

October 1, 2020



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Dear Members,

Our community lost an incredible friend and leader this week with the passing of Doug Yonko of Hensley Beverage Company. Doug's service to our community and industry was unparalleled and words cannot properly express my deep appreciation of him. Doug had a heart for service and was committed to making our state an incredible place to live.

Doug worked at Hensley Beverage Company for nearly 40 years and served on Hensley's executive committee. Throughout his career, Doug was involved in various community and business organizations including the Phoenix Thunderbird Charities, Arizona Workforce and Innovation Council, Arizona Sports & Tourism Authority, Arizona Finance Authority, Arizona Hispanic Chamber of Commerce, Arizona Chamber of Commerce, Arizona-Mexico Commission, Arizona Lodging & Tourism Association and Beer and Wine Distributors of Arizona.

Personally, Doug was a dear friend and mentor of mine who provided thoughtful counsel. We are all shocked and saddened by this news, and offer our sincere condolences and love to Doug's wife and family.

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- [Remembering Doug Yonko, a 'true champion' of Arizona beer and business](#)
- [Arizona remembers the life and contributions of community leader Doug Yonko](#)
- [Longtime Valley businessman Doug Yonko dies at age 61](#)

Sincerely,

Kim Grace Sabow

Kim Grace Sabow
President & CEO

INDUSTRY FORECAST FORUM 2021



A special thank you to Tori Barnes, Executive Vice President of Public Affairs and Policy for U.S. Travel and Chase Oeser, Sr. Business Development Executive of STR, for joining us this week for our industry forecast forums. The information provided during these forums helps our industry plan and prepare for the upcoming year while we continue to manage the COVID-19 pandemic.

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SAVE THE DATES

A promotional poster for 'Tourism Talk' featuring a man in a suit looking at a tablet, with a city skyline and a highway interchange in the background. The text 'TOURISM TALK' is prominently displayed in white, with a speech bubble icon containing a thumbs up and a location pin. Below it, the subtitle 'A Series of Conversations with Industry Leaders' is written in a smaller font. The Arizona Lodging & Tourism Association logo is also present. The dates 'OCTOBER 14, 2020' and 'OCTOBER 28, 2020' are listed, along with the hashtag '#TourismTalk'. At the bottom, it says 'sponsored by: Young's Market Company' with their logo.

TOURISM TALK
A Series of Conversations with Industry Leaders
ARIZONA
LODGING & TOURISM
ASSOCIATION

OCTOBER 14, 2020
&
OCTOBER 28, 2020
#TourismTalk

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NATIONAL UPDATE



The clock is winding down for Congress to act on COVID-19 relief package before they recess for the General Election. AHLA released a [new survey](#) last week that underscores the devastating results for the hotel industry. Seventy-four percent of hotels would be forced to lay off additional employees and two-thirds of hotels would not make it another six months if Congress fails to pass another COVID stimulus bill.

As a follow up, [here](#) is a breakdown of the state by state data.



STATE BY STATE BREAKDOWN:
Estimated Hotel Closures & Additional Jobs Loss If Congress Doesn't Pass Another COVID Stimulus Bill
(Impact if Congress doesn't extend PPP loans and/or expand Main Street Lending program)

	DIRECT HOTEL JOB LOSS <i>Jobs working directly for hotels</i>			TOTAL HOTEL-RELATED JOB LOSS <i>Direct hotel jobs + jobs supported by hotels</i>			HOTEL CLOSURES <i>Forced foreclosure or closure due to low current/projected demand</i>		
	Total Pre-COVID Hotel Jobs	Jobs Lost Sept. 2020	Potential Jobs Lost w/o Congress Aid	Total pre-COVID Supported jobs	Jobs Lost Sept. 2020	Potential Jobs Lost w/o Congress Aid	Total hotels	Estimated Hotel Foreclosures w/o Congress Aid	Estimated Hotel Closures w/o Congress Aid
NATIONWIDE	2,286,261	(871,065)	(1,600,382)	8,306,612	(1,918,827)	(3,737,975)	57,180	(28,018)	(38,311)
Alabama	20,567	(7,836)	(14,397)	82,164	(18,980)	(36,974)	238	(117)	(159)
Alaska	9,652	(3,677)	(6,756)	33,674	(7,779)	(15,153)	961	(471)	(644)
Arizona	58,220	(22,182)	(40,754)	200,886	(46,405)	(90,399)	1,186	(581)	(795)

Our travel and hospitality industry allies continue to seek immediate action on further relief efforts. To underscore the urgency of our request, AZLTA joined AHLA and the **COVID RELIEF NOW** Coalition in a letter to Members of Congress to reiterate the importance of further relief on jobs and businesses in their states and communities.

The letter, signed by **over 225 public and private sector organizations**, represents small & large businesses, state & local governments across the country. Our message is clear: now is the time to act and Congress must stop political fighting and help save millions of jobs and thousands of businesses.

COVID RELIEF NOW Coalition members include:

- American Hotel & Lodging Association
- Airlines for America
- International Franchise Association
- National Association of Counties
- National Conference of State Legislators
- National Governors Association
- National League of Cities
- National Restaurant Association
- National Retail Federation
- U.S. Conference of Mayors
- U.S. Travel Association

This week is pivotal for COVID relief legislation and we must do everything we can to make sure our voice is heard. The hotel industry could lose over 3.7 million jobs if nothing is done. Congress can prevent this by working together for a solution. We need your help today! Reach out to your members of Congress urging immediate action.

TAKE ACTION NOW (AHLA)

AHLA SAFE STAY GUIDELINES

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With the release of [hotel-specific guidance by the CDC](#), AHLA updated the Safe Stay info-graphic, [“Housekeeping Frequency During a Safe Stay”](#).

The hotel industry is going above and beyond to assure travelers and employees that hotels will be cleaner and safer than ever before. AHLA’s Safe Stay, industry-wide standards enhanced standard of health and safety protocols, have been reviewed by the Centers for Disease Control and Prevention (CDC) and leading health experts.

ARIZONA UPDATE



AZLTA PAC

We need your help! The November election is quickly approaching. AZLTA is actively raising funds to support our tourism advocates at the legislature.

By contributing to the AZLTA PAC, you are helping to elect legislators who support our industry. Every day, lawmakers make decisions on raising or lowering your taxes, enacting or repealing burdensome employer mandates, and promulgating unreasonable regulations. The AZLTA PAC is committed to electing lawmakers who will best represent our objectives –

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lowering taxes, repealing burdensome employer mandates,
and eliminating unreasonable regulations.



DONATE TODAY!

AZSAFE+CLEAN



Are you **AZSAFE + CLEAN Certified?** AzLTA is pleased to offer the AZSAFE+Clean certification that aims to provide hotels and resorts a one-stop-shop for industry standards and guidelines for a safe work environment, and confirm to both

their team members and guests that they are taking the necessary steps to remain safe and clean.

[LEARN MORE](#)

MEMBER DISCOUNTS

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ARIZONA
LODGING
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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.

[LEARN MORE](#)

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

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**.

[LEARN MORE](#)

NEW AZLTA MEMBER BENEFIT

SOURCE 1 PURCHASING -PURCHASING WITH POWER!

LEARN MORE AT WWW.AZLTA.COM

AzLTA is excited to work with Source 1 to help members drastically lower supply and F&B costs, while increasing quality and service. Source1 Purchasing makes it simple to collect cash back rebates on items you buy every day, plus cash back 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.

[LEARN MORE](#)

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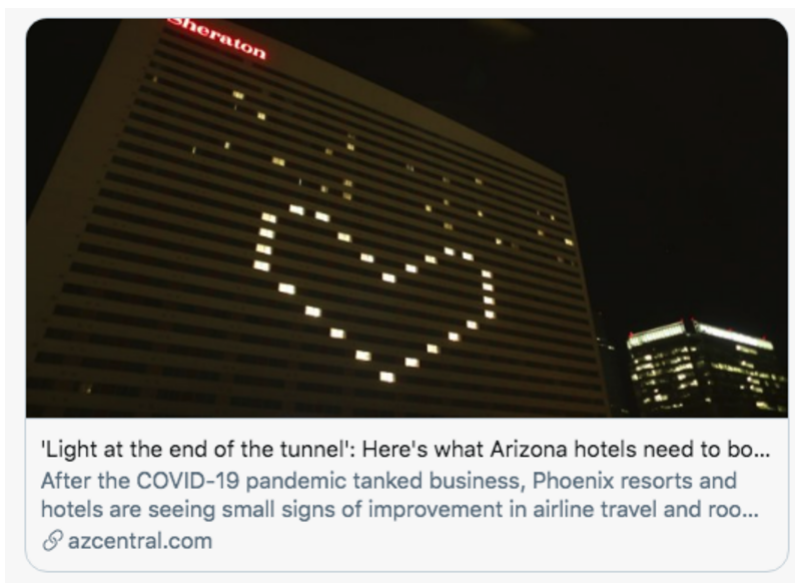
IN THE NEWS



Kim Sabow Honored as AZ Capitol Times Leader of the Year



Tourism experts see hopeful signs in industry hit hard by COVID-19



'Light at the end of the tunnel': Here's what Arizona hotels need to bounce back this fall

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.

REOPENING HOTEL & TRAVEL GUIDELINES

AZ SAFE + CLEAN

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA HOSPITALITY WORKFORCE CONNECTION

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