

September 2, 2021



SEPTEMBER 2, 2021

Dear Members,

As the AzLTA team continues to travel across the state meeting with community leaders through local town halls and our industry forecast events, it is evident now more than ever how important the visitor economy is to our state. Our industry is the lifeblood of our state's economy bringing a positive economic impact to each of Arizona's 15 counties. This week, I had the opportunity to discuss the importance of tourism and the current state of the industry at the Annual League of Cities and Towns Conference on a panel entitled: Tourism Recovery in a Post-COVID World. Many cities and towns across Arizona are top tourism destinations nationally and internationally, and as a unified industry we are working to come back stronger than ever post-pandemic.

Later this month, we will be hosting our **Northern Arizona Industry Forecast** event on September 23rd at the Enchantment Resort & Spa. We have also extended our membership town hall series **Tourism: The Cornerstone of Arizona's Recovery**, adding new dates and locations across the state. These town halls provide an opportunity to connect with our hospitality community and get critical local and state updates about our industry.

Registration information for these events is included below. We encourage each of you to attend a tour date in your community and bring local leaders that should be part of these conversations.

I hope you have a safe Labor Day Weekend.

[Subscribe](#) to our email list.

Kim Grace Sabow

Kim Grace Sabow

President & CEO

INDUSTRY FORECAST EVENTS

INDUSTRY
FORECAST
2021

Northern Arizona Forecast
THURSDAY SEPTEMBER 23
5:00 PM
Enchantment Resort
Sedona Arizona

Sponsored by:

ENCHANTMENT RESORT
SEDONA CHAMBER OF COMMERCE & TOURISM BUREAU
Presented by AzLTA ARIZONA LODGING & TOURISM ASSOCIATION

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UPCOMING ADVOCACY TOWN HALLS

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town hall series called ***Tourism: The Cornerstone of Arizona's Recovery***.

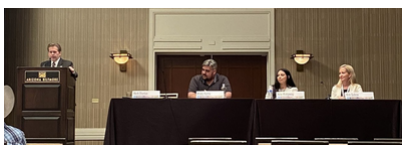
This statewide tour focuses on the current state of the industry and the importance of tourism to Arizona's economy and economic development strategy. We kicked off the tour in June with the Biltmore Area Partnership and Visit Yuma. Our townhall series is open to both member and non-members and are excited to share the new dates added. AzLTA will be visiting several cities this month including **Lake Havasu, Page, Sedona, Marana/Tucson, Nogales and Mesa** in October.

The AzLTA tour provides a dynamic opportunity to connect with our hospitality community and get critical local and state updates on our industry. Each event is hosted with our DMO and chamber partners.

Now more than ever, we need a unified, statewide voice to educate local and state leaders about the importance of our industry as a cornerstone of Arizona's economy. The more voices, the bigger the impact we can have on policy issues on the local, state and federal level.

We encourage each of you to attend a tour date in your community and bring a potential member to attend. If your company or organization would like to host a town hall, please reach out to Karin Jimenez at kjimenez@azlta.com for more details. We hope to see you and your team at one of our town halls!

AzLTA ACTIVITIES



2021 LEAGUE ANNUAL CONFERENCE: TOURISM RECOVERY IN A POST- COVID WORLD

Tourism is a huge economic driver in Arizona, with our spectacular cities and towns as top tourism destinations nationally and internationally. AzLTA President and CEO Kim Sabow joined the panel to discuss how the industry is working to come back stronger than ever post-pandemic, and how the state and local communities can support those efforts.

NEW HOSPITALITY JOB BOARD

MEMBERS CAN NOW POST ON THE

[Subscribe](#) to our email list.



NEW HOSPITALITY JOB BOARD

Take advantage of AzLTA's new [Hospitality Job Board](#) listing platform where members can post job openings for free!

AzLTA will share this online job board through social media and other channels. We are excited to partner with you to help share job opportunities within your organization and companies.

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 our new Hospitality Job Board.

FEATURED JOB POSTINGS

Housekeeping Attendant

SpringHill Suites by Marriott, Prescott - Prescott, AZ



Posted: Aug 23, 2021

Salary: null Hourly
Application Deadline: N/A

Housekeeping Attendant

Residence Inn by Marriott, Prescott - Prescott, AZ



Posted: Aug 23, 2021

Salary: null Hourly
Application Deadline: N/A

ARIZONA UPDATE



UPDATED VISIT ARIZONA INITIATIVE FAQ

#1 Visit Arizona Partnership Program Grant has closed.

Program 2: [Visit Arizona Marketing](#) and Program 3A: [Visit Arizona Outdoor Recreation Revitalization](#) close on October 15. Program 3B: [Visit Arizona Legacy Golf Course Revitalization](#) is a rolling grant.

Questions about the Visit Arizona Initiative? View the updated [Frequently Asked Questions document](#). Please review the document to find answers to most questions regarding the program. Also, you can submit questions to grants@tourism.az.gov.

EDA COMPETITIVE TOURISM GRANTS WEBINAR NEXT WEEK



Through the Travel, Tourism & Outdoor Recreation program, EDA is focused on accelerating the recovery of communities that rely on the travel, tourism and outdoor recreation sectors. The EDA has made \$240 million available through their program for investment in infrastructure, workforce and other projects to support the recovery of the industry and economic resilience of the community.

[Register](#) for the webinar **EDA Travel & Tourism Grants** on Thursday, Sept. 9 at 11 a.m. featuring Arizona's EDA Economic Development Representative Cindi Ptak.

FEDERAL UPDATE



EU REMOVES USA FROM THE LIST OF COUNTRIES FOR WHICH TRAVEL RESTRICTIONS SHOULD BE LIFTED

This week, the European Union (E.U.) [removed](#) the United States from its list of countries for which travel restrictions should be lifted. U.S. Travel's Executive Vice President of Public Affairs and Policy Tori Emerson Barnes issued the following press [statement](#), which received media pickup in both the [U.S. and Europe](#):

"This is a disappointing development following the boost in inbound visitation by vaccinated travelers that many E.U. countries experienced this summer. It's a setback despite the uptake in vaccinations—the tool that's highly effective against the variants—which are on the rise on both sides of the Atlantic.

JOIN AHLA'S GM NETWORK

Sign for AHLA's General Managers Network, a free resource to help GMs stay connected with the latest updates affecting the hotel industry.



[Register](#) to receive updates on key issues impacting your hotel.

U.S. TRAVEL LABOR DAY WEEKEND: TRAVEL AT A

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As Americans look to fit in one final summer getaway, analysts [predict](#) that 43 million Americans will hit the road for Labor Day—only a 10% decrease from 2019. And as summer comes to a close, the percentage of American travelers with travel plans over the next six months remains strong at 88%.

However, U.S. Travel's latest monthly travel data report shows that as concerns over the Delta variant mount and new COVID-19 cases surge, there is a growing risk of eroding the positive travel sentiment. Approximately 35% of American travelers have reported a negative impact to their travel plans. This uncertainty is especially felt with regard to international bookings, which remain stalled.

For additional travel recovery insights, view [U.S. Travel's August Travel Data Report](#).

UPCOMING EVENT

THE LODGING CONFERENCE



The Lodging Conference is less than a month away and the Lodging Conference team looks forward to welcoming attendees to Phoenix! This year's event will be held at the **JW Marriott Phoenix Desert Ridge Resort and Spa** from **September 27-30**. For more information on the Lodging Conference 2021, click [here](#).

IN THE NEWS



[**How does Arizona's economic recovery really look? Unusual markers paint a unique picture**](#)

TAP INTO THE BENEFITS OF MEMBERSHIP

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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 is committed to providing our members with up-to-date resources, [webinars](#), information and recommendations from our state and national partners. Updates will be shared on [our website](#) so please reference it often and share it with your network.

AZ SAFE + CLEAN CERTIFICATION

FOUNDATION

JOB BOARD

VISIT ARIZONA INITIATIVE

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