplify across our social media platforms
- Provide staff with the [Vaccination Month of Action](#) information so they can support this effort in their communities
- Display [Vaccination Month of Action information](#) on-property to help spread the word

ARIZONA UPDATE



BUDGET UPDATE

Earlier this week, legislative leaders and Governor Ducey announced a revised budget package with the votes for passage. This includes a reduction in the individual income tax rate to thwart the negative impact of Proposition 208 on small businesses while increasing state shared revenues to cities and towns to ensure they are fully funded. On Tuesday, the Arizona Senate passed the package in a late-night session and the Arizona House of Representatives will be debating the budget bills today. As soon as the bills pass the House in identical form as the Senate, they will be transmitted to the Governor for signature.

APRIL AND MAY INDUSTRY RESEARCH NOW AVAILABLE



The following reports are available on tourism.az.gov.

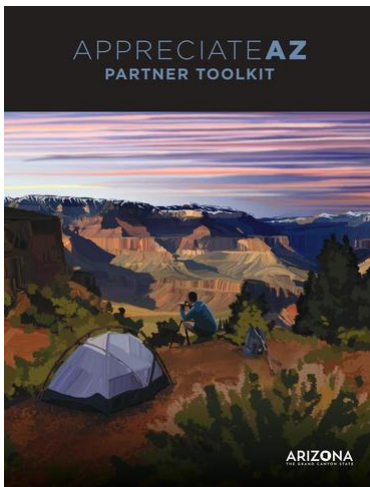
- Arizona Lodging [May 2021](#)
- Gross Sales & Estimated Tourism Taxes [April 2021](#)
- State Parks Visitation [April](#) and [May 2021](#)

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

APPRECIATE AZ PARTNER TOOLKIT

The Arizona Office of Tourism and the Leave No Trace Center for Outdoor Ethics have forged a partnership to promote sustainable tourism practices across Arizona's spectacular

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lasting connections with nature when they understand how to protect it. With road trips and visitation increasing, [AppreciateAZ](#) offers Arizonans and visitors a ready-made guidebook to enjoying our amazing outdoors safely and responsibly. Here is where you can find information to equip you with Leave No Trace knowledge and skills to protect Arizona's iconic natural features while enjoying these spectacular destinations.

We encourage you to take a look at the [toolkit](#) and order some free resources to help spread the word!

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

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REGISTER TODAY FOR AN EARLY-BIRD DISCOUNT

This August 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 is still open now! For more details, click [here](#).

REGISTER

AZ SAFE+CLEAN GRANT PROGRAM FOR HOTELS

INTERESTED IN BECOMING THE NEXT 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~~

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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 website](#) so please reference it often and share it with your network.

AZ SAFE + CLEAN CERTIFICATION

EDUCATION & TRAININGS

COVID-19 RESOURCES CENTER

ARIZONA MEANS BUSINESS

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