

MARCH 25, 2021



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Dear Members,

This morning, Governor Ducey issued an [Executive Order](#) eliminating the remaining COVID-19 restrictions on businesses. Under the changes announced this morning:

- Events with 50 people or more will no longer need the approval of local governments.
- Business guidance will transition from **requirements** to **recommendations**, but businesses retain the ability to continue requiring masks, social distancing, and other requirements, should they choose.
- Bars have been able to operate as "dine-in", but they will be able to resume regular operations, should they choose.
- Local mask mandates will be phased out. Mask usage is still encouraged, especially in groups that are not vaccinated.

As we receive more information, we will share it with members.

With the American Rescue Plan (ARP) now signed into law, \$350 billion dollars will flow to states, local and tribal governments to address the fiscal impacts of the COVID-19 pandemic. It is critical that this industry advocate to state and local leaders to place a high priority on the travel, tourism & hospitality industry as ARP funds are applied to public policy solutions. Our

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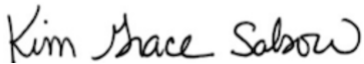
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Government Affairs Team is meeting with the Governor's Office and policy leaders to ensure those dollars are used for direct industry relief.

Lastly, a special thank you to Chip Rogers, President and CEO of the American Hotel and Lodging Association; Travis Cutler, Director of State Government Affairs for Marriott International; and David Kong President and CEO of Best Western Hotels and Resorts for joining us today for the Tourism Talk: Road to Recovery for the Hospitality Industry webinar. It was an incredible conversation about the current state of the industry as well as tools, resources and policies to assist in our recovery.

For those of you who missed the event, you can access the link below.

Sincerely,



Kim Grace Sabow  
President & CEO

## TOURISM TALK: ROAD TO RECOVERY FOR THE HOSPITALITY INDUSTRY



**TOURISM TALK**  
*A Series of Conversations with Industry Leaders*

ARIZONA  
LODGING & TOURISM  
ASSOCIATION

**ROAD TO RECOVERY FOR  
THE HOSPITALITY INDUSTRY**

PANELISTS

THURSDAY  
**MARCH 25** | 10:00 AM  
2021

WEBINAR ZOOM

**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

**David Kong**  
President and CEO  
Best Western Hotels & Resorts

#TOURISMTALK | [WWW.AZLTA.COM/TOURISM-TALK](http://WWW.AZLTA.COM/TOURISM-TALK)

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

Thank you to everyone who joined us for the webinar featuring our all-star lineup of industry

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of the American Hotel & Lodging Association, Chip Rogers; and Director of State Government Affairs for Marriott International, Travis Cutler.

[VIEW RECORDING](#)

## ARIZONA UPDATE



### ARIZONA EXPANDS COVID-19 VACCINATION ELIGIBILITY

Registration at Arizona's state-operated COVID-19 vaccination sites in Maricopa, Pima and Yuma counties are open to all Arizonans 16 and older Governor Doug Ducey and the Arizona Department of Health Services announced this week.

ADHS now opens appointments at 11 a.m. each Friday for State Farm Stadium in Glendale, Arizona State University's Phoenix Municipal Stadium in Tempe, Chandler-Gilbert Community College, the University of Arizona in central Tucson, and, as of this tomorrow, Yuma Civic Center in Yuma County.

[\*\*LEARN MORE\*\*](#)

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## AzLTA LEGISLATIVE PRIORITIES

Last week, with consultation and feedback from our Board of Directors and members, we decided to pause our pursuit of Tourism Marketing Authorities for the session. Although we are disappointed, there are a number of additional policy opportunities at the local, state and federal level that will significantly help our industry.

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

*Latest Action: Removed from the Senate Commerce Committee Agenda this week.*

**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.

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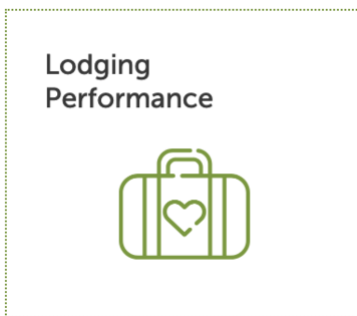
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**S.B. 1379 Vacation Rentals; Short-term Rentals; Enforcement (Sen. Mesnard):** Makes numerous changes to the regulation and enforcement of short-term rentals.

*Latest Action: Awaiting action by the full House.*

**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: Awaiting action by the full House.*



## UPDATED INDUSTRY RESEARCH NOW AVAILABLE

The following report is available on [tourism.az.gov](https://tourism.az.gov).

- Arizona Lodging [February 2021](#)

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

## FEDERAL UPDATE



### SENATE APPROVES PPP EXTENSION

Earlier today, the U.S Senate overwhelmingly approved the PPP Extension Act (H.R. 1799), which extends the Payroll Protection Program (PPP) until May 31. AHLA joined 93 other groups representing small business borrowers expressing [support for the bill](#).

The PPP has helped many hotels stay afloat during the coronavirus pandemic, but it was set to expire at the end of March with nearly \$76 billion left unspent. Thanks to your advocacy through [HotelsACT](#), Congress heard loud and clear from hoteliers all across the Country that the PPP program could not expire.

We will continue to advocate for further relief for the hotel industry and keep you informed on the latest developments.



## SBA INCREASES LENDING LIMIT FOR COVID-19 EIDL

The U.S. Small Business Administration (SBA) announced that it will be increasing the maximum amount small businesses and non-profit organizations can borrow through its COVID-19 [Economic Injury Disaster Loan \(EIDL\) program](#). AHLA has been vocal in the need for more relief for the hotel industry and the need for SBA to make targeted improvements to existing programs, such as this increase in the maximum EIDL loan amount.

Starting the week of April 6, the SBA will be raising the loan limit for the COVID-19 EIDL program from **6-months of working capital up to \$150,000 to 24-months of working capital up to \$500,000**. According to the SBA, businesses that receive a loan subject to the current limits do not need to submit a request for an increase at this time. SBA will reach out directly via email and provide more details about how businesses can request an increase closer to the April 6 implementation date. Any new loan applications and any loans in the process when the new loan limits are implemented will automatically be considered for loans covering 24 months of economic injury up to a maximum of \$500,000.

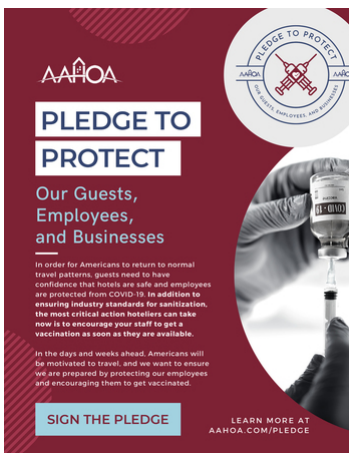


## WE NEED YOU TO SHARE THE #POWEROFTRAVEL

To amplify this year's theme, POWER OF TRAVEL, U.S. Travel is calling on the industry—that's YOU—to help share travel's message. By recording a short message, you will have the chance to be included as a chorus of voices at the end of an NTTW promo video to show the strength of the industry. The video will be shared industry-wide through digital postcard blasts, as well as on U.S. Travel's social media channels. We encourage

you to also share in your communications.

[LEARN MORE](#)



## 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

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- [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](#)

## 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](mailto:membership@azlta.com). For additional information on AZSAFE+CLEAN, [visit our website](#).

## MEMBER DISCOUNTS

[Source 1](#)

[Teladoc Health](#)

[Subscribe](#) to our email list.

Free to join as AzLTA member

\$7 per month per employee

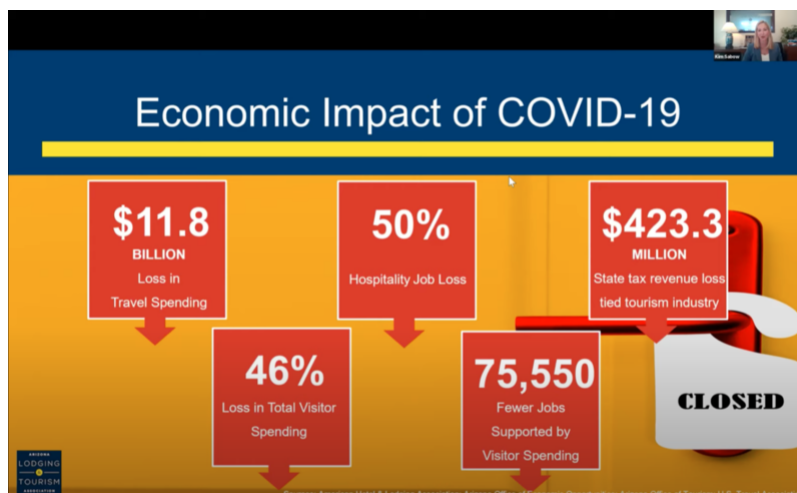
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## IN THE NEWS



### **Our View: Arizona hotel sector ready for rebound after vaccinations kick in**



### **How Arizona has weathered the COVID storm to prepare for the future**

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**Kim Grace Sabow**  
President and CEO  
Arizona Lodging & Tourism Association

Kim Sabow is President and CEO of the Arizona Lodging & Tourism Association (AZLTA), where she leads the advocacy, communications, collaboration and education efforts for one of the state's leading industries. Prior to joining AZLTA, she served as Covi Doug Boney's Director of International Affairs and as Executive Director of the Arizona-Mexico Commission. In that capacity, Kim worked to advance Arizona's position in the global arena through enhanced international economic and protocol efforts as well as educational and community collaborations.

More Info:  
Arizona Lodging and Tourism Assn.  
azlta.com

Federal Appointments  
Bill Expands Tourism from Mexico

Consular Newsletter #ArizonaThives

Arizona's Tourism Leaders Remain Optimistic

BY KIM GRACE SABOW

The bottom fell out of Arizona's tourism industry when the COVID-19 pandemic cropped the world a year ago. No one could have anticipated the challenges that presented themselves as travel and special events stopped overnight.

The pandemic has been the single greatest crisis the tourism industry has ever faced, wiping out 10 years of job growth. The sudden halt in travel last spring during Arizona's peak season has had a crushing effect on individuals and families as hotels and resorts were forced to lay off employees. In Arizona, we lost nearly 50% of all hospitality jobs during the height of the pandemic and more than \$1.5 billion in hotel revenue. This industry sector has been hit much harder than many others, having lost \$10 billion in visitor spending in the first six months of 2020 alone.

Even with these immense challenges, we remain optimistic because of the strong local and regional partnerships that help promote travel and tourism in Arizona.

Mexico is Arizona's top international market. Prior to the pandemic, Mexican visitors spent more than \$3 billion during a million overnight visits, a 52% increase over 2016. As COVID-19 cases decline and mass vaccination efforts increase, we must begin restoring international travel across the region. There are many efforts underway to position the region to regain market share when international travel increases.

Rebuilding consumer confidence is key. To establish a unified standard for safety and cleanliness in the wake of COVID-19, the Arizona Lodging and Tourism Assn. (AZLTA) has worked with the American Hotel and Lodging Association and its Safe Stay initiative, which builds upon various sanitation best practices and recommendations from national hospitality and public health experts and various hotel brands, to create the AZSAFE+CLEAN program. The program provides a set of protocols for hotels and resorts to ensure the safety of guests and employees. We want visitors to know that all of our properties are going above and beyond to create a clean and safe experience for everyone.

In addition, recent federal legislation championed by Arizona's congressional delegation will remove barriers for Mexican visitors to Arizona. The Southwest Tourism Expansion Act will allow Mexican citizens who carry a valid Border Crossing Card to travel statewide, instead of the previous 75-mile limitation. An estimated \$1 billion is expected in additional spending by tourists from Mexico. This new program will provide a much-needed lifeline to Arizona as we recover from the pandemic.

With continued sound policy initiatives, and ongoing regional collaboration, we look forward to welcoming our Mexican neighbors back to Arizona soon.

## Consular Newsletter: Arizona's Tourism Leaders Remain Optimistic

### 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

REOPENING HOTEL & TRAVEL GUIDELINES

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

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