

JUNE 3, 2021



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Dear Members,

Memorial Day Weekend kicked off the unofficial start of Summer travel season and although we're encouraged to see signs of recovery, the hotel industry still has a long way to go. As more people are vaccinated and leisure travel increases, we are optimistic that occupancy rates and event bookings will increase across the state and the country. But federal support remains critical to helping our industry get back on its feet.

You can help us save thousands of hotel jobs by continuing to **urge** Congress to provide the [relief our industry desperately needs to recover](#). Let's continue to make sure our voice is heard. To help click [here](#) for more information. In addition to our efforts in support of the Save Hotel Jobs Act, we continue to work with local and state leaders on innovative ways to address the current labor shortage, initiatives to create a workforce pipeline, and expand career opportunities within the hospitality industry.

The Arizona Office of Tourism has extended the **Rediscover Arizona** campaign through September, an effort to continue to keep Arizona top-of-mind. The campaign focuses on staycations, road trips and Arizona's many outdoor activities, providing [options](#) for people at whichever comfort level they have in traveling.

Lastly, congratulations to our industry partner the Phoenix Suns for an amazing win Tuesday

[Subscribe](#) to our email list.

Sincerely,

Kim Grace Sabow

Kim Grace Sabow
President & CEO

LABOR AND BUSINESS COME TOGETHER TO SAVE HOTEL JOBS



TELL LAWMAKERS TO PASS THE 'SAVE HOTEL JOBS ACT'

A national survey found that only 29% of Americans would consider traveling to a city or urban destination this summer, further showing the crisis facing urban market hotels, which rely heavily on business from events and group meetings. This new data further underscores the need for Congress to pass the [Save Hotel Jobs Act](#).

The survey of 2,200 adults was conducted by Morning Consult on behalf of AHLA. Key findings include:

- **Only 29%** of respondents are likely to travel to a city or urban destination this summer, and **71%** state they would not travel to an urban market.
- **75%** are uninterested in traveling to a U.S. city or metropolitan area to avoid dealing with pre-travel or post-travel quarantine and testing guidelines.
- **73%** are uninterested in traveling to a U.S. city or metropolitan area due to lack of interest in traveling generally.
- **72%** are uninterested in a vacation or leisure trip to a U.S. city or metropolitan area despite lower prices due to fewer people traveling.

[ACT NOW](#) and send a letter to your Member of Congress asking them to support this bill. Help SAVE our industry and our employees.

ACT NOW

ARIZONA UPDATE

[Subscribe](#) to our email list.



BUDGET NEGOTIATIONS CONTINUE

Governor Ducey and legislative leaders continue to negotiate a budget agreement with Republican lawmakers. Last Friday, Governor Ducey vetoed 22 bills that were sitting on his desk and stated that he will not sign any bills until the Legislature passes a budget. As we reported last week, the Arizona House and Senate have adjourned until June 10th unless a deal is reached prior. We will continue to keep you updated on the latest news.

UPDATED INDUSTRY RESEARCH NOW AVAILABLE



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

- Airport Passenger Traffic [April](#) 2021

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

FEDERAL UPDATE



EEOC UPDATES COVID-19 GUIDANCE ON VACCINATION INCENTIVES, REASONABLE ACCOMMODATION, AND OTHER ISSUES

Last week, the [EEOC released updated COVID-19 guidance for employers on vaccines](#) as the vaccination distribution efforts continue and the reopening and recovery process forge ahead in the United States. The expanded technical assistance provides “new information about how the Americans with Disabilities Act (ADA) and the Genetic Information Nondiscrimination Act (GINA) apply when an employer offers incentives for employees to provide documentation or other confirmation of vaccination when an employee gets a vaccine in the community or from the employer or its agent.”

As outlined in the [EEOC press release](#) below, the key updates include:

- Federal EEO laws do not prevent an employer from requiring all employees physically entering the workplace to be vaccinated for COVID-19, so long as employers comply with the reasonable accommodation provisions of the ADA and Title VII of the Civil Rights Act

- Federal EEO laws do not prevent or limit employers from offering incentives to employees to voluntarily provide documentation or other confirmation of vaccination obtained from a third party (not the employer) in the community, such as a pharmacy, personal health care provider, or public clinic. If employers choose to obtain vaccination information from their employees, employers must keep vaccination information confidential pursuant to the ADA.
- Employers that are administering vaccines to their employees may offer incentives for employees to be vaccinated, as long as the incentives are not coercive. Because vaccinations require employees to answer pre-vaccination disability-related screening questions, a very large incentive could make employees feel pressured to disclose protected medical information.
- Employers may provide employees and their family members with information to educate them about COVID-19 vaccines and raise awareness about the benefits of vaccination.

More information is available at www.eeoc.gov.

RESTARTING INTERNATIONAL TRAVEL

U.S. TRAVEL
ASSOCIATION®

As a country, we are making substantial progress to defeat COVID-19, but it is time to reverse the economic damage it has caused by safely restarting international travel from our top inbound markets.

In April 2021, overseas travel remained 87% below pre-pandemic levels, and travel from key European markets as well as Canada was a staggering 98% below 2019 levels.

U.S. Travel continues efforts to communicate the immense economic opportunity that lies in safely reopening inbound travel from low-risk countries such as the U.K., Canada and EU nations which would generate billions in export income in the second half of the year.

In the next week, they will share a new social guide for the industry to help amplify these important messages on your platforms to key officials within the administration. It is crucial that we convey the value of safely restarting international travel from major inbound markets and the role they will play in our broader economic recovery.



LET'S GO THERE TOOLKIT

Let's keep going there. The momentum of the final phase of the Let's Go There campaign continued into the long weekend. Inspiration was shared across the industry using our [robust toolkit](#) to encourage Americans to rediscover, reconnect and reclaim lost time.

With only a few weeks left, learn more about creative ways to engage by visiting our [editorial calendar](#) and don't miss joining us tomorrow for the **final** [homepage takeover day](#).

[Subscribe](#) to our email list.

COVID-19 RESOURCE CENTER



CLICK LINKS FOR THE LATEST UPDATES

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:

- [OSHA Revokes Guidance on Recordability of COVID-19 Vaccine Reactions;](#)
- [EEOC Updates COVID-19 Guidance Regarding Vaccination Incentives, Reasonable Accommodation, and Other Issues; and](#)
- [The IRS Giveth and Then Giveth Again: New DCAP Guidance Provides Welcome Tax Relief.](#)

AZLTA VIRTUAL CHAT WITH CITY OF PAGE ON OPTIMIZING GUEST SAFETY



TOURISM TALK RECORDING NOW AVAILABLE

AzLTA hosted a [Tourism Talk](#) webinar discussing unique challenges the City of Page faced in attracting visitors during the shutdown,

how they ensured businesses reopened safely and the city's partnership with AzLTA's AZSAFE+CLEAN program with City of Page Mayor Bill Diak; Economic Development Coordinator of the City of Page & Visit Page, Gregg Martinez; and Executive Director of Page-Lake Powell Chamber of Commerce and Visitor Center, Judy Franz. [View Full Recording of the Webinar.](#)

AZ SAFE+CLEAN GRANT PROGRAM FOR HOTELS

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](#).

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 and to register, click [here](#).

REGISTER

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](#).



REGISTER

[Subscribe](#) to our email list.



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 the secondary and post-secondary level, the program engages students to develop 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.

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](#)

NEW MEMBER BENEFIT



hotel employee rate

NEW THIS WEEK: AZLTA MEMBERS RECEIVE A 20% DISCOUNT

Hotel Employee Rate is a global hotel employee travel platform allowing hotel employees all over the world the ability to travel at hotel employee rates. To join, hotels in the program contribute a minimal amount of their inventory over their low demand periods at hotel employee rates. In exchange, the hotels' employees gain access to hotel employee rates/preferred rates at a worldwide portfolio of hotels and resorts in over 100 countries. For more [information](#) and preferred membership, please contact us at membership@azlta.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

YOUR INDUSTRY. YOUR VOICE.

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