



# HOTEL & TOURISM SNAPSHOT

EXCLUSIVE SNAPSHOT PARTNER



MARCH 9

## UPCOMING 2021 EVENTS

Hospitality Day at  
the Capitol  
APRIL 14

"A Tasteful Affair"  
Legislative Reception  
APRIL 14

National Tourism  
Week  
May 3 - 9

Odyssey de  
Culinaire  
July 15 & 22

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## HOTEL & TRAVEL INDUSTRY RECOVERY



## Breaking News on COVID Vaccine

Governor Stitt and the State Health Department has announced that Phase 3 of the vaccines will begin today, Tuesday March 9th. Among other specific groups included in this phase, Phase 3 also includes Restaurant and Hospitality (hotel) employees. This is good news. The Governor's office has told us there is no specific documentation required to get a vaccine in Phase 3. They will take your word for it that you work in a restaurant or hotel. Sign up begins today at [vaccinate.oklahoma.gov](https://vaccinate.oklahoma.gov).

Please keep in mind that some local pharmacies, some local health departments, and other retailers like Walmart and Sam's Club have separate sign-ups for vaccines.



## SBA Releases FAQs, PPP Changes

The U.S. Small Business Administration (SBA) this week released [updated FAQs](#) for the Paycheck Protection Program (PPP) as well an updated [Interim Final Rule \(IFR\)](#). The IFR clarifies certain maximum loan calculation scenarios for individuals who file IRS Form 1040 Schedule Cs and eligibility requirements for business owners with felony convictions and delinquent federal student debt. The FAQs are updated to address a number of scenarios related to the PPP Second Draw program and other specific eligibility scenarios.

Specifically relevant to questions we have received:

- Question 24 provides examples for NAICS 72 businesses that are part of a larger corporate group and how they individually qualify for PPP loans.
- Question 38 clarifies that businesses that had a change in ownership after February 15, 2020 are eligible for a PPP loan.
- Question 65 clarifies the interaction between the Employee Retention Tax Credit and PPP loan proceeds.

AHLA continues to push for additional clarity on situations related to multi-property ownership groups who received a single First Draw PPP loan and are seeking individual per-property Second Draw loans as well as other issues. As of February 28, PPP had lent out \$156b of the total \$284b authorized for the program. The program will reopen for all businesses after March 10, following the two-week period where it is only open to businesses of fewer than 20 employees. Qualifying AHLA members are encouraged to seek PPP funding as soon as possible prior to the program's end on March 31.

More information can be found on the [SBA's page](#).



## 2021 AHLA Virtual Safety Summit

Join AHLA for the 2021 Virtual Safety Summit on Monday, April 14 from 12-3 pm CT.

The future of the hotel industry depends on addressing an ever-evolving array of new and complex challenges presented by COVID-19 and beyond. Engage with colleagues nationwide to tackle the latest safety and security concerns with leading experts in the field. Register at [AHLA.com](https://www.ahla.com). Choose "nonmember" registration and apply this code at checkout: ISHASS2021



### Two NEW eLearningU Marketing Webinars

Visit [eLearningU.com](https://elearningu.com) and use coupon code OTIA to experience two new webinars coming up on Social Media Advertising -- Best Practices and Introduction to Social Media Marketing and and Developing Your Social Strategy. Going forward, now your OTIA membership qualifies you to participate, at no charge, in the new Tourism Digital Marketing Certification Program. To learn more, visit [eLearningU.com](https://elearningu.com).



### The Future of Travel Advertising without Cookies

Join Sojern on Wednesday, March 17 for the first webinar in their Cookieless World Webinar Series. With so much unknown about our cookieless future and what it means for advertising, we wanted to provide travel marketers with an educational, four-part webinar series to help the industry get past the buzz and understand what it will mean for business.

Takeaways for this webinar include:

- Overview of cookies and how they support advertising today
- The difference between 1st and 3rd party cookies
- What advertising will look like in the future
- How travel marketers can prepare for the transition

[REGISTER HERE](#)



### STR: U.S. Hotel Occupancy Remains Below 50%

U.S. weekly hotel occupancy remains below the 50% mark, according to the latest data from STR. [View the full report here.](#)

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## ASSOCIATION ANNOUNCEMENTS

### Red Bud Award Entry Deadline March 31!

Submit your entries now for the RedBud Awards, an annual program recognizing Oklahoma tourism attractions, destination marketing organizations and journalists for their outstanding efforts to serve and promote Oklahoma's tourism industry. Multiple judges from different

backgrounds will be judging the RedBud submissions and **no extension will be made to the entry deadline** due to judging schedules.



ENTER HERE



### Save The Date: "A Tasteful Affair" Legislative Reception April 14, 5-7pm

Join members of the Oklahoma Restaurant Association, Oklahoma Hotel & Lodging Association and Oklahoma Travel Industry Association to gather for Oklahoma's annual "A Tasteful Affair" Legislative Reception. The hospitality industry is the driving force in Oklahoma's economy, generating enormous tax revenues, providing jobs for hundreds of thousands of Oklahomans, and giving time and money back to their communities. At the same time, it's vital that we maintain good relations with legislators so that our perspective on various bills and issues is given a thoughtful consideration. Stay tuned for 2021 registration!



### Become a Major Tourism Partner

The Oklahoma Travel Industry Association invites you to actively contribute in building a progressive and prosperous future for tourism in Oklahoma. Your support of the tourism industry, through OTIA membership, provides benefits and training for tourism-related businesses and citizens throughout Oklahoma. It also helps us monitor and protect tourism industry interests at the state capitol and nationally through our affiliation with the U.S. Travel Association.

LEARN MORE



### OHLA Job Bank

Did you know members may post their available job positions for free in the online Job Bank by clicking here? Did you also know to further assist members, OHLA will periodically feature postings to our Job Bank on our social media feed and communicate postings with area career tech hospitality programs? [See current postings.](#)



## OK Hospitality Buyer's Guide

Have you checked out our buyers guide yet? It's an easy-to-use online resource that makes searching for a product, service or supplier quick and simple! Browse our featured listings from different categories and use the search engine to find what you're looking for. If you're an industry supplier and have an interest in advertising, contact [Strategic Value Media](#).

[VIEW BUYER'S GUIDE](#)



## OHLA Member Scholarship Opportunities

Annually, OHLA offers scholarship opportunities toward professional certification, advocacy funding to travel to the AHLA Legislative Action Summit to participate as a part of the Oklahoma delegation, and for students making a career in hospitality. Contact [Patti Colley](#) for questions and more details on any of these scholarships.

1. The OHLA Member Certified Hotel Administrator (CHA) Scholarship is available to members in good standing of one or more years. There is no deadline to apply, however, the opportunity is limited, and awards up to four (4) \$525 scholarships per year. A member may only receive one CHA scholarship. Scholarship funding is based on a first-come-first-serve basis, eligibility, meeting the requirements, and available funding at the time the application obligations are completed. [Apply here for CHA scholarship.](#)
2. Member AHLA Legislative Action scholarship applications are being accepted. This \$2,000 scholarship will provide an opportunity to attend the AHLA Legislative Action Summit with the Oklahoma Delegation and to take part in activities and visits with Members of Congress from your home state to discuss the most important issues affecting our industry and your business. The LAS is a unique and powerful experience that no hospitality professional should miss! [Apply here for LAS scholarship.](#)

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## MAJOR TOURISM PARTNERS

