

MAY 6, 2021



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Dear Members,

We are in the midst of National Travel and Tourism Week, where hospitality associations and leaders promote the importance of our industry. AzLTA had the pleasure of hosting U.S. Senator Kyrsten Sinema for a roundtable discussion with local leaders about the current state of the industry, labor shortages and the importance of the [Save Hotel Jobs Act](#).

A [recent study](#) published by the American Hotel and Lodging Association highlights the ongoing devastating impact of COVID-19 on hotel industry employment, including projected hotel job loss through the end of 2021. Without targeted relief from Congress, nationwide, hotels are expected to end 2021 down 500,000 jobs. Hotels are the only major hospitality and leisure segment yet to receive direct aid.

The recent uptick in leisure travel for spring and summer is encouraging for hotels, yet business travel is down 85% and is not expected to begin its slow return until the second half of this year. Full recovery is not expected until 2024.

I urge each of you to click on the action alert below and ask members of our delegation to support the Save Hotel Jobs Act.

Sincerely,

[Subscribe](#) to our email list.

Kim Grace Sabow

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President & CEO

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

IN THE NEWS



Arizona Tourism Needs to Reboot Marketing Campaign, Economist Says

POWER OF TRAVEL



NATIONAL TRAVEL & TOURISM WEEK

Happy NTTW 2021! Across the industry, we are celebrating the **Power of Travel** and its role in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

Overall, the vast social media presence has already totaled 100 million impressions and reached more than 55 million accounts in only three days per the U.S. Travel Association.

From all of us at the Arizona Lodging & Tourism Association, we are excited to join hundreds of destinations, travel brands and organizations across the state and country to recognize the #PowerofTravel by helping promote and attract visitors as the travel industry rebounds and recovers.

Can you still participate? Yes! Sample media resources, social media copy and graphics are available, along with several other resources in the NTTW [toolkit](#).



FEDERAL UPDATE

COALITION URGES PRESIDENT TO SUPPORT WORKPLACE TAX CREDIT

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Stand in support of ISSA-The Worldwide Cleaning Industry Association's Healthy & Safe Workplace Tax Credit, which allows businesses to cover the cost of solutions to protect their workforces & customers.

Joined by more than 50 associations, the group is urging President Joe Biden to include the bipartisan "Healthy Workplaces Tax Credit Act" ([S. 4214](#) and [H.R. 7615](#)) in the next federal legislative package to protect the safety of workers, customers, and the public.

Sponsored by Senator's Kyrsten Sinema (AZ) and Rob Portman (OH) in the Senate, and Representative's Tom Rice (SC), Stephanie Murphy (FL), Darin LaHood (IL), and Jimmy Panetta (CA) in the House, this bipartisan legislation would create a targeted and temporary tax credit available to business entities and nonprofits for qualified expenses.

The coalition argues that a healthy workplace tax credit is needed to help businesses uphold cleanliness levels, improve indoor air quality, protect employees, and give the public confidence when visiting facilities. Employers have already spent an average of \$5,208 per employee on various workplace safety practices since the onset of the pandemic.

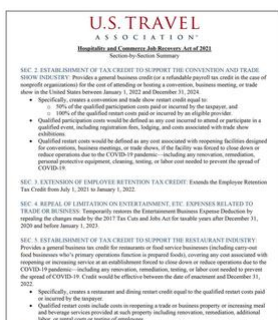
AMERICAN RESCUE PLAN RELIEF RESOURCES

The Small Business Administration (SBA) will be [announcing soon](#) that the funds from the Paycheck Protection Program have exhausted. Lenders were informed this week. A portion of the remaining funds have been set aside for Community Financial Institutes (\$8 million) and to process SBA loans currently in the queue (\$6 million). If you have any questions, please do not hesitate to reach out.



The SBA is now accepting applications for the Restaurant Revitalization Fund (RRF). Find resources and how to apply on SBA's [webpage](#) and reference U.S. Travel's [RRF fact sheet](#) for more information.

Please utilize the latest fact sheets on the Travel Industry Relief Resources [webpage](#) to help ensure you can access the federal support available.



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

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demand. The legislation has the potential to add 1.5 million jobs and \$600 billion in economic output if enacted.

ARIZONA UPDATE



ARIZONA REINSTATES LAW SUPPORTING EMPLOYERS

Last year Arizona issued an [Executive Order](#) that waived the requirement that an individual receiving employment benefits must actively be looking for work in order to receive benefits. On Monday, May 3rd, Governor Doug Ducey reinstated the “work search requirement” when applying for unemployment benefits. This will take effect the week of May 23rd. You can read the Executive Order [here](#).

TASK FORCE MEMBERS NEEDED FOR INDUSTRY GROUPS



AOT is convening interested industry members into task force groups to provide additional guidance to AOT and the industry. AOT recognizes that our industry members are some of our greatest assets and they want to learn from you! AOT staff will be engaged in these task forces and the specific work of each of the groups will be industry-led.

Task Force Groups

- Sustainability
- Diversity, Equity, Inclusion, and Accessibility
- Workforce Development
- Meetings & Conventions

To express your interest in a specific task force, [please fill out the form](#).

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.

Latest Action: Signed by Governor Ducey.

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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 checklist titled "AZSAFE+CLEAN CHECKLIST For AzLTA Members". It features a large map of Arizona in the center with the text "AZSAFE+CLEAN" and "ARIZONA LODGING TOURISM" overlaid. The checklist is divided into two main sections: "GUEST CONSIDERATIONS" and "EMPLOYEE CONSIDERATIONS". Each section contains a list of items with checkboxes. At the bottom, there is a section for "Certification" with fields for "Signature" and "Date", and a note about the checklist being a document that can be used to verify compliance.

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. For additional information on AZSAFE+CLEAN, [visit our website](#).

COVID-19 RESOURCES & UPDATES

CORONAVIRUS (COVID-19) Resource Center

COVID-19 AND VACCINATION GUIDANCE

- [Updated 'Fully Vaccinated' Guidance](#)
- [Vaccination Policy Template](#)
- [Domestic Travel During COVID-19](#)
- [International Travel During COVID-19](#)

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 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.](#)

UPCOMING EVENTS



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.

REGISTER



2021 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

SAVE THE DATE! This August join our strategic partner

[Subscribe](#) to our email list.

[Governor's Conference](#) (GCOT) on Tourism, Aug. 2-4. In-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

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

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!



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