

October 8, 2020



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Dear Members,

Data released by the Arizona Office of Tourism this week shows **spending down \$9 billion for the first eight months of the year**. The [latest report](#) highlights the visitor spending decline from 2019 to 2020. Arizona visitors spent nearly \$1 billion (or 60%) less in Arizona in August 2020 than they did in August 2019. The \$641 million spent by Arizona travelers in August supported approximately 79,000 hospitality industry jobs, which is 113,000 fewer jobs supported than last August.

The \$8.5 billion spent by Arizona visitors through the first eight months of 2020 is down 51% as compared to the same period in 2019.

This week, there was a complete failure by Congress and the White House to reach an agreement on a COVID-19 relief package. Many small businesses and jobs are at risk. Congress and White House must act now. Our industry needs relief—there is no question. [New data shows that by December, 50% of all travel-supported jobs will be lost—that's 1.3 million jobs](#). In Arizona, we could lose upwards of 100,000 hotel-related jobs if Congress doesn't act.

There is no rebuilding of the U.S. economy and workforce without providing business within our industry the federal support they need.

AZLTA is working with U.S. Travel, AHLA and more than 250 public and private organizations in

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immediate action. Also, please share the "No Recess Without Relief" video on social media.



Your help is even more critical now than ever before. Thank you so much for your continued support.

TAKE ACTION NOW (WRITE)

TAKE ACTION NOW (TWEET)

TAKE ACTION NOW (CALL)

Sincerely,

A handwritten signature in black ink that reads "Kim Grace Sabow".

Kim Grace Sabow
President & CEO

ARIZONA UPDATE



Updated Private Event Guidance: The Arizona Office of Tourism has been working with the Arizona Department of Health Services and Governor Ducey's office on updated guidance for private events.

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This specific **guidance provides recommendations** for private events (those not open to the general public) and is designed to not only provide a roadmap going forward but also to give event and meeting planners full confidence in choosing Arizona. Here's a brief synopsis of the Private Meetings recommendations:

- Keep group sizes small, preferably under 50 people, if possible
- If over 50, implement COVID-19 mitigation strategies including:
 - Maintain at least 6 feet between guests
 - Encourage mask use when not actively eating or drinking
 - Eliminate opportunities and areas to congregate
 - Ensure one-way traffic for entering and leaving the event
 - Eliminate any food or beverages that are self-served and make sure there is appropriate space for guests to physically distance while eating
 - Ensure the event organizers have the attendance roster with contact information in case public health needs to follow up

If you have any questions about the guidance, please email AOT at **recovery@tourism.az.gov**.

TOURISM TALK WEBINAR

A promotional poster for a 'Tourism Talk' webinar. The background is a dark blue gradient with a faint image of a city skyline at night. At the top, the title 'TOURISM TALK' is in large white letters, with a speech bubble icon containing a yellow airplane and a bar chart. Below the title is the subtitle 'A Series of Conversations with Industry Leaders'. In the center, it says 'WEEK 1' and 'ARIZONA LODGING & TOURISM ASSOCIATION'. The main topic is 'How the Tourism Industry has Reimagined the Customer Experience'. To the right of the topic are logos for 'Sponsor REPUBLIC NATIONAL DISTRIBUTING COMPANY' and 'Young's Market Company'. Below the topic, it says 'WEDNESDAY OCTOBER 14 2:00 PM' with a calendar icon. To the right of the date is a 'zoom' logo and the word 'WEBINAR'. Below the date and logo are five headshots of the panelists and moderator, each with their name and title. At the bottom, it says '#TOURISMTALK | WWW.AZLTA.COM/TOURISM-TALK'.

TOURISM TALK
A Series of Conversations with Industry Leaders

WEEK 1
ARIZONA LODGING & TOURISM ASSOCIATION

How the Tourism Industry has Reimagined the Customer Experience

Sponsor
REPUBLIC NATIONAL DISTRIBUTING COMPANY | Young's Market Company

WEDNESDAY
OCTOBER 14
2:00 PM

WEBINAR | zoom

PANELISTS

- Greg Charbeneau**
VP & General Manager,
OdySea Aquarium
- Joseph Hughes**
Managing Director
Global Government Affairs,
American Airlines
- Lawrence Cuculic**
SVP & General Counsel,
Best Western
Hotels & Resorts
- Rob Linde**
General Manager,
Arizona Snowbowl

MODERATOR

- Brent DeRaad**
President & CEO,
Visit Tucson

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REGISTER NOW

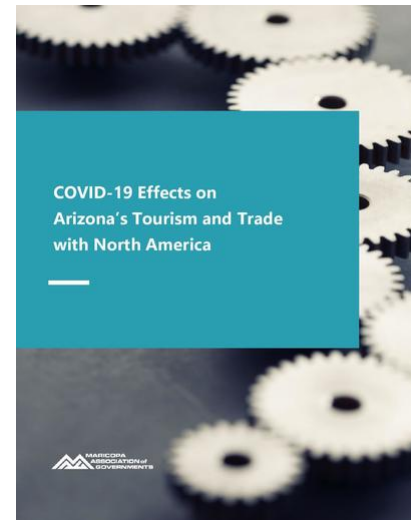
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COVID-19 EFFECTS ON ARIZONA'S TOURISM AND TRADE WITH NORTH AMERICA

The Maricopa County presented a [white paper](#) that examines the impact of the COVID-19 global pandemic on Arizona's tourism and hospitality sector and the state's trade with Mexico and Canada. Specifically, it examines the tourism flows from Mexico and Canada and the implications for Arizona's economy. It also discusses the effects of the disruption in Arizona's global supply chains caused by the pandemic.

Key findings:

- Arizona's hotel/motel sector experienced a devastating 81% drop in year-over-year sales in April, partially recovering to a 33% year-over-year decrease for June and July.
- Passenger counts at Sky Harbor Airport in April 2020 reflected the drop in air travel and were down 92% compared to April 2019.



NATIONAL UPDATE



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.

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.

AHLA ACTION ALERT

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AHLA SAFE STAY GUIDELINES



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.

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



DONATE TODAY!

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

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

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**.

[LEARN MORE](#)



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](#)

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

[YOUR INDUSTRY. YOUR VOICE.](#)

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