

MAY 27, 2021



MAY 27, 2021

Dear Members,

It has been a busy week at the Arizona Legislature as House and Senate leadership introduced a package of budget bills and began deliberations. Unfortunately, the current budget proposal does not have the votes to pass and negotiations are ongoing. The House and Senate have adjourned until June 10th but many anticipate they will reconvene sooner if there is a deal.

The most controversial item is the income tax proposal which has been crafted to eliminate the impending tax increase on small businesses due to the passage of Proposition 208. AzLTA supports this tax package as it will assist our small businesses in post-pandemic recovery by not further burdening them with an uncompetitive tax code. AzLTA does, however, continue to advocate for increased investment in tourism promotion which has a positive and proven economic impact on communities throughout our great state. We will keep our members informed of any new updates.

We also had the pleasure of hosting Phoenix Mayor Kate Gallego yesterday for a roundtable discussion about the current state of the industry, importance of tourism promotion, and our current workforce challenges. We look forward to continued discussions and collaborative opportunities on future projects with Mayor Gallego and her team.

Lastly, a special thank you to City of Page Mayor Bill Diak, the city's Economic Development

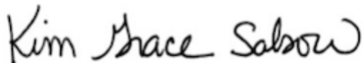
---

[Subscribe](#) to our email list.

Page-Lake Powell Chamber of Commerce, Judy Franz for an inspiring and informative Tourism Talks webinar this afternoon. The webinar highlighted the city's efforts of leading with solutions to promote safe travel and restore consumer confidence in a time of unprecedented crisis, uncertainty and challenge. If you missed the webinar, I encourage you to watch it by clicking on the link below.

Have a safe and wonderful Memorial Day Weekend!

Sincerely,



Kim Grace Sabow  
President & CEO

## INDUSTRY LEADERS VIRTUAL ROUNDTABLE DISCUSSION WITH PHOENIX MAYOR KATE GALLEGO



Thank you Mayor Kate Gallego for meeting with tourism and hospitality leaders today to get an update on the current state of the industry. We look forward to partnering with you on opportunities to help the industry recover stronger than ever.

## TOURISM TALK: OPTIMIZING GUEST SAFETY & VISIT PAGE'S LEISURE RECOVERY APPROACH



### TOURISM TALK RECAP

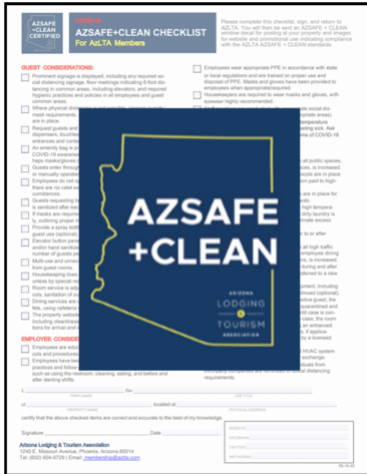
Thank you to everyone who joined us for the Visit Page SAFE+CLEAN AND AZSAFE+CLEAN's one-year anniversary webinar featuring: City of

Page Mayor Bill Diak; Economic Development Coordinator of the City of Page and President & CEO of Visit Page, Gregg Martinez; and Executive Director of Page-Lake Powell Chamber of Commerce, Judy Franz. The panel discussed 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 AslTA's AZSAFE+CLEAN program.

[Subscribe](#) to our email list.

[VIEW RECORDING](#)

## AZ SAFE+CLEAN GRANT PROGRAM FOR HOTELS



### BECOME THE NEXT AZ SAFE+CLEAN CITY

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

## NEW VISIT PHOENIX PRESIDENT & CEO



### RON PRICE APPOINTED PRESIDENT AND CEO OF VISIT PHOENIX

Ron Price, CDME has been appointed by the Visit Phoenix Executive Committee to join us as President and Chief Executive Officer.

Ron brings 25 years of experience in the tourism industry, most recently serving as President and CEO of the Arlington Texas Convention and Visitors Bureau. Prior to his time in the DMO world, he had a successful 12+ year career as a Marriott International executive.

Ron has long been an active leader driving tourism on national, state, and local levels, currently serving on the Board of Directors and Executive Committee for the U.S. Travel Association, the Board of Directors for Destinations International, as well as past executive committee member of the Texas Tourism Association.

[Subscribe](#) to our email list.

AzLTA congratulates Ron on his new role as President & CEO of Visit Phoenix and we look forward to working with him to drive our support for the hospitality businesses in Arizona.

## FEDERAL UPDATE



### REVIVING INTERNATIONAL TRAVEL AND RESTORING JOBS

The Chair of the [Commerce Subcommittee on Tourism, Trade and Export Promotion](#), and Rick Scott (R-Fla.) summoned a hearing this week on “[Reviving International Travel and Tourism to Create and Restore Jobs](#),” to explore the economic impact of the coronavirus pandemic on international travel to the United States. AHLA provided the Subcommittee with updated data on the impact of the pandemic on the hotel industry and specifically how the lack of significant international tourism for the foreseeable future will delay recovery.

Next week, the Subcommittee will host another hearing specifically on the hospitality workforce. UNITE HERE President D. Taylor will testify. AHLA and UNITE HERE joined forces to call on Congress to pass the [Save Hotel Jobs Act](#) introduced by Senator Schatz (D-Hawaii) and Rep. Charlie Crist (D-Fla.) Without this bill, the industry faces worsened unemployment for its workers, further property closures, and a longer road to recovery. AHLA will continue to provide information on the critical need for the Save Hotel Jobs Act to the Subcommittee in advance of next week's hearing.

---

## AMERICAN RESCUE PLAN RELIEF RESOURCES

U.S. TRAVEL  
ASSOCIATION®

The application portal for Restaurant Revitalization Funds is now [closed](#). As of this week, more than 300,000 applications have been sent in for a total surpassing \$69 billion in requested funds.

Please be reminded that the Small Business Administration (SBA) is offering [Paycheck Protection Program loans](#) originated only by participating community financial institutions **until May 31, 2021 or until remaining funds are exhausted**.

Businesses that applied for the Shuttered Venue Operators Grant program are still awaiting the distribution of funds. Though the first round of funds were slated to be sent out this [week](#), a [recent statement](#) by the SBA suggests they now intend to begin distribution by the end of May.

**Please see U.S Travel's latest fact sheets on their [Travel Industry Relief Resources webpage](#) to help ensure you can access the federal support available.**



READY? SO ARE WE.



## LET'S GO THERE TOOLKIT

There are many ways to join the rest of the industry during key moments in this last phase, such as posting a [LinkedIn article](#) by leadership at your organization and engaging with the final homepage takeover. Learn more about ways to engage by visiting U.S. Travel's [editorial calendar](#).

Together, we can help Americans reclaim lost time, reconnect with loved ones and rediscover the beauty of America by booking and taking trips this summer and beyond.

The final phase of the campaign will extend through mid-June.

## 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

---

[Subscribe](#) to our email list.

## AZ TOWN HALL



### THE IMPACT OF TOURISM IN SONORA AND ARIZONA

Last week, AZ Town Hall hosted their webinar "Cross-Border Connecting: "The Impact of Tourism in Arizona and Sonora" which focused on a panel of local tourism experts including AzLTA's Karin

Jimenez, Vice President of Industry Relations; Felipe Garcia, Executive Vice President of Visit Tucson; Elsa Beljean, Policy Planner II of MAG; and moderated by Visit Tucson's Director of Mexico Initiatives, Marisol Vindiola. The panel talked about the tourism industry in Arizona and Sonora and the pilot program for the extension of the Border Zone in Arizona.

## ARIZONA UPDATE



### GOVERNOR DUCEY SIGNS BILL ALLOWING TO-GO COCKTAILS

Last week, Governor Doug Ducey [signed legislation](#) allowing bars, liquor stores and restaurants to sell cocktails to-go, expanding opportunities for businesses across the state. [House Bill 2773](#) permanently allows Arizona businesses the opportunity to offer to-go cocktails beyond the pandemic.

---

### UPDATED INDUSTRY RESEARCH NOW AVAILABLE



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

- Arizona Lodging [April 2021](#)

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



Nogales Santa Cruz County Chamber of Commerce  
122 W. Alvarado St.  
Nogales, Arizona 85621  
Phone Number (520) 287-3465  
info@nscchamber.org • www.nscchamber.org

May 11, 2021

The Honorable Joseph R. Biden President  
United States of America  
1600 Pennsylvania Ave. N.W.  
Washington, D.C. 20503

RE: Request to re-open ports of entry and remove travel restrictions between the United States and Mexico

Dear President Biden,

As our nation is working towards rebuilding itself in a post-pandemic world, it is time to move America forward. Our workforce, small businesses, communities, and American people have been significantly impacted in numerous ways due to the detrimental effects of the COVID-19 pandemic. On behalf of Arizona business organizations and Chambers of Commerce, we write to you today to share that our communities have been severely affected by the halt of trade and cross-border tourism. It was a significant part of livelihood before the pandemic, and it has now disappeared.

As leaders of various pro-business and tourism organizations, we are writing this letter to ask that we lift the border crossing restrictions on the U.S. border with Mexico. While U.S. borders remain closed to much of the world, the remarkable scientific advancements to combat the COVID-19 pandemic and the tremendous vaccine deployment achieved by your administration have allowed the safe resumption of many activities for all its economic and cultural contributions. International travel should be coming back, and it will boost the economic recovery we all desire. We also can rebuild our leadership on the global stage, our position in the world, and bring people back together again – one of the great benefits of travel.

PROMOTING THE ECONOMY & SUSTAINING RESILIENCE OF INDUSTRY SANTA CRUZ COUNTY

## TO REMOVE BORDER RESTRICTION

Leaders from the state of Arizona sent a [letter](#) to President Biden, Secretary of Homeland Security Alejandro Mayorkas and the Arizona Congressional Delegation urging them to remove the border restrictions between Mexico and the U.S.

## ARIZONA RESTAURANT WEEK



### SPRING ARIZONA RESTAURANT WEEK CONTINUES

Support local restaurants and their employees during Arizona Restaurant Week. Dine-in OR Take Out through May 30th. With over [141 participating restaurants](#) (and more being added daily!), you can enjoy date night at home, or a meal out with friends. It's Restaurant Week done your way!

## ARIZONA GOVERNOR'S CONFERENCE ON TOURISM



### REGISTER TODAY FOR 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

[Subscribe](#) to our email list.

# 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 follow [@CSTravelTourism](#) on Twitter.

---

## 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](#).

## MEMBER DISCOUNT





**INDIVIDUAL & FAMILY  
HEALTH INSURANCE**

**Part-Time & Full-Time Individuals  
Get Access to Affordable Health Insurance  
for You and Your Family**

The U.S. Government has extended the enrollment window for individuals and families to obtain health insurance.

- Your policy is **not tied to your employer** and can follow you wherever you go.
- Speak to a licensed agent to find the right option for your needs and **enroll you while you wait.**
- Receive quotes from **multiple insurance companies** for medical, dental, vision, life, disability and Medicare coverage.
- Learn if you qualify for increased federal **financial assistance.**
- **Non-English** translation assistance available.

**To learn more, contact  
844-688-9712 or  
<https://www.hospitality-health.com/AZLTA>.**

ARIZONA  
LODGING  
TOURISM  
ASSOCIATION

## 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](#)
- [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](#)
- [Updated Guidance from CDC](#)

## 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.

[Subscribe](#) to our email list.

EDUCATION & TRAININGS

COVID-19 RESOURCES CENTER

ARIZONA MEANS BUSINESS

---

**YOUR INDUSTRY. YOUR VOICE.**

JOIN TODAY!



Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

1240 E. Missouri Avenue  
Phoenix, AZ | 85014 United States

This email was sent to .

*To continue receiving our emails, add us to your address book.*

**emma**®

---

[Subscribe](#) to our email list.