

September 24, 2020



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Dear Members,

This week, AHLA released the latest [Front Desk Feedback survey results](#), which revealed that our industry is truly engaged in a fight for survival and underscores more than ever we need to **engage and reach out** to Members of Congress now!

With responses from more than 1,000 hotel industry owners, operators, and employees, the results are sobering:

- **68% have less than half** of their typical, pre-crisis staff working full time.
- **More than 2/3 of hotels (67%)** report they will only be able to last six more months at current projected revenue and occupancy levels absent any further relief.
- **Half of hotel owners** said that they are in danger of foreclosure by their commercial real estate debt lenders due to COVID-19.
- Without further governmental assistance, **74% of respondents** said they would be forced into further layoffs.

**We cannot allow this to happen. Congress cannot allow this to happen.**

Tell Congress they must [ACT NOW](#) and pass relief for our industry. There is no time to delay.

**Together we'll make a difference.**

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[Subscribe](#) to our email list.

Sincerely,

*Kim Grace Sabow*

Kim Grace Sabow  
President & CEO

## INDUSTRY FORECAST FORUM 2021



The graphic features a background image of hands holding a glowing sphere. The text 'INDUSTRY FORECAST 2021' is prominently displayed in the center. To the left, a date box indicates 'TUESDAY SEPTEMBER 29 2020'. Below this, it says 'VIRTUAL EVENTS' with a Zoom logo. The central text 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 are three time slots: '9:00AM Forecast Southern Arizona' (with HJ Properties and Visit Tucson logos), '11:00AM Forecast Phoenix/Scottsdale' (with Experience Scottsdale logo), and '1:00PM Forecast Northern Arizona \* & Lake Havasu' (with a Lake Havasu logo). The bottom of the graphic includes the website 'WWW.AZLTA.COM' and the hashtag '#INDUSTRYFORECAST21'. On the right side, there is a section for 'Presenters' featuring two individuals: 'Tori Barnes, Executive Vice President, Public Affairs and Policy, US Travel Association' and 'Chase Oeser, Senior Business Development Executive, STR'.

Presented by AZLTA  
ARIZONA  
LODGING  
TOURISM  
ASSOCIATION

PRESENTERS

Tori Barnes  
Executive Vice President, Public Affairs and  
Policy, US Travel Association

Chase Oeser  
Senior Business Development Executive,  
STR

INDUSTRY  
FORECAST  
2021

TUESDAY  
SEPTEMBER  
29  
2020

VIRTUAL EVENTS  
zoom

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.

9:00AM  
Forecast  
Southern Arizona

11:00AM  
Forecast  
Phoenix/Scottsdale

1:00PM  
Forecast  
Northern Arizona  
\* & Lake Havasu

HJ PROPERTIES Visit Tucson

EXPERIENCE  
SCOTTSDALE

WWW.AZLTA.COM #INDUSTRYFORECAST21

## NATIONAL UPDATE



Congress leaves town in less than two weeks. While some activity is underway to get a deal done, we are competing with many other interests for their attention. This is why it's more important than ever that we continue to make our industry top of mind as they discuss relief legislation this week

We need your help! Please reach out to Congress urging them to take action immediately!

U.S. TRAVEL ACTION ALERT

[Subscribe](#) to our email list.

### AHLA Receives Presidential Award

AHLA and the AHLA Foundation were honored at the White House, receiving the **Pledge to America's Workers Presidential Award** in recognition of their outstanding workforce development efforts, and enhanced education and training opportunities for current and future hotel employees.

The award ceremony marked the second-year anniversary of a pledge AHLA made to develop, educate, and certify 130,000 hotel employees over the next five years. The pledge, which was a part of the President's Pledge to the American Worker, underscores our industry's commitment to our people, our communities, and our country.

**AHLA was among only nine companies and associations out of more than 440 eligible organizations to receive the Presidential Award.**

## LET SCOTTSDALE SURPRISE YOU

This week Experience Scottsdale launched the *Let Scottsdale Surprise You* campaign throughout Arizona via radio and social media advertising. *Let Scottsdale Surprise You*, which runs through Nov. 2, encourages Arizonans to use Experience Scottsdale as a planning tool as they look for ways to safely support the local economy. The campaign **microsite** shares the unexpected joys residents can find in their own backyard, even in the age of social distancing and COVID-19. Hiking trails, golf courses, self-guided public art tours and more are highlighted on the website. And over the next six weeks, Experience Scottsdale will offer weekly contests that give Arizonans the chance to win overnight hotel stays, activities and dinners in Scottsdale.



## 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

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ENHANCED INDUSTRY-WIDE  
HOTEL CLEANING STANDARDS  
in response to COVID-19.

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



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


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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](#)



**Source1 Purchasing**

**NEW AZLTA MEMBER BENEFIT**

**SOURCE 1 PURCHASING**

**-PURCHASING WITH POWER!**

ARIZONA LODGING & TOURISM ASSOCIATION

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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](#)

## IN THE NEWS



[Is Arizona's hotel industry in for a 'historic wave of foreclosures' in COVID-19's wake?](#)

## 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

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[Subscribe](#) to our email list.

AZ REOPENING GUIDANCE

ARIZONA HOSPITALITY WORKFORCE CONNECTION

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YOUR INDUSTRY. YOUR VOICE.

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