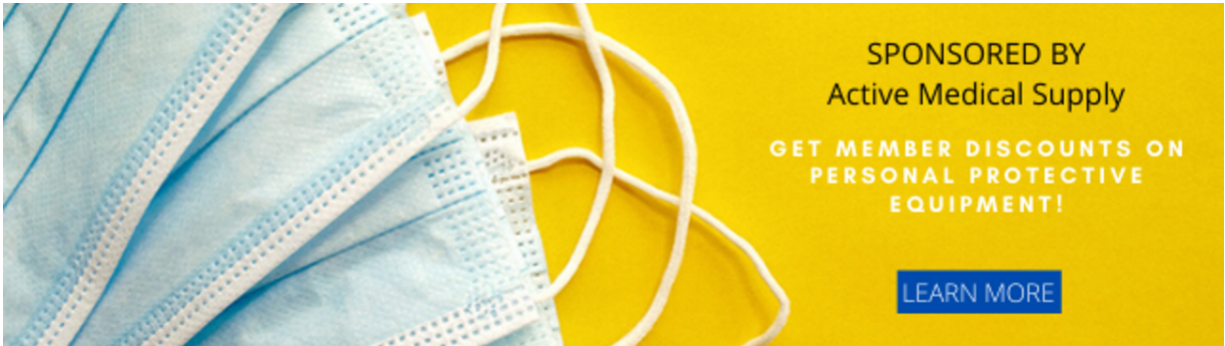


ARIZONA LODGING & TOURISM ASSOCIATION



June 18, 2020

Dear Members,

As COVID-19 cases continue to rise in Arizona, this is a great reminder to our industry to take the proper measures and precautions to reduce the spread of the virus. Given the varying impact of COVID-19 across the state, Governor Ducey is now allowing local governments the ability to **mandate the use and enforcement of cloth face coverings in public**. Many cities and towns have announced their intention to mandate the use of cloth face coverings in public.

In addition, the Arizona Department of Health Services has updated reopening guidance for businesses to include required measures and enforcement mechanisms.

- **Updated business requirements**
- **Updated dine-in restaurant requirements**

We encourage our members to follow the Centers for Disease Control guidelines for personal protection as well as your business.

COVID-19 Health And Safety



Maintain Physical Distancing



Wear A Mask



Wash Your Hands



Stay Home When Sick

In addition, [AZ SAFE + CLEAN](#), [AHLA Safe Stay](#) and [U.S. Travel in the New Norm](#), provide industry standards and guidelines for the lodging and tourism industry. I encourage each of you to review these resources as the COVID-19 pandemic evolves in our state.

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

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- 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

LOCAL UPDATE



As cities and towns continue to review and consider policies to address the COVID-19 economic impact in the state, AzLTA submitted a **letter** to Phoenix Mayor Kate Gallego encouraging collaboration on any proposals that could impact our industry. It is important that we maintain a dialogue with local leaders and explain the drastic impact of COVID-19 on businesses and employees. In order to recover stronger than ever, we must allow the tourism industry to thrive and not implement onerous and costly mandates.

FEDERAL UPDATE



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Great American Outdoors Act

The U.S. Senate **passed** the Great American Outdoors Act yesterday, a bipartisan bill that prioritizes the protection and preservation of our natural parks and public lands. Notably, the legislation secures much needed funds to help address the deferred maintenance backlog facing the National Park Service. AzLTA joined Senator Martha McSally and other Arizona organizations applauding the passage of the Act.

Funding provided by the Great American Outdoors Act will support an **estimated** 100,000 jobs, \$6.5 billion in labor income and \$17.5 billion in economic output per year, as well as contribute \$9.6 billion to U.S. GDP.

National parks have always been a consistent driver of economic activity and job creation in communities nationwide: **last year** alone, spending by more than 327 million visitors delivered \$41.7 billion to the economy and supported 340,500 jobs. Recent **survey findings** indicate Americans are more comfortable traveling by car and engaging in outdoor activities during the country's initial reopening, suggesting that our parks will play an even more important role as we begin to restore travel and rebuild our nation.

New and Revised Paycheck Protection Program (PPP) Applications Available

The Small Business Administration, along with the Department of the Treasury, announced a revised, borrower-friendly PPP loan forgiveness application based on updates included through the PPP Flexibility Act (PPFSA). A new EZ version of the application is also available for borrowers that are self-employed or did not reduce salaries of employees by more than 25%.

More information is available and the applications are available here:

- **[Click here to view the EZ Forgiveness Application](#)**
- **[Click here to view the Full Forgiveness Application](#)**

U.S TRAVEL VIRTUAL HILL WEEK

Hundreds of travel advocates are representing our industry through virtual meetings with their members of Congress where they will tell our stories and communicate **key legislative priorities** that would help provide **relief**, **protection** and **stimulus** we so desperately need to bring back travel and rebuild our economy.

We need to act now. Congress is actively working on the next round of coronavirus legislation and we must make sure our industry's priorities are a part of those discussions. Help us elevate our message: **restoring travel will restore America's economy.**

There are two ways to get involved RIGHT NOW.

1. **[Send an Action Alert](#)** to your members of Congress. It will take just one minute to tell your

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recover. Share the [link](#) with colleagues in the industry to amplify our voice to Capitol Hill this week.

TAKE ACTION NOW

2. **Activate on social media.** Use our [social media guide and graphics](#) to reach out to your members of Congress on your social media platforms. Make sure to use the hashtag #SaveTravel to join the national conversation and engage in Travel's Virtual Hill Week effort. Be sure to follow [@USTravel](#) and [@TravelCoalition](#).

DOWNLOAD THE GUIDE

HOTEL REPORT: COVID-19 IMPACT

As a result of the sharp drop in travel demand from COVID-19, state and local tax revenue from hotel operations will drop by \$16.8 billion in 2020, according to a new [report](#) by Oxford Economics released today by AHLA. In Arizona, the state and local tax revenue loss is \$312 million.

Hotels generate significant tax revenue for states and local governments to fund a wide array of government services. In 2018, the hotel industry directly generated nearly \$40 billion in state and local tax revenue across the country.

VIEW THE REPORT

AZ RESTAURANT WEEK



This statewide affair offers foodies a wealth of dining opportunities and the chance to get outside their own neighborhood and try something new. From sizzling Southwestern and soothing

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comfort foods to five-star dining and international fare – it's all on the table during Arizona Restaurant Week. So prepare your taste buds and dig in.

EXPLORE

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

FREE TRAINING AND EDUCATION COURSES

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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](#)

MEMBER DISCOUNTS



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](#)



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.**](#)

#THANKFULTHURSDAY



SOUTHWEST GAS

#ThankfulThursday — We are delighted to extend a huge #ThankfulThursday to AzLTA's newest BRONZE Strategic sponsor Southwest Gas for their support of the hospitality industry and for fueling a safe and reliable pipeline network. Thank you for supporting our industry.

STRATEGIC PARTNERS

DIAMOND PARTNER



PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNER



BRONZE PARTNER



IN THE NEWS



Episode 62: AzLTA CEO Kim Sabow joins Social Distancing (or Happy Hour) with Glenn and Garrick

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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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