

JUNE 10, 2021



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Dear Members,

While uncertainty lingers at the Arizona Legislature regarding the budget, the AZLTA team is diligently working with local leaders on the disbursement of the American Rescue Plan dollars. The federal act provided dollars directly to states, counties and municipalities to aid the tourism industry as we recover from the impact of COVID-19.

For months, our team has been meeting with local, county, state, and federal leaders across Arizona about providing immediate financial relief directly to businesses fighting to remain solvent, direct Assistance to retain, attract and reskill our hospitality workforce, and additional funding for tourism promotion. Advocacy is a cornerstone of AZLTA, and now more than ever, we need a unified industry voice.

To help us in this effort, please consider donating to the AzLTA Advocacy Fund. This Fund helps us bolster our advocacy efforts through education campaigns, research, coalition building, and allows us to use new methods to communicate with lawmakers and engage our stakeholders on key issues. To donate to the fund, click [here](#).

Thank you for your continued support.

Sincerely,

[Subscribe](#) to our email list.

Kim Grace Sabow

Kim Grace Sabow
President & CEO

ARIZONA UPDATE



LATEST ON BUDGET NEGOTIATIONS

After standing in recess for more than a week due to a budget negotiation impasse, the House & Senate, according to the motions both Chambers made in late May, are scheduled to return to the Capitol on Thursday, June 10th at the latest.

The House attempted to debate budget bills on Monday, but adjourned again when it became clear that the Majority Caucus did not have the votes to pass the budget. It is unlikely that a consensus will be reached by Thursday and the Senate does not plan to debate budget bills when they return.

FEDERAL UPDATE



VACCINATION MONTH OF ACTION

From June 4th-July 4th, the Biden-Harris administration is hosting a [Vaccination Month of Action](#) to help achieve the national goal of 70% of adults having at least one vaccine dose by Independence Day.

As more and more Americans are vaccinated, we are looking toward recovery and returning to a sense of normalcy. With more individuals vaccinated, more Americans are traveling or planning to travel at levels our industry hasn't seen since before the pandemic over a year ago. 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, including:

- Roadmap for working directly with vaccine providers to launch vaccination clinics in places individuals know and trust;
- Sample roles and responsibilities to guide discussion and planning with your vaccine provider; and

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JOINING VOICES ON THE PUSH TO REOPEN INTERNATIONAL TRAVEL



In an important step forward, the [White House announced](#) late yesterday that they are forming four working groups focused on reopening international inbound travel with the U.K., Canada, EU and Mexico. U.S. Travel has advocated for such a [public-private task force](#) and is supportive of [quick action](#) by these working groups. We have encouraged additional progress at the G7 meeting late this week.

Also yesterday, our Destination CEO Roundtable members [co-signed](#) a letter sent to the White House, urging the development of a roadmap and timeframe to ease entry restrictions and quickly and safely reopen our borders to international visitors—beginning with the United Kingdom. This letter joins the [CEO Roundtable message](#) sent by U.S. Travel and 22 leaders of global travel brands last month.

Ahead of President Biden's meeting with G7 leaders later this week, U.S. Travel [joined forces](#) with leaders of major U.S. and U.K. air carriers to call for the restart of transatlantic travel, beginning with a full restoration of a U.S. – U.K. travel corridor. Leaders of Heathrow Airport and six airlines: American Airlines, British Airways, Delta Air Lines, Jetblue, United Airlines and Virgin Atlantic—all of which provide service between the U.S. and U.K.—came together to voice the same message: the time is now to advance a risk-based reopening of international travel. This collaborative effort drew [significant media attention](#) on both sides of the Atlantic, as it was intended to do.

Travel between the U.S. and U.K., among other countries with similar vaccination rates, remains severely constrained. **Millions of U.S. travel-supported jobs have yet to be restored** because of continued international travel restrictions. Our efforts will not let up until this vital sector of the travel economy, and U.S. economy as a whole returns.

Please use the [social guide](#) to reach key officials within the administration with this message. We encourage you to share far and wide with your networks.



LET'S GO THERE TOOLKIT

Let's Go There continues through mid-June. It has been a full 12 months of work together to remind Americans of what they miss about travel and encourage them to keep dreaming, planning and now, booking. With domestic leisure recovery well underway—including auto travel and short-term rentals which are fully recovered to 2019 levels—U.S. Travel thanks all the organizations who have spread the Let's Go There message.

Until the campaign wraps, please continue utilizing the resources provided in the Let's Go There final phase [toolkit](#).

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 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](#).

TOURISM VIRTUAL HIRING EVENT



JOIN TO PARTICIPATE IN CONNECTING JOB SEEKERS AND EMPLOYERS

Arizona Office of Tourism is hosting an [Arizona Tourism Virtual Hiring Event](#) on Wednesday, June 23, during which job seekers can connect with employers. If you are seeking employers, this virtual event is your chance to seek employees on behalf of your company. Register as an employer on the [site](#) and indicate your interest in our virtual hiring event.

MEMBER BENEFITS



hotel employee rate



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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

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.

COVID-19 RESOURCE CENTER



JUST ADDED: SIGN UP TO OnPOINT FOR THE LATEST ARTICLES

AzLTA Bronze Strategic Partner **Ogletree Deakins** continues to offer AzLTA Members numerous resources available on their [COVID-19 Resource Center](#). Visit their site for more information about upcoming programming and the latest updates, including:

- [SUBSCRIBE: OnPoint Weekly Collection of Ogletree Deakins Articles Curated For You](#)
- [The IRS Giveth and Then Giveth Again: New DCAP Guidance Provides Welcome Tax Relief.](#)

UPCOMING EVENTS



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](#).

MANAGING A WORKFORCE IN 2022

Join Ogletree Deakins on September 17 for a full day of an informative and educational seminar to address the latest labor and employment law topics impacting employers. For registration and more information, visit their [website](#).

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REGISTER

EDUCATIONAL APPRENTICESHIP PROGRAMS & RESOURCES



AHLA FOUNDATION NEW APPRENTICESHIP PROGRAMS

AzLTA's national partner, the AHLA Foundation, is offering new online trainings and two new apprenticeship programs, the [Lodging Manager](#) and [NEW Hotel Cook Apprenticeship Program](#) that combine on-the-job learning with related educational instruction for in-demand occupations. For employers, it provides an opportunity to develop highly skilled workers and significantly strengthen labor retention (90% retention rate) by using a proven method to develop both current and prospective associates. To learn more about how an apprenticeship could work for your company and its programs, click [here](#).

NEW ONLINE TRAININGS

New online courses

- Hospitality Manager: Leadership
- Understanding Unconscious Bias in the Hospitality Industry for Employees and Managers
- Sexual Harassment Prevention for Hospitality Employees and Managers

New High School Hospitality Curriculum

- The new Hospitality and Tourism Management, Second Edition, is a major revision of our high school curriculum. Developed by industry experts and academic instructors at both



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excitement about the industry while providing thorough coverage of hospitality as a business.

Hospitality and Tourism Specialist

- Available in June 2021, this entry-level credential may be earned by hospitality students or by those already working in the industry. Exam plus work hours are required.

Guest Service Gold – Tourism

- This version follows the same pillars of excellent customer service as taught in our lodging versions, but with a broader range of instructional venues such as a Convention and Visitors Bureau, an airport, a winery, and a museum.



AHLA FOUNDATION HIRING PORTAL

The AHLA Foundation has launched a customized [hiring portal](#) in partnership with HCareers to provide employers with access to trained talent for the skills you need most and to simplify your recruitment process by providing a hub for your job posts and partnerships with community-based organizations. [Learn more](#)

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

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ARIZONA MEANS BUSINESS

YOUR INDUSTRY. YOUR VOICE.

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