

MARCH 18, 2021



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Dear Members,

Springtime in Arizona is typically our peak tourism season with visitors from all over the country and world heading to the Grand Canyon State for beautiful weather and incredible attractions. Unfortunately, we are still feeling the economic impact of COVID-19 across the state although there is an uptick in travel and hotel occupancy compared to this time last year. We recognize that our recovery will be dependent on increased consumer confidence which includes widespread distribution of the COVID-19 vaccine. To date, 1 million Arizonans are fully vaccinated, with more than 2.6 million vaccines administered. This is a huge undertaking and we thank the state, local, and community partners who are working tirelessly on this effort.

Our top priority is getting hospitality employees vaccinated as quickly as possible so we can keep our workforce safe and welcome back visitors. There have been recent changes in the distribution model for the vaccine as it applies to essential workers which also varies by county. Please visit [AZDHS](#) for the latest information regarding eligibility by county and please do not hesitate to contact us with questions about the vaccine.

Sincerely,

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Kim Grace Sabow
President & CEO

UPCOMING TOURISM TALK WEBINAR



TOURISM TALK
A Series of Conversations with Industry Leaders

ARIZONA
LODGING & TOURISM
ASSOCIATION

**ROAD TO RECOVERY FOR
THE HOSPITALITY INDUSTRY**

THURSDAY
MARCH 25 | 10:00 AM
2021

WEBINAR 

PANELISTS

Chip Rogers
President and CEO
American Hotel & Lodging Association

Kim Sabow
President and CEO
Arizona Lodging & Tourism Association

Travis Cutler
Director of State Government Affairs
Marriott International

#TOURISMTALK | WWW.AZLTA.COM/TOURISM-TALK

Moderated by: Kim Sabow, President & CEO, Arizona Lodging & Tourism Association

REGISTER

ARIZONA UPDATE



UPDATED INDUSTRY RESEARCH NOW AVAILABLE

- Airport Passenger Traffic [January](#) 2021
- Gross Sales & Est. Tourism Taxes [January](#) 2021
- National Park Visitation [May-Dec](#) 2020 Revised

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

AZLTA LEGISLATIVE PRIORITIES

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H.B. 2161 Tourism Marketing Authorities (Rep. Kaiser and Sen. Pace): Enabling legislation that allows for the formation of tourism marketing authorities.

Latest Action: Assigned to the Senate Commerce Committee.

S.B. 1377 Civil Liability; Public Health Pandemic (Sen. Leach): Provides targeted and reasonable liability protections for businesses, educational providers, and the health care industry working diligently to protect their employees, customers, and patients.

Latest Action: Passed the House Judiciary Committee 6-4.

S.B. 1379 Vacation Rentals; Short-term Rentals; Enforcement (Sen. Mesnard): Makes numerous changes to the regulation and enforcement of short-term rentals.

Latest Action: Passed the House Commerce Committee 10-0.

S.B. 1720 Peer-to-Peer Car Sharing (Sen. Fann): Establishes guidelines for insurance requirements, safety recalls, taxation and surcharge collection for vehicle sharing transactions that occur on a peer-to-peer car-sharing program.

Latest Action: Passed the House Commerce Committee 9-1.

PRIORITIZE HOTEL EMPLOYEES FOR COVID-19 VACCINE

The [American Hotel & Lodging Association](#) (AHLA) and [UNITE HERE](#) recently joined together to ask the nation's governors to prioritize hotel workers for COVID-19 vaccinations. **[Please click this link to add your name to a letter to tell Arizona Governor Doug Ducey to prioritize hotel employees for COVID-19 vaccinations!](#)** Lending your name will help show strength in numbers as we continue to call on Governors across the country to prioritize our industry's workforce in the vaccine distribution process.

FEDERAL UPDATE

AHLA URGES SENATE TO PASS PPP EXTENSION ACT

The U.S. House of Representatives overwhelmingly approved the PPP Extension Act (H.R. 1799) legislation that

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Program (PPP) until May 31. AHLA joined 93 other groups representing small business borrowers expressing **support for the bill.**

The PPP has helped hotels stay afloat during the coronavirus pandemic, but it was set to expire at the end of March with nearly \$100 billion left unspent. The legislation now moves to the Senate. We need your help to ensure that the Senate swiftly passes the extension of the PPP Extension Act. **ACT NOW** and urge your Senators to pass the PPP Extension Act and provide the hotel industry the relief needed to support our workforce and keep businesses afloat during this crisis. **Take Action today!**



#TRAVELCONFIDENTLY

U.S. Travel has launched the #TravelConfidently Spring **social media guide.** More than four in 10 Americans feel more comfortable traveling but that doesn't mean we should stop promoting safe and healthy practices. Use the #TravelConfidently guide to remind travelers we all have a role in slowing down the spread of the virus.



INDUSTRY INITIATIVE TO PROMOTE HOTELIER, EMPLOYEE VACCINATION

AAHOA recently announced a new initiative that encourages hoteliers to proactively promote COVID-19 vaccinations for their employees. In launching the “Pledge to Protect Our Guests, Employees, and Businesses” initiative, AAHOA is asking the nation’s hotel owners not only to educate their employees about the benefits of the COVID-19 vaccine but also to provide them with the resources they need to get vaccinated

Here’s how you can get involved:

- **Sign the Pledge to Protect** Your Guests, Employees, and Businesses.
- Send **this email** from the CDC to your employees.
- **Post these posters** in break rooms and areas where your employees gather.
- Provide time, reduce barriers, and consider incentives for your employees to get vaccinated when they are available. (Employer tax credits may be available for those who provide paid leave for vaccinations.)

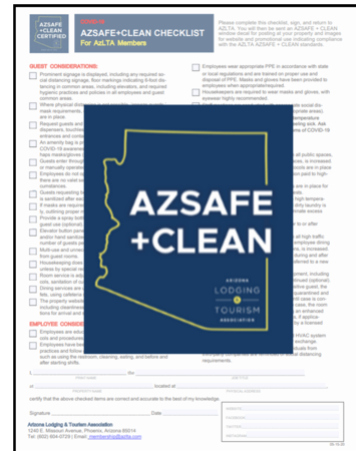
Learn more about the Pledge here.

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APPLY NOW TO AZSAFE+CLEAN GRANT

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. Our newly established grant, in partnership with the Arizona Office of Tourism, allows members to apply for funds to assist 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 DISCOUNTS

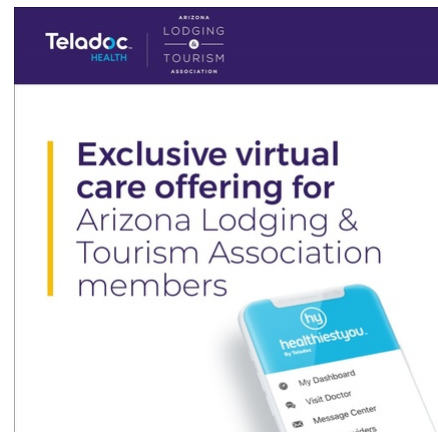


[Source 1](#)

Earn cash back rebates on supplies

Free to join as AzLTA member

[LEARN MORE](#)



[Teladoc Health](#)

Discounted virtual health visit

\$7 per month per employee

[LEARN MORE](#)

MEMBER RESOURCES

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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

REOPENING HOTEL & TRAVEL GUIDELINES

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

YOUR INDUSTRY. YOUR VOICE.

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