

September 17, 2020



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Dear Members,

We are less than two weeks from our annual Industry Forecast Forums! The three virtual regional forecast forums will focus on the trends shaping Arizona's future, what markets are recovering, customer segments that are coming back, and what Arizona's hospitality industry can expect in the year to come.

U.S. Travel Association will provide a Capitol Hill update, latest travel spending, and visitation trends while STR will cover regional, state, and national hospitality performance analyses, forecasting, and the impact of COVID-19.

Register for one, two, or all three of the hospitality industry's premiere forecast events. Don't miss out! Registration information is below.

Sincerely,

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

Kim Grace Sabow
President & CEO

INDUSTRY FORECAST FORUM 2021

A promotional graphic for the Industry Forecast 2021 event. The background is dark blue with a close-up of hands holding a glowing sphere. The text 'INDUSTRY FORECAST 2021' is prominently displayed in the center. To the left, a white box contains the date 'TUESDAY SEPTEMBER 29 2020'. Below this, it says 'VIRTUAL EVENTS' with a Zoom logo. To the right of the date, a paragraph describes the event: 'Join us for the AZLTA Industry Forecast featuring a Capitol Hill update from the U.S. Travel Association and an overview of the current state of the hospitality market from STR. Learn about travel spending across the U.S., the economic impact of coronavirus on the hotel industry, regional hotel market performance and forecasting.' Below this paragraph are three time slots: '9:00AM Forecast Southern Arizona', '11:00AM Forecast Phoenix/Scottsdale', and '1:00PM Forecast Northern Arizona * & Lake Havasu'. At the bottom, the website 'WWW.AZLTA.COM' and hashtag '#INDUSTRYFORECAST21' are listed. On the far right, under the heading 'Presented by AZLTA ARIZONA LODGING TOURISM ASSOCIATION', there are two presenter portraits: 'Tori Barnes, Executive Vice President, Public Affairs and Policy, US Travel Association' and 'Chase Oeser, Senior Business Development Executive, STR'.

NATIONAL UPDATE



The latest coronavirus relief proposal failed to pass the Senate. It is critical that we continue to push for congressional relief to protect small travel industry businesses and workers.

If DMOs are unable to sustain their businesses and workforce, they risk going out of business entirely.

This could equate to a nationwide loss of \$49 billion in visitor spending and a total economic loss of \$111 billion per year, while also **resulting in a loss of more than 500,000 jobs.**

While there is an urgent need for a larger package to provide relief, protection, and stimulus to all sectors of the travel industry, it is crucial that Congress immediately passes a small business relief package that extends and expands the Paycheck Protection Program (PPP) to include destination marketing organizations and allows for a second draw on PPP funds.

U.S. TRAVEL ACTION ALERT

[Subscribe](#) to our email list.

Please take just two minutes to send an action alert to your members of Congress urging them to pass a deal that protects vulnerable small travel industry businesses and workers.

PHOENIX RACEWAY TO HOST LIMITED FANS FOR NASCAR

As NASCAR returns to the Valley of the Sun for NASCAR Championship Weekend, November 6-8, Phoenix Raceway will host a limited, reduced number of fans throughout the three-day event. The limited number of fans permitted each of the three days is in accordance with guidance and approvals from local officials pursuant to Executive Order 2020-43 and enhanced safety protocols and procedures to provide a safe experience.



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AHLA RELEASES UPDATED 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.

LET'S GO THERE CAMPAIGN LAUNCHES

The [Let's Go There Coalition](#) is an industry-wide recovery campaign to reignite Americans' sense of wanderlust and inspire them to look ahead to—and start planning for—their next trip. Resources are currently available on the website



[Subscribe](#) to our email list.

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

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 or visit azheroes.arizona.edu

AZLTA PAC - WE NEED YOUR HELP

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.



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MEMBER DISCOUNTS

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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.

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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](#)



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



The Arizona Tourism Industry Has Lost Billions During The Pandemic
The Arizona Tourism industry has been hit hard by the pandemic. Even as weather begins to cool in the state, group travel...
kjzz.org

[The Arizona Tourism Industry Has Lost Billions During The Pandemic](#)

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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