

ARIZONA LODGING & TOURISM ASSOCIATION



PHX
PHOENIX SKY HARBOR
INTERNATIONAL AIRPORT

SUPPORTED BY TOURISM MEMBER

ANYONE ENTERING THE AIRPORT
MUST WEAR A
FACE COVERING
AT ALL TIMES.
Effective June 1



[LEARN MORE](#)

May 28, 2020

Dear Members,

Memorial Day weekend was the unofficial kick off to summer and Arizonans—and even some Californians—took advantage of the long weekend to explore the wonders of our great state.

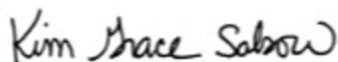
As hotels, resorts, and experiences begin to reopen, our industry is ensuring the health and safety of every guest. That is why AzLTA launched the AZSAFE + CLEAN certification program to build consumer confidence and awareness about the safety and cleanliness of hotels and resorts in response to COVID-19.

The certification is in partnership with the American Hotel and Lodging Association's Safe Stay initiative which builds upon various sanitation best practices and recommendations from national hospitality and public health experts.

This program is an innovative way for the industry to show guests and prospective travelers the hard work being done to keep these properties clean and safe for staff and guests. More information about the program is provided below.

Please do not hesitate to contact our team with questions.

Sincerely,



Kim Grace Sabow
President & CEO

AZ SAFE + CLEAN



The Arizona Lodging and Tourism Association (AzLTA) is pleased to offer the AZSAFE + CLEAN Certification. This certification 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. It also will help AzLTA members continue to improve social responsibility, while at the same time ensuring a clean and inviting environment for their guests and visitors.

AzLTA Members are invited to complete the AZSAFE + CLEAN Checklist to promote their property as AZSAFE + CLEAN Certified and receive promotional benefits:

- Approved use of **AzLTA's Certified AZSAFE + CLEAN Lodging** certification digital sticker for marketing (website and window decals).
- A listing on the AzLTA website with hyperlink that promotes your property as AZSAFE + CLEAN certified
- Driving the brand reputation of your business by showing that it is doing everything that it can to be safe in your community
- Creating new opportunities for your business to boost consumer confidence
- Allowing AzLTA and its associates to let your guests know that you are committed to protecting your employees and guests
- Foster a “sense of place” with guests to make them want to keep returning to your business by showing you are providing a safe and clean business.

Once the checklist is completed and verified, you will be sent an official notice via email of certification that includes your marketing materials.

For more information on AzLTA's AZSAFE + CLEAN Guidance or to verify your membership, please email membership@azlta.com

REDISCOVER ARIZONA



The Arizona Office of Tourism recently launched the “Rediscover Arizona” campaign to promote in state travel. The multi-channel campaign will start by focusing locally, encouraging Arizona residents to safely explore all the great things to see and experience in our own backyard.

“Rediscover Arizona” is designed to expand to regional drive markets. To learn more, visit: [Rediscover Arizona.](#)

FEDERAL UPDATE



Protecting Business Owners

[AzLTA joined the business community on a letter](#) led by the U.S. Chamber to seek temporary and targeted liability relief related to COVID-19 exposure as the next federal legislative package is developed.

The letter highlights needed protection in four areas:

1. businesses, non-profit organizations, and educational institutions that work to follow applicable public health guidelines against COVID-19 exposure claims;
2. healthcare workers and facilities providing critical COVID-19-related care;
3. makers, donors, distributors, and users of certain personal protective equipment (PPE) critical to the COVID-19 response; and

4. public companies targeted by unfair and opportunistic COVID-19-related securities lawsuits.

Paycheck Protection Flexibility Act

Today, the U.S. House of Representatives overwhelmingly passed the Paycheck Protection Flexibility Act.

This bipartisan legislation would enhance the PPP with several hotel industry priorities, including:

- Allowing forgiveness for expenses beyond the eight-week period
- Striking the restrictive 75%/25% rule on loan proceeds
- Expanding the loan term past two years
- Ensuring full access to payroll tax deferment for businesses that take PPP loan
- Extending the June 30 rehiring deadline

Federal Per Diem Rate Freeze

H.R. 6995, bipartisan legislation introduced by Representatives Bill Posey (R-FL) and Charlie Crist (D-FL) preserves federal per diem-reimbursements rates from being set below a certain level. The legislation is critical to ensuring that rates reflect the current economic conditions while supporting government travel, an important driver of hotel business.

Pandemic Risk Insurance Act of 2020

Rep. Carolyn Maloney, Chairwoman of Oversight and Government Reform, has introduced [**H.R. 7011**](#), the Pandemic Risk Insurance Act of 2020 (PRIA). This legislation would create the [**Pandemic Risk Reinsurance Program**](#), a system of shared public and private compensation for business interruption losses resulting from future pandemics or public health emergencies. Like the Terrorism Risk Insurance Act (TRIA), the federal government would serve as a backstop to maintain marketplace stability and share the burden alongside private industry. It provides for the following:

- Requires insurance companies to offer business interruption insurance policies that cover pandemics, and
- Creates a Pandemic Risk Reinsurance Program to cover losses and protect our economy in anticipation of a resurgence of COVID-19 and future pandemics

This legislation is a priority for our national partner AHLA and an important step in Congress's prevention efforts against economic losses from future pandemics.

ARIZONA UPDATE



The Arizona Senate reconvened briefly this week to formally adjourn Sine Die without taking action on any bills. We anticipate a special session in the coming weeks to work on COVID-19 related bills. AzLTA will continue to advocate for Tourism Marketing Authorities as it is a critical recovery tool for our industry.

COVID-19 WORKFORCE SUPPORT

The leisure and hospitality sector lost nearly 7.7 million jobs in April alone, accounting for more job losses than construction, manufacturing, retail, education, and health services combined. Yet, hotel employers and foundations have rallied to support employees.

AHLA has compiled a [comprehensive overview](#) of the steps our industry has taken to support workers during this difficult time.

INDUSTRY BEST PRACTICES SURVEY



As businesses throughout our industry begin to reopen, the Arizona Lodging & Tourism

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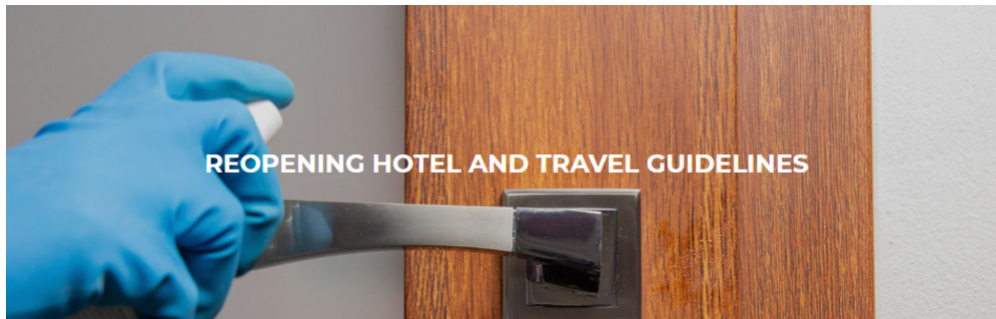
business.

AzLTA has created a best-practices, member-to-member, resource page where YOUR new ideas might help fellow members stay in business. Please consider filling out the survey and sharing “best practices” that you have implemented at your property– it is crucial to have an open forum in these trying times and pass along helpful information to community members, consumers and lawmakers on the steps you’ve taken to ensure safety and health measures are being implemented at your property and highlight all of the great work being done so we can help boost consumer confidence.

Take a few minutes to complete our Industry Survey. All submissions will be featured on a special section of AzLTA’s website for the purpose of providing members and the public with information on Best Practices and Reopening properties.

TAKE INDUSTRY SURVEY

SAFETY GUIDELINES



As businesses continue to reopen across the state, be sure to check the latest safety guidelines from the State of Arizona:

- [Reopening guidance for Dine in Restaurants](#)
- [Reopening guidance for Pools](#)
- [Reopening guidance for Gyms and Fitness Centers](#)
- [Reopening guidance for Spas](#)

The Governor recommends businesses develop and implement appropriate policies, in accordance with federal, state and local guidance, and informed by industry best practices, regarding:

- Social distancing and protective equipment
- Temperature checks
- Testing, isolating and contact tracing
- Sanitation
- Use and disinfection of common and high-traffic areas
- Business travel

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- Do not allow symptomatic people to physically return to work until cleared by a medical provider

HOTELS TOGETHER



Hotels Together is an online coalition put together for hotel owners, by hotel owners. The objective is to help hotels owners strive to obtain meaningful relief from lenders & legislators.

Join the effort today: <https://www.hotelstogether.org>

SAFE STAY INITIATIVE



AHLA "Safe Stay" Initiative

"Safe Stay" is focused on enhanced hotel cleaning practices, social interactions, and workplace protocols to meet the new health and safety challenges and expectations presented by COVID-19.

The standards of Safe Stay were developed under the guidance of an Advisory Council, comprised of industry leaders representing all segments of the hotel industry, and in conjunction with public health experts to advance best practices for protecting against the coronavirus.

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TRAVEL IN THE NEW NORMAL



U.S. Travel: Travel in the New Normal

U.S. Travel developed industry-wide health and safety guidance to ensure a consistent approach to safety that travelers can expect through all touchpoints in their journey, in the era of this new normal. This document follows an intense, collaborative effort between U.S. Travel, member organizations, other industry associations and medical experts to derive the guidance that all sectors of the travel industry can apply and each vertical segment can expand upon as necessary.

[VIEW U.S. TRAVEL GUIDANCE](#)

HOSPITALITY FOR HOPE



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able to connect health care facilities and hotels across the state.

The outpouring of support from Arizona hotels and resorts has been incredible and our team is communicating with state leaders and health care organizations about the options available.

[Arizona Hotels interested in joining Hospitality for Hope can volunteer HERE.](#)

#THANKFULTHURSDAY



**STRATEGIC
COMMUNICATIONS**

A special #ThankfulThursday goes out to our ongoing valued Strategic Platinum Partner OH Strategic Communications, an incredible group of creative & strategic brilliance. We are so grateful for our amazing partnership and we thank you for your support!

IN THE NEWS



Arizona tourism group launches health certification program
The Arizona Lodging and Tourism Association has launched the
AZSAFE + CLEAN Certification program in an effort to build consume...
yourvalley.net

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Arizona Tourism Group Launches Health Certification Program

LOCAL NEWS

Arizona Lodging and Tourism Association launches new certification for state hotels during COVID-19



Arizona Lodging and Tourism Association launches new certification for state hotels during COVID-19

Arizona Lodging and Tourism Association Launches New Certification For State Hotels During COVID-19

How Arizona Hotels And Resorts Can Be Certified 'Safe And Clean'

By [Christina Estes](#)

Published: Thursday, May 28, 2020 - 3:00pm

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How Arizona Hotels And Resorts Can Be Certified 'Safe And Clean'

STRATEGIC PARTNERS

DIAMOND PARTNER



PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNER



BRONZE PARTNER



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 our website so please reference it often and share it with your network.

Arizona Reopening

[Subscribe](#) to our email list.

COVID-19 Resources

Hotel Safe Stay Guidance

U.S. Travel Guidance

Arizona Together

Arizona Hospitality Workforce Connection

YOUR INDUSTRY. YOUR VOICE.

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