



TOURISM

KIM SABOW, ARIZONA LODGING AND TOURISM ASSOCIATION, CHAIR

MISSION

The Tourism Committee promotes policies that strengthen Arizona’s position as a highly desirable business and leisure travel destination nationally and internationally, recognizing that travel, tourism, and hospitality are essential industries and central to Arizona’s economic health. The Committee supports efforts to market Arizona as a top visitor destination and enhance the image of our state as an attractive place to live, work and recreate. The Committee strives for a safe environment for tourists and travelers.

GUIDING PRINCIPLES

- SUPPORT ECONOMIC RECOVERY INITIATIVES FOR TOURISM AND AVIATION SECTORS:** Support efforts to aid recovery of the tourism and aviation sectors, which have been disproportionately affected by the pandemic-induced economic downturn.
- GUARD AGAINST UNFAIR TOURIST AND TRAVEL TAXES, POLICIES AND EMPLOYER MANDATES:** Discourage public policy initiatives that would unfairly tax or target Arizona visitors or the visitor industry. Oppose any future jet fuel taxes that may put Arizona at a competitive disadvantage. Insist that industry stakeholders have a seat at the negotiating table when city councils contemplate regulations, policies, or mandates that impact the tourism industry.
- SUPPORT EFFORTS TO EXPAND CROSS-BORDER TOURISM THROUGHOUT THE STATE:** Permanently expand the current Border Crossing Card’s border zone to include the entire state of Arizona and support U.S. Customs and Border Protection efforts to pilot expanded travel opportunities. Encourage the U.S. Department of Homeland Security to clearly articulate public health criteria necessary to resume cross-border travel at Arizona land border ports of entry. Oppose policies that disadvantage land crossings versus air travel.



PROMOTE TOURISM AWARENESS: Support a sustainable, long-term funding mechanism for state tourism promotion.

ATTRACT MAJOR EVENTS TO ARIZONA: Position Arizona to be able to consistently attract and host major events in the state.

SUPPORT FEDERAL IMMIGRATION REFORM: Support immigration reform at the federal level that includes visa reform measures to facilitate travel and temporary workers, as well as directs needed resources to Arizona's land and air ports of entry to efficiently and securely process travel into Arizona.

SUPPORT POLICIES THAT PROMOTE MEDICAL TOURISM: Support policies that enhance Arizona's reputation as a world-class destination for cutting-edge health care facilities and services.

SUPPORT ARIZONA'S CULTURAL ATTRACTIONS AND DESTINATIONS AND STATE PARKS: Seek ways to foster the rich cultural tourism opportunities the state of Arizona has to offer.

SUPPORT THE SPORTS INDUSTRY IN ARIZONA: Promote the positive economic and community impact of the Arizona sports industry and seek creative ways to promote and grow sports tourism across the state and beyond Arizona's borders. Oppose policies that would divert revenue from existing sports tourism funding streams.

SUPPORT A STRONG AVIATION SECTOR: Support efforts to lure more domestic and international airline arrivals and departures from Arizona airports.

