

October 7, 2021



OCTOBER 7, 2021

Dear Members,

The Arizona Lodging & Tourism Association and Arizona Hotel Foundation, a 501c3 non-profit organization, are pleased to announce the 2nd annual Doug Yonko Memorial Golf Tournament on November 15th. The golf tournament serves as our largest fundraiser of the year, supporting our education and workforce development programs as well as advocacy initiatives. Now more than ever, we need a strong, unified industry presence at every level of government as we pursue policies to help our industry recover and thrive. Your generous contributions are critical to our success.

There are many ways to get involved in the 2021 Golf Tournament! Bring your friends and colleagues for a day of fun following the PGA Tour's Charles Schwab Cup Championship at the Phoenix Country Club, sign up as a sponsor, or [donate](#) directly to our scholarship fund.

A portion of the proceeds from the golf tournament also supports the Doug Yonko Memorial Scholarship which is awarded to an individual seeking a career in the travel, tourism, sports and/or hospitality industry. We are still accepting applications for the [Doug Yonko Memorial Scholarship](#). The deadline to submit applications is October 29, 2021.

For sponsorship information and to register to play golf click [here](#). For additional information contact Karin Jimenez, VP of Operations & Industry Relations, at kjimenez@azlta.com.

Thank you for your continued support.

[Subscribe](#) to our email list.

Sincerely,

Kim Grace Sabow

Kim Grace Sabow

President & CEO

DOUG YONKO MEMORIAL GOLF TOURNAMENT



REGISTER NOW

2021 DOUG YONKO SCHOLARSHIP APPLICATIONS DUE BY OCTOBER 29

The AzLTA Arizona Hotel Foundation is still accepting applications from college and university students for the 2021 Doug Yonko Scholarship! The Doug Yonko Scholarship will provide a \$7,500 scholarship to one lodging or tourism-related student every year

[Subscribe](#) to our email list.



Through the Doug Yonko Scholarship and our Foundation, we are investing in Arizona's youth and the future success of the industry. We hope you are able to share this scholarship opportunity with your network as we continue to seek applications. The application deadline is **October 29, 2021**.

To learn more and apply, click [here](#).

AZLTA MOURNS THE PASSING OF BERNIE LEVINE



Over the past 83 years, the Arizona Lodging and Tourism Association has been led by incredible individuals who have been passionate about our statewide hospitality industry. It is with great sadness that we share the passing of former AzLTA chairman Bernie Levine.

Bernie was well-known in the Arizona Hospitality Industry. In 1974, Bernie purchased Quality Inn Desert Sky motel and quickly became involved in the governance of the International Operators Council of Quality International, and served as president from 1981 to 1985.

He served on numerous boards in the Valley and was president of both the Valley Hotel & Resort Association and the Arizona Lodging and Tourism Association. Bernie was appointed by two Governors to the Arizona Tourism Advisory Counsel and was inducted into the Arizona Governor's Tourism Hall of Fame at the 2003 STAR Gala. Bernie loved driving the beautiful State of Arizona and the rich history of Phoenix and many of the small towns.

We are thankful for Bernie's passion and love for Arizona, and for helping make our state an incredible place to live and explore.

IN THE NEWS

SINEMA EXAMINES PANDEMIC RECOVERY FOR ARIZONA'S TOURISM INDUSTRY IN

SENATE HEARING

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FEDERAL UPDATE



SBA TO BEGIN PROCESSING ADDITIONAL EIDL APPLICATIONS

The U.S. Small Business Administration (SBA) will begin processing applications for additional loans of up to \$2 million per property through its Economic Injury Disaster Loan (EIDL) program tomorrow, [October 8](#).

Those who are interested can [apply online](#).

To help alleviate potential issues with additional funds requests, SBA shared the following tips based on different loan scenarios.

- **Application was processed in DCMS 2.0:** If a borrower's application number began with 2000 and did not have Rapid portal access for the original loan, it was processed in DCMS 2.0 and the increase will be as well. If the borrower has not already received their maximum eligible loan amount, they should submit their increase request to CovidEIDLIncreaseRequests@sba.gov.
- **Borrower has received maximum eligible loan amount:** The "request more funds" button will not appear in the EIDL portal for those who have already borrowed the maximum amount for which they are eligible. Borrowers who believe they are eligible for additional funds should review the "How Much Can I Borrow?" question in [SBA's FAQ](#) and may submit an increase request to CovidEIDLIncreaseRequests@sba.gov.
- **The borrower's previous increase request was declined:** The "request more funds" button will not appear in the EIDL portal if the most recent increase request was declined. Borrowers who believe they were declined in error or were declined because they failed to submit information or documents requested by a loan officer should review the [FAQ](#) and apply for reconsideration by emailing PDC.Reconsideration@sba.gov.
- **The borrower has a loan application or increase request in process:** If a borrower currently has a loan application or increase request in process, including in reconsideration, the "request more funds" button will not appear in their EIDL portal. Borrowers should not submit a new request before their current application or increase

duplicate. If borrowers are in the “submitted deal” stage of their current application or increase request, the loan officer working their account will give them the option to receive a larger increase if they are eligible for additional funds. If they are in the “approved” stage or later, they need to wait until their loan or increase has been funded and submit a new increase request at that time using the “request more funds” button in their portal.

SBA has also issued a detailed [Frequently Asked Questions page](#). For additional questions, please contact SBA at 800-659-2955 (TTY: 800-877-8339) or email disastercustomerservice@sba.gov. SBA's Disaster Assistance Customer Service Center is open 8:00 a.m. to 8:00 p.m. ET, seven days a week.

TRAVEL RECOVERY COOLS



In August, travel recovery faltered as COVID-19 cases increased across the country—marking the first setback for travel recovery since January 2021. Auto and air trips slipped from their pandemic-era highs to 84% and 77% of 2019 levels, respectively. Overnight travel also declined as evident in the declining hotel and short-term rental demand.

Concern over the current course of the pandemic has derailed sentiment from its summer peak, with only 30% of travelers expecting the pandemic to improve in the short term and just 57% feeling safe traveling outside their community (compared to 72% in mid-June).

However, the uncertainty felt by travelers due to the spread of the Delta variant has not dissuaded travel planning—still nearly nine in 10 American travelers have trips planned over the next six months. The Conference Board's latest survey also indicates the highest share of Americans planning a vacation since October 2020.

Business travel, which continues to lag in its recovery, appears to be more sensitive to the challenging health environment. According to the latest Global Business Travel Association member poll, while the share of businesses currently traveling rose to 68% in September, intentions to resume travel among businesses not currently traveling plummeted.

While the health crisis continues to cast uncertainty over the near-term travel outlook, widespread vaccine availability and the willingness of travelers to adapt to evolving landscapes offer a promising outlook—and negative impacts on the industry are expected to remain limited. Strong household finances and the announcement of the easing of international travel restrictions are likely to further enable recovery in the travel sector.

- In August, travel spending tallied \$92 billion—compared to \$100 billion in July—and reflected the first monthly drop in spending since January 2021. This is 11% below August 2019 spending levels
- More than half (53%) of American travelers indicated they are changing travel plans due to the pandemic
- Willingness to travel for business has remained strong at 69% in September but has continued to decline from August and July

- Declines in international visitation since the start of the pandemic have resulted in more than \$250 billion in lost export income

[VIEW DASHBOARD](#)



AAHOA RELEASES FULL RESULTS OF THE OXFORD ECONOMIC IMPACT STUDY

Earlier this week, AAHOA unveiled the complete results of the [Oxford Economics Study: AAHOA Ownership & Economic Impact](#). The [webpage](#) features the full national report, state-by-state reports, an interactive map, and more.

To quantify these important impacts, AAHOA engaged Oxford Economics, an international leader in global forecasting and quantitative analysis, to conduct a comprehensive economic impact analysis.

The study analyzed the share of U.S. hotels and rooms owned by AAHOA Members, hotel operations, hotel guest ancillary spending, capital investment, and indirect and induced impacts supported by AAHOA hotels in other parts of the U.S. economy – on both the national and state-by-state levels.



PREPARING FOR INTERNATIONAL TRAVELERS: LOOKING AHEAD TO NOVEMBER 2021

After nearly 19 months of border closures, uncertainty and prolonged economic hardship for our industry, we are eager to welcome international travelers back to the United States in early November. The administration has indicated borders will reopen in “early November” and while U.S. Travel is urging a precise date for reopening, such as November 1, we expect that it will be some time in the first two weeks of November, likely around November 7.

Leaders in our industry are employing innovative tactics to coincide with the target reopening. For example, United Airlines [announced](#) an integration with Apple's Health app. The integration will allow passengers to see what COVID-19 documentation is required for an upcoming trip through their Apple Wallet.

TELL YOUR SENATORS TO SUPPORT RECOVERY FOR THE

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To help accelerate the travel industry's recovery, we need your help to get Congress to take the actions necessary to help bring back business travel. Despite gains in leisure travel this summer, the delta variant continues to threaten our recovery, particularly with regard to business meetings and events.

Business travel remains significantly down from 2019 levels, leading many communities to not only miss out on the direct spending that comes from business travel but also the opportunity to convert business travelers into future leisure travelers.

Please ask your Senator to cosponsor the Hospitality and Commerce Job Recovery Act ([S.477](#)), to provide a refundable tax credit to help support the meetings and event sector. The House version ([H.R. 1346](#)) has more than 100 cosponsors, but now we need Senators to show their support.

TAKE ACTION

SIGN UP TO AzLTA's TOWNHALL: NEXT STOP – MESA



AzLTA Advocacy Townhall series continues in Mesa. These townhalls will provide an opportunity to connect with our hoteliers and hospitality community and get critical local and state updates on our industry.

The next event will be held with our Tourism Member [Visit Mesa](#) on October 21 at [Las Sendas Golf Club](#).

We encourage each of you to attend a tour date in your community and bring a potential member. If you are interested in attending the AzLTA Mesa Townhall, please contact [Alison Brooks](#), if your company or organization would like to host a town hall or sponsor one, please reach out to [Karin Jimenez](#).

INDUSTRY DATA



The [2021 August Airport Passenger Traffic](#) report is now available. For the latest and historical tourism indicator reports, visit the Data and Trends [page](#).

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TAP INTO THE BENEFITS OF MEMBERSHIP



AzLTA Strategic Partner + Allied member Source 1 makes it simple to collect cashback rebates on items you buy every day. Source1 **pays cashback** to hoteliers on 165,000 items from **over 350 manufacturing suppliers**, including HD Supply, American Hotel Register, A-1 Textiles, Cintas, Office Depot, Grainger, S&D Coffee and more!

To learn more about how you can sign up, [click here](#)!

AzLTA Strategic Partner + Allied member United Health Group is the health and wellness partner of the hospitality industry.

With the Hospitality Health program, your part-time and full-time team members can now access affordable personal health insurance. The Affordable Care Act/Exchange plans cover pre-existing conditions along with a list of essential health benefits. Through this program, your employees can:

- Speak directly to licensed agents and receive quotes from multiple insurance companies.
- Access any qualifying federal subsidies as part of the enrollment process.
- Immediately enroll in medical, dental, vision, life, disability, and Medicare coverage programs.

Individual & family plans require no employer participation or contribution. Pass this along to any team members who are not eligible for employer-sponsored group health coverage.

To learn more about how you can sign up, click [here](#)!



MEMBER RESOURCES

AzLTA Job Board

Take advantage of AzLTA's [Hospitality Job Board](#) listing platform where members can post job openings for free! To access this free member service, you must have a login to our website (www.azlta.com). If you don't have a login or don't remember your password, contact Ricardo Luna at rluna@azlta.com for assistance. Click [here](#) to view the Hospitality Job Board.

Interested in Becoming an AzLTA Member? Take advantage of FREE membership benefits until January of 2022 and have access to breaking news alerts, weekly newsletters and much more. To learn more, contact membership@azlta.com. Click [here](#) to view the Membership Levels.

AZ SAFE + CLEAN CERTIFICATION

FOUNDATION

JOB BOARD

VISIT ARIZONA INITIATIVE

YOUR INDUSTRY. YOUR VOICE.

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