

November 19, 2020



NOVEMBER 19, 2020

Dear Members,

As we approach the Thanksgiving holiday, I want to take a moment to express my appreciation and gratitude for our entire AZLTA family. This year has been challenging for many of us, but even during times of turbulence and uncertainty, our industry has come together to help our community. I am truly inspired by the tireless work and resilience of Arizona's travel and lodging sector.

Thank you to our Board of Directors who have guided us through the unexpected challenges of the past year and supported our efforts to quickly become the go-to resource for the industry as we manage the COVID-19 pandemic.

I would also like to thank the small but mighty AZLTA team for your hard work, dedication and innovation as we adjusted to many changes this year. Thank you for all that you do!

Together, as a unified community, we will get through these challenges and emerge stronger than ever.

May you and your loved ones have a safe and wonderful holiday.

Sincerely,

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ARIZONA UPDATE



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Arizona Department of Health Services released a list of recommendations for Thanksgiving this year to reduce the risk of transmitting COVID19. These include:

- **Celebrate outside** in your yard or at a local park.
- **Minimize the number of guests**, especially those at high risk.
- **Physically distance when you can**. Only touch or hug those in your immediate household.
- **Wear masks** if your gathering includes guests from outside your household.
- **Celebrate together with your quarantine pod**. You can use a tablet and virtual meeting programs to bring family and friends together without exposing one another.
- **Wash your hands** before and after preparing, serving and eating food.
- **Use hand sanitizer**. Get in the gift-giving spirit early and provide your guests with their own travel-size hand sanitizer.
- **Avoid self-serve or buffets**. If sharing food, have one person serve food and use single-use options, like plastic utensils.

AZSAFE+CLEAN

In an effort to establish a unified standard for safety and cleanliness, AzLTA has worked with the [**American Hotel and Lodging Association's 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 our [**AZSAFE + CLEAN Hotel guidance**](#).

AzLTA members who can [**verify that they meet these standards**](#) will be able to display badges (window decal and

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members and guests that they are taking the necessary steps to remain safe and clean. It also will help members continue to improve social responsibility, while at the same time ensuring a clean and inviting environment for their guests and visitors.

If you haven't signed up for the AZSAFE+Clean self-certification, please do so by downloading the [checklist](#) or visiting azlta.com/azsafe.



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U.S. TRAVEL UPDATED FORECAST AND NEW BUSINESS TRAVEL REPORT



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Domestic Leisure Travel: After growing consistently for more than a decade, domestic leisure travel (defined as the number of person-trips) is projected to decline by 24% in 2020 while domestic leisure travel spending is projected to decline by 40%. Domestic leisure travel spending is expected to return to 2019 levels in or around 2024.

Domestic Business Travel: After trailing domestic leisure travel in recent years, domestic business travel (defined as the number of person-trips) is expected to continue underperforming leisure and to decline by 60% in 2020. Domestic business travel *spending* is projected to fall by a similar 55%. Domestic business travel is not expected to fully recover to 2019 levels within the range of this forecast (2024), due to the slow projected recovery in group travel.

International Inbound Travel: Following a slight decline in 2019, international inbound travel is projected to shrink by a staggering 76% in 2020. Travel from Canada and Mexico is projected to fall by 77% and 61%, respectively. Overseas travel is particularly susceptible to the effects of global pandemic with travel from overseas markets projected to drop by 82% in 2020. International travel spending is projected to decline by a similar 77%. International inbound travel (visitations as well as spending) is projected to remain below 2019 levels even in 2024.

Getting Back to Business Travel Report: After a decade

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industry has experienced incomparable damage due to COVID-19 that has led to economic devastation in communities nationwide. Particularly hard-hit industries, including airlines and lodging, are facing challenges never experienced before, despite implementing enhanced health and safety measures and documented data that validates how safe their environments are with these measures in place.



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RECOMMENDATIONS TO ENSURE A SAFE HOLIDAY



COVID-19 Deep Dive:
Vaccines, Rising Cases & Four
Things to Keep Your Family Safe

On this COVID-19 Deep Dive edition of Wick's Weekly, Dr. Richard Migliori and Dr. Ethan Berke talk doctor to doctor, providing an in-depth look at where the virus is moving, which treatments and vaccines are showing the most promise and four important things you can do to keep your family safe this holiday season.


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2020 AZLTA ANNUAL MEMBER MEETING




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MEMBER DISCOUNTS



Exclusive virtual care offering for Arizona Lodging & Tourism Association members



Arizona Lodging & Tourism Association has partnered with Teladoc Health to give your employees and their families safe access to care with unlimited virtual visits for both mental health and medical conditions for just \$7 per month per employee- no insurance required.

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COVID-19 Test

Self-administered comprehensive solution that integrates FDA AUTHORIZED at-home sample collection, lab testing, result-delivery, and patient support.

- ✓ Exclusive negotiated price for hospitality organizations/employers with promo code **HOSPITALITY20**: \$107 per test - includes expedited shipping.
- ✓ **Gentle, non-invasive, and easy to use**- simple instructions allow for sample collection at home
- ✓ Online results **within 48 hours** of test delivery to lab

LetsGetChecked

Reopen with healthy employees and help avoid unnecessary closures. An FDA-authorized at-home COVID-19 test is now available. Our new partner **LetsGetChecked** offers AzLTA members a 20% discount with code **HOSPITALITY20**.

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NEW AZLTA MEMBER BENEFIT

SOURCE 1 PURCHASING

-PURCHASING WITH POWER!

ARIZONA LODGING & TOURISM ASSOCIATION

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while increasing quality and service. Source1 Purchasing makes it simple to collect cashback rebates on items you buy every day, plus cashback to hoteliers on 165,000 items from over 350 manufacturing suppliers, including HD Supply, American Hotel Register, Cintas, Office Depot, S&D Coffee and more.

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IN THE NEWS



Winter visitors are still coming to Arizona, and they could be bringing COVID-19

MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, webinars, information and recommendations from our state and national partners. Daily updates will be shared on [our website](#) so please reference it often and share it with your network.

AZ SAFE + CLEAN CERTIFICATION

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COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

YOUR INDUSTRY. YOUR VOICE.

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