



United Industry Talking Points:

- Arizona Tourism Alliance and the Arizona Hotel & Lodging Association along with statewide industry partners stand united in support of tourism and the more than 200,000 employees of our industry.
- More than 30% of employees of AZ's tourism industry are minority/Hispanic.
- It's time to separate rhetoric from reality: Arizona is the same safe and wonderful destination that it was six months ago. Visitors to Arizona can feel secure in their safety and protection of civil liberties.
- We are calling on all political and organizational leaders to denounce boycotts that promote economic destruction, lost jobs and cause true and tangible harm to innocent families.
- Regardless of the fate of SB 1070, Arizona will continue to welcome visitors, business travelers, family reunions, international trekkers, sports fans and every other type of guest to our beautiful and hospitable state with smiles and seamless experiences certain to create lifelong fond memories.
- Together with our Arizona tourism partners – who work around the clock to showcase the state's diverse attributes, tourism creates jobs and revenues that directly and indirectly support all of Arizona's 6.5 million hard-working people.
- Arizona tourism generates \$2.4 billion annually in local, state and federal tax revenues that support our state's critical programs.
- Tourism is the state's only industry to generate revenue in all 15 Arizona counties.
- Immigration reform is a national concern, not an Arizona tourism issue.
- Our employees (and their families) should not be used as collateral damage in this national debate.