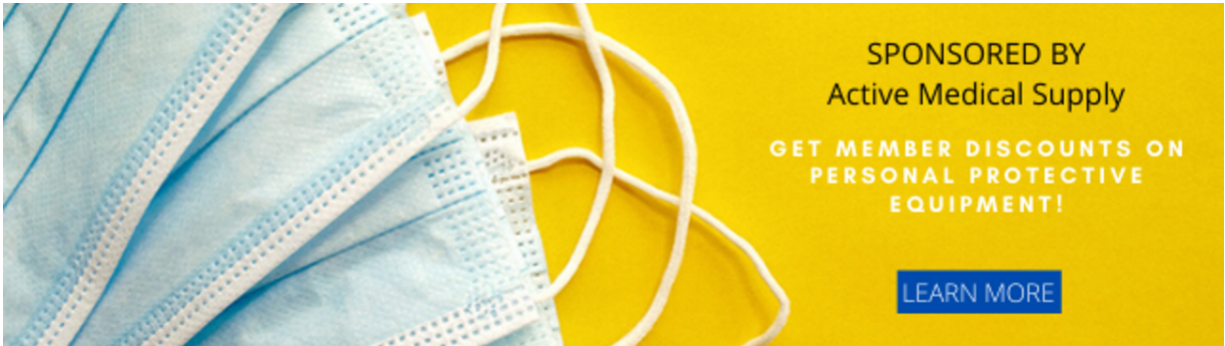


ARIZONA LODGING & TOURISM ASSOCIATION



June 11, 2020

Dear Members,

As we enter the summer months of the great state of Arizona, AzLTA is working with partner organizations and local media to encourage Arizonans to explore the state. Many hotels, restaurants, and attractions across Arizona have started to reopen following the guidance from state health experts.

AzLTA will be featured in Cox Media's Creative Living Show to highlight our AZSAFE + CLEAN program and promote in-state travel. If your company has any promotional deals or marketing campaigns, please send them to our team so we can help promote on social media.

As always, please do not hesitate to contact our team with any 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

FEDERAL UPDATE



With the **Paycheck Protection Program (PPP) Flexibility Act** signed into law by President Trump, the Small Business Administration (SBA) and Department of Treasury **released** updated

[Subscribe](#) to our email list.

SBA Administrator Jovita Carranza and U.S. Treasury Secretary Steven Mnuchin [issued a statement](#) committing to issuing prompt rules and guidance, a modified borrower application form, and a modified loan forgiveness application implementing the legislative amendments to the PPP. AHLA will continue to work with the SBA and Treasury to ensure forthcoming guidance addresses the complex business structures in the lodging industry.

AHLA surveyed nearly 300 members on the topic of debt issues and forbearance related to the COVID-19 crisis. The [survey findings](#) showed that, while many borrowers received initial assistance from lenders, that forbearance period is running out quickly. It additionally demonstrated the clear need for relief in the CMBS market. AHLA is actively sharing this data with key Members of Congress and the media to ensure this concerning issue stays front and center. All available Front Desk Feedback survey findings can be found at [AHLA.com](https://www.ahla.com).

FREE TRAINING AND EDUCATION COURSES



AzLTA is excited to partner and work with Maricopa Corporate College to offer free training and education courses for eligible hospitality workers affected by the COVID-19 crisis. These resources are available to employees who have lost their jobs, had their hours reduced, or simply wish to continue learning while in their current role. Now you can access complimentary online training.

[LEARN MORE](#)

AHLA SERIES SPOTLIGHTING LUMINARIES



AHLA is launching a thought leadership series highlighting the nation's top business and political leaders. This will be an on-going speaker series tackling critical issues that are front and center for the hospitality industry. The first session on June 25th features a conversation with The Honorable Larry Hogan, Governor of Maryland and Chair, National Governors Association and Arne Sorenson, President and CEO, Marriott International. Themes for this important discussion include:

- Leadership in a time of crisis
- Reopening and recovery
- Changes to the guest experience
- The state of the economy

**Registration is limited.
Secure your spot today!**

Thursday, June 25 | 11:00 AM

REGISTER NOW

SPREAD YOUR WINGS



[Subscribe](#) to our email list.

To welcome people back to the urban heart of Arizona, Downtown Phoenix Inc. is encouraging healthy social practices and incentivizing spending at local businesses through a new campaign called Spread Your Wings. You've likely seen the Phoenix-themed Bird logo sported throughout the Valley. And now, you can have your own DTPHX merch through the Spread Your Wings 'Buy & Fly' program.

Here's how it works:

- Spend \$25 to \$49.99 at a qualifying downtown business to receive a DTPHX tote bag
- Spend \$50 or more at a qualifying downtown business to receive a DTPHX t-shirt or hat

From now until the end of June, keep your receipts from downtown businesses to submit for a free DTPHX-themed hat, shirt or tote bag. With more than 150 Downtown Phoenix businesses to choose from, you can get your own DTPHX Bird merch by ordering dinner from your favorite restaurant, shopping at the Downtown Phoenix Farmer's Market or even going to the chiropractor.

Full program details and an FAQ can be found at dtphx.org/wings.

MEMBER DISCOUNTS



COX Media Summer Staycations Campaign

In an effort to help boost local travel, Cox Media is offering discounted rates on summer staycation marketing campaigns for AzLTA members. Items include television commercials, social media and digital promotion. [For more information, view the rate card.](#)



[Subscribe](#) to our email list.

Special Offers & Member Discounts on Personal Protective Equipment (PPE)

Don't miss out on this special offer to purchase PPE supplies for your business or property with Active Medical Supply who is offering special discounts on PPE to our members. Active Medical Supply is a credentialed medical goods supply division of an existing federally-registered pharmacy. They have large quantities of PPE available for immediate shipment to your property and business, and can deliver masks, gloves, sanitizers, and other PPE in a matter of days. Standard shipment is two days, but overnight shipments can be coordinated for a fee.

[LEARN MORE](#)

SAFE ACTION PROJECT



The SAFE Action Project certification program is now completely available online in either a FREE, short 30-minute program or staff can receive training via Zoom sessions. These training sessions are offered in both English and Spanish.

The SAFE Action Project is an Arizona-based, collaborative effort to train tourism industry professionals at all levels to identify, report and prevent human trafficking. The SAFE Action Project is a program funded and operated by Arizona Anti-Trafficking Network (AATN) and has partnered with the Arizona Attorney General's Office and Homeland Security Investigations – Phoenix.

Through specialized training, the SAFE Action Project equips the tourism industry and travelers with the knowledge and skills about human trafficking in Arizona that is tailored to their specific profession. Everyone has a role to play in combatting this horrific crime.

To learn more about the SAFE Action Project, [click here](#).

To learn more about the how to complete the SAFE Action Project online training, [click here](#).

INDUSTRY BEST PRACTICES SURVEY



As businesses throughout our industry begin to reopen, the Arizona Lodging & Tourism Association is committed to providing you with the resources you need to safely get back to business.

AzLTA has created a best-practices, member-to-member, resource page where YOUR new ideas might help fellow members stay in business.

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

SAFE STAY INITIATIVE



AHLA "Safe Stay" Initiative

AHLA updated the [Safe Stay Guidelines](#) as reopening efforts continue across the country. The updated guidelines are based on recently released guidance and direct feedback from the Centers for Disease Control and Prevention (CDC), and input from public health and safety experts.

For your reference, the new updates include:

[Subscribe](#) to our email list.

- Updated introduction letter highlighting the broad endorsements from leading hospitality industry organizations and partner state associations
- Updated text of the Guidelines in the following sections:
 - health checks
 - housekeeping protocols
 - single-use items
 - ventilation/water systems
 - hazard assessments

[VIEW ENHANCED SAFE STAY GUIDELINES](#)

#THANKFULTHURSDAY



EXPERIENCE
SCOTTSDALE

Today we're highlighting our SILVER Strategic Partner Experience Scottsdale for their diligence to re-energize AZ's Valley of the Sun. Your sparkle and energy truly make Scottsdale that HOT! Thank you for your partnership and for creating amazing tourism experiences!

STRATEGIC PARTNERS

DIAMOND PARTNER



PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNER



BRONZE PARTNER



IN THE NEWS


Hospitality clawing its way back in Arizona

Activity started germinating late May



Posted Monday, June 8, 2020 1:28 pm

Hospitality Clawing Its Way Back In Arizona

 The Center Square

With an anticipated \$2 billion in visitor spending, Arizona ...

... while many Arizonans were forced to cancel out-of-state summer vacations," Kim Sabow, president and CEO of the Arizona Lodging and Tourism Association, ...

6 days ago



With An Anticipated \$2 Billion In Visitor Spending, Arizona Tourism Officials Promote Staycations

What Could A Socially Distanced Summer Look Like?



Charla Freeland

SHARE



▶ LISTEN



What Could A Socially Distanced Summer Look Like?

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.

Arizona Reopening

AZ SAFE + CLEAN

CARES Act

COVID-19 Resources

Timeshare Cleanliness Guide

Arizona Together

Arizona Hospitality Workforce Connection

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