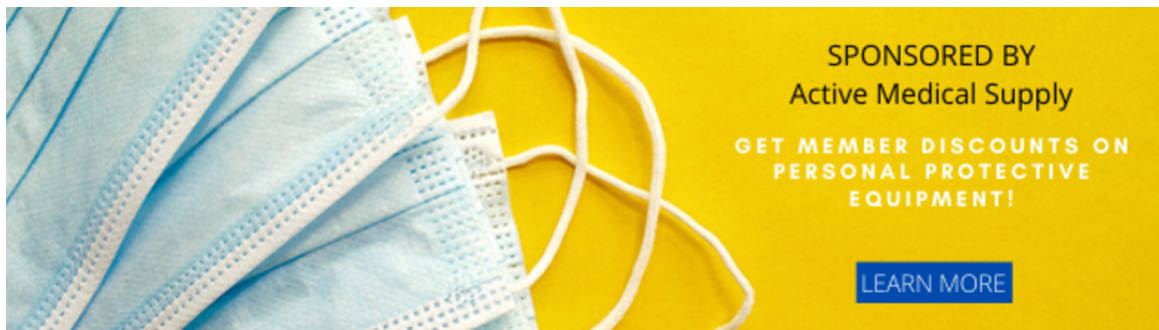


June 25, 2020



JUNE 25, 2020

Dear Members,

This week, members of the AzLTA Board and I had the opportunity to brief Arizona Department of Health Services Director Dr. Cara Christ on the issues impacting our industry. Of key importance is the future of group travel and events as well as the guidelines and protocols that will be necessary to maintain public health and safety once it is safe to resume those activities.

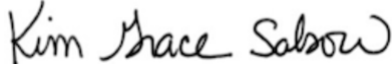
AzLTA will be working closely with AZDHS on developing the next round of guidance for our industry. Many of you have reached out to me with feedback on this topic and I thank you for

[Subscribe](#) to our email list.

Also, a special thank you to the Hispanic Rotary Club of Phoenix for the invitation to speak to your members about the importance of Arizona's travel and tourism industry and AzLTA's advocacy and education initiatives.

Lastly, be sure to register for the Virtual Governor's Conference on Tourism. More details are included below.

Sincerely,



Kim Grace Sabow
President & CEO

CONFERENCE CALL WITH GOVERNOR DUCEY



Friday, June 26 | 11 a.m.

Governor Ducey would like you to join a conference call tomorrow morning, Friday, June 26 at 11:00 a.m. to get an update on COVID-19, the state's response, and our recovery efforts.

If you would like to ask a question, please get in the queue early by pressing *3.

Conference Line: 877-229-8493

Passcode: 113997

FEDERAL UPDATE

As part of AHILA's "[Roadmap to Recovery](#)", we urged Congress to help incentivize Americans to travel again when it's safe, including a temporary tax incentive to



the business entertainment expense deduction. Senator Martha McSally (R-AZ) introduced [The American Trip Act](#) this week, which includes the following highlights...

[READ MORE](#)

Trump Proclamation Expands Restrictions On Legal Immigration

Authors: Davis Bae and Shanon Stevenson

President Trump just issued a Proclamation to further restrict legal immigration, preventing employers from bringing new H-1B, H-2B, L-1A, L-1B, and J-1 workers from abroad into the United States. Effective June 24, 2020 (12:01am EST), this Proclamation will bar new temporary visas for foreign workers and their dependents through 2020 and potentially longer. The Proclamation also immediately extends the prior suspension of immigrant visas for those applying from abroad for the remainder of 2020. What do employers need to know about this development?

[READ MORE](#)

CMBS Relief

Members of Congress recently cosigned a letter to Secretary Mnuchin and Federal Reserve Chairman Powell on **CMBS relief**. The final letter, cosigned by over 100 members of Congress, can be viewed here. [The Wall Street Journal](#) also covered the letter. Congressman Van Taylor, one of the lead organizers of the letter, is developing legislation as a follow up to this letter. We will be sure to keep you posted on those efforts.

[READ MORE](#)

HOTEL REPORT: COVID-19 IMPACT

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Consumer Survey

A [new survey](#) conducted by Morning Consult commissioned by the American Hotel & Lodging Association (AHLA) found that while Americans remain hesitant about traveling, they overwhelmingly support efforts by Congress to help the travel industry recover including helping hotels keep their doors open and bring back employees, as well as incentivizing Americans to travel again.

With only 18 percent of respondents reporting taking an overnight trip since March, the devastation caused to the hotel industry is already nine times worse than 9/11, with more than 8 in 10 hotels having to lay off or furlough workers during the pandemic.

[VIEW KEY FINDINGS AND SURVEY RESULTS](#)

TRAVEL CONFIDENTLY

Travel today looks very different from before. Four in 10 Americans are still feeling uncertain about traveling, and 63% are looking for enhanced cleaning protocols when they do decide to take a trip. Improving visitor certainty around health and safety is the first step to getting Americans moving again.



When travel businesses, residents and visitors all do their part, Americans can Travel Confidently. U.S. Travel has released a suite of resources centered around this theme, including infographics, social media materials, sample digital ads and more that showcase our entire industry's commitment to keeping travelers and their families safe and healthy at every point in the travel journey.

[VIEW TOOLKIT](#)

LESSONS IN RACE AND RACISM: A CONTINUED DISCUSSION

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Don't miss tomorrow's webinar when U.S. Travel Association National Chair and Destination DC President and CEO, Elliott Ferguson, and other

industry leaders from the Black community will continue the conversation around what we can do as an industry to develop and elevate diverse voices and move our industry—and our country—toward equality. It will be guided by several prevalent themes that surfaced from the dozens of questions submitted during the [June 11 webinar](#).

Friday, June 26, 2020

7:30 AM MST

[REGISTER](#)

GOVERNOR'S CONFERENCE ON TOURISM

The [Virtual Governor's Conference On Tourism](#) is scheduled for Wednesday, July 22 (2 p.m. - 4 p.m.) and Thursday, July 23 (9 a.m. - 11 a.m.). As a reminder, this event will be conducted entirely via Zoom and is provided complimentary to all.



This year will feature the Arizona tourism annual look back and look forward, Leave No Trace partnership, statewide tourism strategic recovery plan rollout, Spirit of Service Tourism Awards and more.

You can [register here for 2020 Virtual GCOT](#) and don't miss Chris Field's keynote presentation on Day 2 at 10 a.m.

[REGISTER](#)



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the decadent samplings at our events, amazing hospitality & your continued support. Thank you Chris Curtin and team - we wouldn't be able to do what we do best without you!

AZSAFE+CLEAN

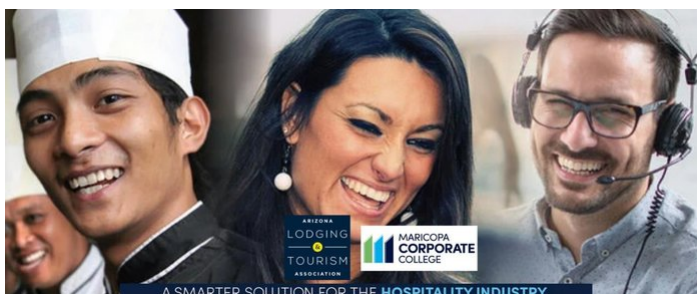
The Arizona Lodging and Tourism Association (AzLTA) is pleased to offer the AZSAFE + CLEAN Certification. This certification aims to provide hotels and resorts a one-stop-shop for industry standards

and guidelines for a safe work environment, and confirm to both their team members and guests that they are taking the necessary steps to remain safe and clean. It also will help AzLTA members continue to improve social responsibility, while at the same time ensuring a clean and inviting environment for their guests and visitors.



[READ MORE](#)

FREE TRAINING AND EDUCATION COURSES



AzLTA is excited to partner and work with Maricopa Corporate College to offer free training and education courses for eligible hospitality workers affected by the COVID-19 crisis. These resources are available to

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employees who have lost their jobs, had their hours reduced, or simply wish to continue learning while in their current role. Now you can access complimentary online training.

[LEARN MORE](#)

MEMBER DISCOUNTS

Special Offers & Member Discounts on Personal Protective Equipment (PPE)

Don't miss out on this special offer to purchase PPE supplies for your business or property with Active Medical Supply who is offering special discounts on PPE to our members.

Active Medical Supply is a credentialed medical goods supply division of an existing federally-registered pharmacy. They have large quantities of PPE available for immediate shipment to your property and business, and can deliver masks, gloves, sanitizers, and other PPE in a matter of days. Standard shipment is two days, but overnight shipments can be coordinated for a fee.



[LEARN MORE](#)



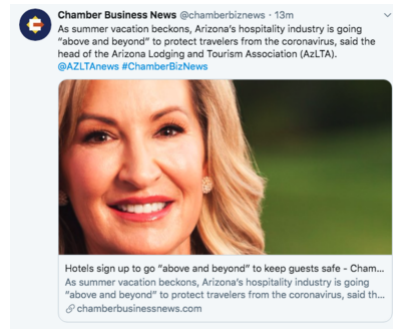
COX Media Summer Staycations Campaign

In an effort to help boost local travel, Cox Media is offering discounted rates on summer staycation marketing campaigns for AzLTA members. Items include television commercials, social media and digital promotion. For more information, view the rate card.

[VIEW RATE CARD](#)

IN THE NEWS

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To Keep Guests Safe**

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GOLD PARTNER



SILVER PARTNER



BRONZE PARTNER



MEMBER RESOURCES

[Subscribe](#) to our email list.

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

ARIZONA REOPENING HOTEL & TRAVEL GUIDELINES

AZ SAFE + CLEAN

COVID-19 RESOURCES

ARIZONA REOPENING GUIDANCE

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