

MAY 13, 2021



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Dear Members,

As summer quickly approaches, our industry is working on efforts to accelerate our industry's recovery by rebuilding and growing all segments of travel.

Our national partner U.S. Travel is launching the final phase of the Let's Go There campaign on May 17 to inspire Americans to plan, book and take trips in the U.S.—and it's time for the industry to GO BIG. The Let's Go There Coalition has developed a suite of resources to use to get involved—find this and more information below.

Additionally, The Let's Meet There and Meetings Mean Business Coalitions are in the midst of finalizing white papers that will highlight the distinction between professional meetings and events and other mass gatherings, and how the steep declines in business and events have negatively impacted the industry's diverse workforce and the importance of building it back.

With a focus on the importance of rebuilding Arizona's workforce, today Governor Doug Ducey announced Arizona's plan to support Arizonans getting back to work and fill the thousands of jobs available across the state. This will be of particular importance to the hospitality industry workforce, as the COVID-19 pandemic wiped out 10 years of hotel job growth.

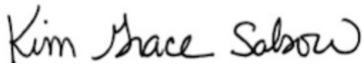
Nationally, leisure and hospitality have lost 2.8 million jobs during the pandemic that have yet to return, representing more than 25% of all unemployed persons in the United States, according to

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A brief outline of Governor Ducey's actions is stated below, but you can find the news release, which has more in-depth information [HERE](#).

Sincerely,



Kim Grace Sabow  
President & CEO

## ARIZONA BACK TO WORK



Today, Governor Doug Ducey announced Arizona's plan to support Arizonans getting back to work, and fill the thousands of jobs available across the state.

A brief outline of the actions and [news release](#) is stated below.

Arizona will offer a \$2,000 Back To Work bonus for eligible workers — with a goal of getting as many Arizonans as possible to rejoin the workforce by Labor Day, September 6, 2021.

- **Unemployment Actions & Return to Work Bonuses**

With this new program, Arizona will stop taking the federal government's pandemic unemployment benefits effective Saturday, July 10. The bonus will be awarded when the individual has left the unemployment insurance program and completed at least 10 weeks of work with an employer, and be offered on a first-come, first-serve basis. The individual must also make \$25 per hour or less, equivalent to a yearly salary of \$52,000, at their new job and must begin working by Labor Day — Monday, September 6.

- **Education Incentives**

The State will also provide \$7.5 million for community college scholarships for currently unemployed workers who are eligible for the Return-to-Work bonuses — as well as \$6 million for GED test preparation and exam fees for eligible workers without a high school diploma.

- **Childcare for Returning Workers**

Additionally, the State will provide three months of child care assistance for individuals with children who return to work after collecting unemployment benefits. To be eligible, an individual must have already filed for unemployment benefits and earn \$25 per hour, equivalent to a yearly salary of \$52,000, or less at their new job.

# URGENT: TELL LAWMAKERS TO PASS THE 'SAVE HOTEL JOBS ACT'



The [Save Hotel Jobs Act](#) was introduced in Congress and we need your help to push it towards the finish line. We encourage you to join [HotelsAct](#) and to urge your Senators and Representatives to put their support behind this critical bill.

While leisure travel is resuming, **business travel -- the largest source of hotel revenue -- is down 85% and is not expected to return soon.** Full recovery is not expected until 2024.

The Save Hotel Jobs Act will [provide critical support right now](#). Key provisions include:

- **Supporting Hotel Workers:** Direct payroll grants, in an amount up to three months' worth of pre-pandemic payroll cost, to be utilized for payroll and benefits expenses for workers. The legislation would require grantees to give laid-off workers recall rights to ensure those who lost their jobs are able to return to work.
- **Allowing Worker-Friendly Tax Credits:** Provides a Personal Protective Equipment Tax Credit to promote worker safety measures, which would allow for a payroll tax credit for 50% of costs associated with the purchase of personal protective equipment, technology designed to reduce the impact of the pandemic, increased testing for employees, and enhanced cleaning protocols that do not negatively impact the level of work for housekeeping staff.

Other hard-hit industries have received direct aid – such as airlines, restaurants, and live venues – but **hotels are suffering just as badly if not worse than any other sector of the economy.**

To gain support for this bill so it has a chance of becoming law [we need your help TODAY!](#)

ACT NOW

## LET'S GO THERE



[Resources for the final phase](#) of the Let's Go There campaign are now available in preparation for the May 17 launch, which will encourage Americans to book and take trips in the U.S.

The [updated toolkit](#) includes refreshed imagery, social media copy, ideas to expand audience engagement, new data findings and an editorial calendar so that you can easily get involved with the campaign.

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## FEDERAL UPDATE



### U.S. Treasury updates American Rescue Plan (ARP) Act Guidance

Earlier this week, the U.S. Treasury updated its American Rescue Plan (ARP) Act guidance relating to assistance for state, local and tribal governments, specifically [Coronavirus State and Local Fiscal Recovery Funds](#).

The ARP will deliver \$350 billion for eligible state, local, territorial, and tribal governments to respond to the COVID-19 emergency and bring back jobs. The Interim Final Rule defines how ARP funds may be used by these eligible entities for certain industries including tourism, travel, and hospitality.

Please see below:

- [Interim Final Rule](#)
- [Fact Sheet](#)
- [FAQs](#)
- [Quick Reference Guide](#)

Eligible state, territorial, metropolitan city, county and tribal governments may now request their allocation of Coronavirus State and Local Fiscal Recovery Funds through the Treasury Submission Portal [HERE](#).

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### U.S. TRAVEL MESSAGE TO THE PRESIDENT ON REOPENING INTERNATIONAL INBOUND TRAVEL



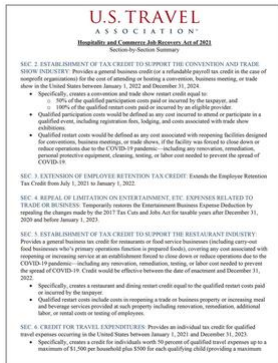
Leaders of 23 global travel companies sent a [letter](#) to President Biden urging the administration to reopen borders and welcome back international visitors to the United States by July.

The letter clearly outlines steps the administration could take now to move toward that goal, including:

1. **Starting with the United Kingdom, quickly establish public health corridors (PHCs) between the U.S. and other low-risk countries.** A recent study found that restarting travel between the U.S. and the U.K. could deliver over \$4 billion in economic impact and support almost 300,000 jobs in the U.S. over the next several months.
2. **Establish a public-private task force to develop a risk-based roadmap, this May, for**

data and science show that the right tools are now in place to mitigate risk and safely begin to ease international entry restrictions by July 1, 2021, particularly as we see an increase in vaccination rates in the U.S.

3. **Utilize the upcoming G7 summit to seek commitments from other G7 leaders to develop and implement a global framework for reopening international travel between countries.** The global framework should focus on leveraging COVID-19 testing, vaccinations, recovery status and digital health credentials to restart international travel as global conditions improve.



## THE HOSPITALITY AND COMMERCE JOB RECOVERY ACT

Please continue to urge your lawmakers to support and cosponsor the [Hospitality and Commerce Job Recovery Act](#) (S.477 and H.R.1346)—a bipartisan bill that would help rebuild our industry by providing a set of temporary refundable tax credits to drive travel demand. The legislation has the potential to [shorten the recovery timeline](#) from five years to three while creating an incremental 1.5

million jobs and generating nearly \$600 billion in spending.

## ARIZONA UPDATE



## UPDATED INDUSTRY RESEARCH NOW AVAILABLE

The following reports are available on [tourism.az.gov](http://tourism.az.gov).

- Airport Passenger Traffic [March](#) 2021
- State Park Visitation [January](#), [February](#), and [March](#) 2021

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

## AzLTA LEGISLATIVE PRIORITIES

**[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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*Latest Action: Signed by Governor Ducey.*

**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: Signed by Governor Ducey.*

**H.B. 2772 Fantasy Sports Betting; Event Wagering:** Amended tribal-state gaming compact that will modernize gaming in Arizona and provide millions of dollars in revenue for critical state needs. The modernized gaming compact and establishment of sports betting will help Arizona attract more visitor spending.

*Latest Action: Signed by Governor Ducey.*

**H.B. 2835 Theme park districts; Extension:** Extends the authority of a theme park district board to issue bonds to December 31, 2031, rather than December 31, 2020. Increases, from \$1 billion to \$2 billion, the maximum aggregate theme park district bond principal amount for all theme park districts established.

*Latest Action: Signed by Governor Ducey*

**Budget Priorities** - Closely monitoring budget negotiations to ensure proper funding for tourism promotion and other industry priorities.

## AZ SAFE+CLEAN GRANT PROGRAM FOR HOTELS

The image shows a screenshot of the 'AZSAFE+CLEAN CHECKLIST' form. At the top, it says 'AZSAFE+CLEAN CHECKLIST For AzLTA Members'. Below this, there are two main sections: 'GUEST CONSIDERATIONS' and 'EMPLOYEE CONSIDERATIONS'. Each section contains a list of checkboxes for various safety and cleanliness measures. In the center of the form is a large graphic of the state of Arizona with the text 'AZSAFE +CLEAN' and 'ARIZONA LODGING & TOURISM' overlaid. At the bottom, there is a section for 'AZSAFE+CLEAN CERTIFICATION' with fields for the business name, address, and contact information.

### APPLY NOW FOR AZ SAFE+CLEAN

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](#).

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## COVID-19 RESOURCES & UPDATES



### BREAKING CDC ANNOUNCEMENT

The CDC announced this afternoon that fully vaccinated Americans can resume activities without wearing a mask or staying 6 feet apart, except where required by federal, state, local, tribal or territorial laws, including local business and workplace guidance. This is a great step towards our

industry's recovery.

For more details: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated.html>

## REMOTE EMPLOYMENT

Remote employment has increased dramatically and has many multistate tax and other implications. Employees working from a location other than their usual place of employment may create an obligation for employers to register and withhold payroll taxes in the state where the employee is performing services. Our legal partner Ogletree Deakins has developed a new [Remote Work Payroll Taxes 50-State Survey](#) to assist employers with this analysis.



The pandemic prompted many employers to expand the number of employees working remotely—remote work that may continue long after the pandemic ends. In addition, some remote employees may have moved during the pandemic to new states where their employers may not have operations.

Remote employment has [significant multistate tax implications](#). Employees working from a location other than their usual place of employment may create an obligation for employers to register and withhold payroll taxes in the state where the employee is performing services.

To assist our clients, we have created a survey of employer state income tax (SIT) withholding and state unemployment insurance (SUI) contribution obligations.

The Remote Work Payroll Taxes survey

- ✓ Covers all 50 U.S. states and the District of Columbia
- ✓ Provides insight on when an employer has SIT and SUI withholding obligations
- ✓ Identifies states that provide withholding obligation relief due to COVID-19
- ✓ Shares links to register with the relevant state's SIT/SUI agencies

We are providing the survey to clients for a flat fee of \$3,000. Please reach out to the Ogletree Deakins attorney with whom you work for additional information.

## EDUCATIONAL HOSPITALITY TRAININGS & SCHOLARSHIP PROGRAMS



### PILOT PROJECT - SOCIAL MEDIA PROMOTION

The U.S. Commercial Service Global Travel and Tourism Team is offering a pilot project in conjunction with their Education counterparts to assist destinations in promoting both the travel and tourism sector as well as the education sector through our network of contacts at the US Embassy and Consulates in foreign markets. For more information contact a representative of the Global Travel & Tourism team [here](#). To see the campaign in action - please

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## AAHOA/P&G PROFESSIONAL'S TRAINING IN HOTEL SANITIZATION AND CLEANLINESS



AzLTA's national partner, [AAHOA](#), has partnered with P&G Professional, a worldwide leader and trusted name in professional-grade cleaning products, to create this all-new, all-digital program, covering what every hotelier needs to know as it relates to sanitization, including infection prevention and control, high-touch points, sanitizing soft surfaces, communications, elevating the guest experience, and more! This program is FREE and available to the entire hospitality industry. [Learn more and enroll today.](#)

## UPCOMING EVENTS

**Cross-Border Connecting:  
"The Impact of Tourism in Arizona and Sonora"**

Thursday, May 20, 2021  
3:00 p.m. - 4:30 p.m. (US Arizona Time)  
Attend through GO2M online conferencing.

Join us as we hear from speakers about the tourism industry in Arizona and Sonora and the pilot program for the extension of the Border Zone in Arizona.

**GUEST SPEAKERS**

 <b>Elsa M. Soto</b> García de Belzán Policy Planner II, Maricopa Association of Governments	 <b>J. Felipe Garcia</b> Executive Vice President, Visit Tucson	 <b>Luis Alberto Gonzalez</b> Head of Marketing, Sonoran Tourism Department	 <b>Karin Jimenez</b> Vice President, Operations and Industry Relations, Arizona Lodging & Tourism Association
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Interested in attending? Register online at:  
[www.aztownhall.org/CrossBorderConnecting](http://www.aztownhall.org/CrossBorderConnecting)

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Arizona Town Hall stands out as one of the premier organizations in the world for bringing diverse perspectives together in a constructive way.

### CROSS-BORDER CONNECTING: "THE IMPACT OF TOURISM IN ARIZONA AND SONORA"

Join Arizona Town Hall on **Thursday, May 20, 2021, from 3:00 p.m. to 4:30 p.m.**, to hear from a panel of local tourism experts talk about the tourism industry in Arizona and Sonora and the pilot program for the extension of the Border Zone in Arizona.

**About the 2021 Virtual Community Town Hall Series: Cross-Border Connecting:** As the Arizona-Mexico community continues to work through the COVID-19 pandemic and its

lasting effects, participants of Arizona Town Hall's virtual series will hear from guest speakers who will provide important recommendations that can play a crucial role in driving cross-border trade, tourism, investment, cultural connections, and economic development in the Arizona and Sonora region. For additional information, please visit [www.aztownhall.org](http://www.aztownhall.org).

REGISTER



## 2021 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

This August join our strategic partner Arizona Office of

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person [registration](#) is open and **early-bird rates are available now**. Our tourism partners are looking forward to a safe, informative and inspiring few days of reconnecting and welcoming visitors back to enjoy beautiful Arizona.

#### About GCOT:

The Arizona Governors Conference of Tourism is the premier educational and information-sharing event in the state for travel professionals and destination marketers. GCOT provides its attendees the opportunity to exchange ideas with peers, learn from expert panelists, discover cutting-edge products and services and more. For event details, click [here](#).

REGISTER

## IN THE NEWS



[Arizona Hospitality Industry Leaders Tell Sinema They Need Workers, Targeted Relief](#)



[Hotel Job Losses in Arizona Won't Recover Much in 2021 After Pandemic Drop, Report Says](#)

## IN CASE YOU MISSED IT

- [Arizona Leisure And Hospitality Industry Faces Bleak Start To 2021](#)
- [Rebuilding Arizona's tourism industry](#)
- [Hotel Industry to Lawmakers: "We Need Pandemic Relief Lifelines"](#)
- [Arizona Lawmakers Advance Covid Liability Protection Bill](#)
- [Arizona Hotels, Tourism Groups Weigh in on New CDC Travel Guidance](#)
- [Arizona Tourism Needs to Reboot Marketing Campaign, Economist Says](#)

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## MEMBER DISCOUNTS

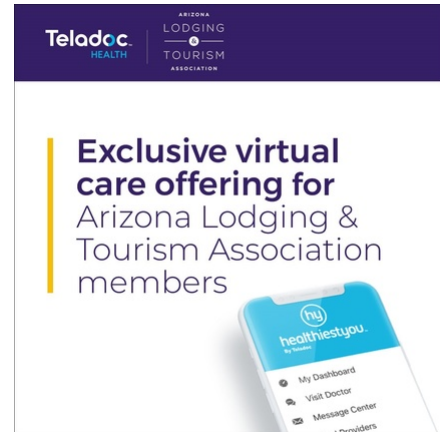


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Earn cash back rebates on supplies

Free to join as AzLTA member

[LEARN MORE](#)



### Teladoc Health

Discounted virtual health visit

\$7 per month per employee

[LEARN MORE](#)

## MEMBER RESOURCES

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

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[YOUR INDUSTRY. YOUR VOICE.](#)

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