

September 10, 2020



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Dear Members,

As Congress returns to Washington D.C. we remain focused on an industry relief package that will help businesses and employees as we continue to manage COVID-19.

Your voice is needed now more than ever. Although we are hopeful the fall will present opportunities for local and regional travel, our industry needs support to recover stronger than ever.

We must make sure the Senate passes this important measure as soon as possible. The bill will go a long way in restoring lost jobs and ensuring the travel industry businesses that have suffered so much these past months can continue to operate and help fuel a nationwide economic recovery.

Please take just two minutes to send an action alert to your senators.

[CLICK HERE](#)

Please do not hesitate to contact our team with questions.

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Kim Grace Sabow

Kim Grace Sabow  
President & CEO

## SAVE THE DATE



INDUSTRY  
FORECAST  
FORUM  
2021

SAVE THE DATE

TUESDAY  
SEPTEMBER  
29  
2020

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## REGISTRATION OPENS MONDAY

## FEDERAL UPDATE

Congress returns to D.C., giving us an opportunity for one last-ditch effort before the election season ramps up to advocate for relief. We have a small window in the next three weeks to get what we need, and our industry needs your help. AHLA will be launching a new grassroots effort to accomplish this goal, which is outlined below.



In the meantime, Senate Republicans will vote today on a revamped “skinny” coronavirus stimulus package, titled “**Delivering Immediate Relief to America's Families, Schools and Small Businesses Act**,” which includes a number of our priorities such as providing \$258

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protections for businesses open during the pandemic. The \$500 billion proposal is narrowly targeted to focus on key issues supported by the Republican conference.

Democrats in both the House and Senate have announced their opposition to the proposal. The House returns next week and Speaker Nancy Pelosi has indicated that the House will not consider the Senate Republican legislation.

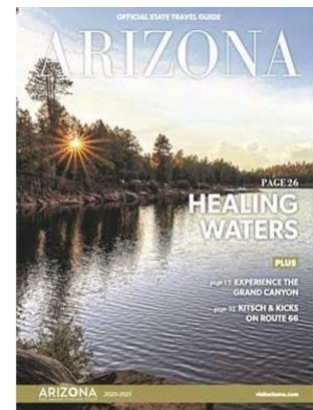
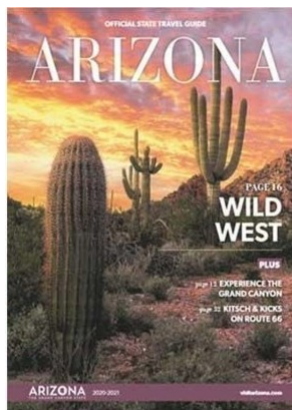
Starting Monday, **AHLA will launch a HotelsAct #SAVEHOTELJOBS campaign** to ensure the hotel industry's top priorities are top of mind for Members of Congress. We need you to act – as often as possible – through calls, letters, and social posts to flood the offices of Members of Congress.

This is one of the last chances we have for real, meaningful legislation before the election.

**It is imperative that they hear from you!**

## STATE UPDATE

The 2020-2021 Arizona Official State travel guide, which is available to [download now](#), invites readers to explore our state through nearly 100 full-color pages of amazing scenes, activities, adventures, itineraries and much more. It mixes the practical information of a guide with magazine-style features such as Magical Moments In Nature, Insta-Worthy Eats, and Unique Retreats. And with so many people heading outdoors these days, our First-Timer's Itinerary for the Grand Canyon and Adventures in Arizona's State Parks features are sure to be popular this year.



**AZLTA PAC - WE NEED YOUR HELP**

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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!**

## AZ HEROES STUDY



COVID-19 has significantly impacted business operations across the state. As many businesses continue in person services and public interactions, it is important to monitor how COVID-19 is impacting your company and employees.

Business owners are encouraged to inform their employees about the opportunity to join the AZ-HEROES research project at the University of Arizona sponsored by Centers for Disease Control and Prevention (CDC).

As a participant, your employees will be enrolled in the study for one year, during which they will test themselves on a weekly basis for the virus that causes COVID-19. This weekly test, at no cost, will provide peace of mind for employees to know if they have contracted COVID-19 and help employers assess whether their workplace is susceptible to COVID-19 exposure.

It will also allow employers to know who and how many employees have been exposed to the virus (or if nobody has been exposed) to help make better decisions about precaution measures, staggering work schedules, and work assignments.

For more information, email [AZHeroes@arizona.edu](mailto:AZHeroes@arizona.edu) or visit [azheroes.arizona.edu](http://azheroes.arizona.edu)

LET'S GO THERE CAMPAIGN LAUNCHES

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The [Let's Go There Campaign](#), an initiative that officially launched this week aims to reignite Americans' sense of wanderlust and inspire them to look ahead to—and start planning for—their next trip. We will continue to share the resources and messaging available in the [Let's Go There toolkit](#) and encourage our members to do the same. We want travelers to know that when it's time for them to

go, we'll be ready.

For more information about the Campaign, view the [webinar and slides](#) from earlier this month or reach out to [info@letsgothere.travel](mailto:info@letsgothere.travel).

## AHLA STATE OF THE INDUSTRY



**AHLA State of the Industry:** This week, AHLA published a State of the Hotel Industry Analysis on the economic and human struggle the hotel industry continues to face six months into the COVID-19 pandemic to increase urgency for Congressional action.

Key findings of the [report](#) include:

1. 4 out of 10 hotel employees are still not working.
2. Almost two-thirds (65%) of hotels remain at or below 50 percent occupancy, which is below the threshold at which most hotels can break-even and pay debt.
3. Consumer travel remains at all-time low, with only 33 percent of Americans reporting they have traveled overnight for leisure or vacation since March and just 38 percent saying they are likely to travel by the end of the year.
4. Urban hotels are suffering the most and facing collapse with cripplingly low occupancies of 38 percent, significantly below the national average.
5. COVID-19 has left hotels in major cities across the country struggling to stay in business, resulting in massive job loss and dramatically reducing state and local tax revenue for 2020 and beyond.

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In coordination with the report, AHLA [sent a letter](#) urging Congress to move swiftly to help the

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commercial mortgage backed securities market relief fund, and making structural changes to the Main Street Lending Facility to ensure hotel companies can access the program.

## AHLA RELEASES UPDATED SAFE STAY GUIDELINES



AHLA has released an updated version of the Safe Stay Guidelines, an industry-wide, enhanced set of health and safety protocols designed to provide a safe and clean environment for all hotel guests and employees. The health and safety of our guests and employees remains the top priority for our industry. In keeping with this commitment, the evolving **AHLA Safe Stay Guidelines** remain an important tool in supporting our industry.

**The updated Safe Stay Guidelines include the following:**

1. Information on face coverings requirement in all indoor public spaces
2. Updated overview on events and meetings protocols
3. Member resource information on collateral available on the [Safe Stay website](#)

In addition, [COVID-19 Precautions for Hotels](#) is an online course developed in partnership with the [American Hotel & Lodging Educational Institute \(AHLEI\)](#). For those who have not yet adopted this tool, we encourage you to take advantage of this opportunity to properly train hotel staff on the enhanced safety and cleanliness guidelines.

Utilizing these best practices, including requiring face coverings and practicing social distancing in public spaces, will create an even safer environment for all our guests and employees.

## 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.




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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



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](#)



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**-PURCHASING WITH POWER!**



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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

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