

October 29, 2020



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Dear Members,

We are only five days away from the November Election and there is a lot at stake for our industry. As we continue to manage the COVID-19 pandemic and the impacts on our industry, it is critical that we elect leaders who recognize the importance of the tourism industry to our state. We must be vigilant in supporting policy initiatives that will help our industry recover as well as strongly oppose efforts that will devastate our economy.

The Arizona Lodging and Tourism Association is a member of the No on Prop 208 coalition due to the catastrophic impact it will have on our already hurting industry. We are strong proponents of public education and have supported many efforts to increase resources to ensure we have a qualified workforce. This can all be done without harming small businesses and making Arizona less competitive economically.

To learn more about Prop 208, visit our [coalition website](#).

Sincerely,

Kim Grace Sabow

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TOURISM TALK WEBINAR SERIES



Thank you to everyone who joined us for our Tourism Talk Webinar series this month. A special thank you to **John Chan**, Director, Phoenix Convention Center & Venues; **Julie Giese**, President, Phoenix Raceway; **Tom Sadler**, President & CEO, Arizona Sports & Tourism Authority; and **Jason Rowley**, President & CEO, Phoenix Suns, for joining “The Future of Group and Business Travel” panel this week and to our sponsor **Republic National Distributing Company | Young’s Market Company**. We look forward to sharing more recovery experiences and perspectives during the next set of webinars.

If you missed any of our webinar series, you can watch them on [Facebook](#) or view previous recordings [here](#). We highly encourage you to share with your networks.

Keep an eye out for future webinar events.



GOLF TOURNAMENT

We are less than two weeks away from the 2020 Doug Yonko Memorial Golf Tournament at the Phoenix Country Club on Monday, November 9th. In addition to naming our annual golf tournament in Doug’s honor, AzLTA is also proud to announce the launch of a new industry scholarship also in his name. Register today!



ARIZONA UPDATE



Updated Industry Research Now Available:

Spending by Arizona visitors reached \$9.3 billion for Jan. - Sept. 2020, which is down \$10 billion (or 52%) so far through the same time period in 2019. Travel spending had started 2020 on another record pace in January and February, before plummeting in March and April due to the

pandemic. It then increased slightly in May and June, but that growth plateaued over the summer. Should this plateau continue, monthly spending losses are expected to grow as Arizona enters the fall transitional tourism season.

For the month, Arizona visitors spent \$752 million in September 2020, down 60% from the \$1.9 billion which would have likely been spent under normal circumstances. That spending supported approximately 87,000 hospitality industry jobs, which is 105,800 fewer jobs (-55%) supported than last September according to the Arizona Office of Tourism's most recent [Monthly Tourism report, which covers September 2020.](#)

Sept. 2020 vs. Sept. 2019

Travel spending: \$752 million, down \$1.1 billion (60%)

Jobs supported by travel spending: 87,000, down 105,800 (55%)

State tax revenue generated by travel spending: \$32.2 million, down \$44 million (58%)

Statewide hotel occupancy: 51.5%, down 20% (13.2 percentage points)

Jan. - Sept. '20 vs. Jan. - Sept. '19

Travel spending: \$9.3 billion, down \$10 billion (52%)

State Tax revenue generated by travel spending: \$389 million, down \$405 million (51%)

Statewide hotel occupancy: 49.9%, down 28% (19.6 percentage points)

Hotel revenue: \$1.7 billion, down \$1.05 billion (38%)

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

NATIONAL UPDATE

With the election just days away, all evidence suggests that the ongoing negotiations between Congress and the administration on a coronavirus recovery package are now over.

We see an opportunity during the lame duck Congressional session to advance travel priorities and are laying the groundwork with our national partners so that we are ready for the outcome of the general election.

Thanks to all of you who have engaged over the last several months —we are so appreciative of your efforts —and we must keep working together. We are planning to hit the ground running post-election and will need you to help us collectively advance industry priorities.



AHLA SAFE STAY GUIDELINES



Safety and cleanliness remain the top concerns for hotel guests and employees. This is why the **Safe Stay** initiative continues to be a leading priority for AHLA and our industry.

AHLA Safe Stay has been endorsed by the **Infectious Diseases Society of America** and the **Association for Linen Management**, which represents the personnel involved in the textile care industry. Additionally, **Dr. Murray Cohen**, who has a distinguished career as a certified industrial hygienist and former infectious diseases epidemiologist with the U.S. Centers for Disease Control

(CDC) and Prevention and World Health Organization (WHO), has also announced his endorsement.

The latest version of the **Safe Stay protocols** includes newly-released CDC guidance on hotel operations including:

- Meetings and events
- Elevator operations
- Food service operations
- Workplace health safety plans

The **Safe Stay guidelines** also feature the **latest CDC recommendations** on daily room cleanings to limit in-person contact: “Guestrooms occupied by the same customer **over multiple**

AZLTA PAC

We need your help! The November election is just days away. 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 – 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
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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](#)



Source1 Purchasing
 NEW AZLTA MEMBER BENEFIT
**SOURCE 1 PURCHASING
 -PURCHASING WITH POWER!**



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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.

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IN THE NEWS



Lorna Romero named one of "2020 Breakdown Breakouts" by Arizona Capitol Times



Tax Raid in Arizona



Importancia del turismo mexicano para Arizona



Pro-tax campaign relies heavily on out-of-state dollars, few in-state donors

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

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COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA HOSPITALITY WORKFORCE CONNECTION

YOUR INDUSTRY. YOUR VOICE.

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