

October 22, 2008

Dear AzHLA Member:

You have been hearing about it for months and now it's here. The Arizona Hotel & Lodging Association is excited to launch our brand new Arizona travel website specifically focused on the lodging industry. The site will not be a third-party booking agent, but a comprehensive and interactive lodging research site focused on the needs and wants of Arizona visitors with a reservation link directly to your property's reservation system. This new website is taking the place of the annual printed Arizona Lodging Guide.

This lodging-gear website will be comprised of:

- Comprehensive search capabilities will make this site unique to others. Weighted search results based on destination, city, brand/name, price, packages, meeting space, green meetings, spas, sauna, aquatic activities, pets, kids club, Wi-Fi, comprehensive fitness/wellness facilities, concierge, green qualities, dining options, historic designation, haunted, life enhancement, GLBT, weddings, mommy planners and more.
- Destination Profile webpages highlighting the events, attractions, restaurants and elements which are distinctive to the region. Items will include: wildlife watching, skiing, hiking, biking, rock climbing, holistic/wellness, golf, equestrian, gambling, tennis, outdoor enthusiast and spa.

Potential Reach and Audience:

- Arizona visitors seeking essential one-of-a-kind (one-stop-shop) travel information, specifically focused on lodging but highlighting events, golf courses, spas, attractions, restaurants, etc.

For a limited time, AzHLA would like to offer your property one year of comprehensive online advertising for the same cost as the print advertising from last year – there is not a rate increase. Each property will be featured on its very own, search engine optimized, property profile page. The website will allow visitors to search easily and efficiently from start to finish, and it will encourage visitors to print sample itineraries and lodging searches as well as cost-saving coupons. Please complete and return the enclosed commitment form to secure your spot now, before this offer expires.

Thank you for your commitment and partnership with the Arizona Hotel & Lodging Association. Please contact Christina Quintana at (602) 604-0729 or cquintana@azhla.com with any questions or concerns, or for more information about other exciting marketing and advertising opportunities on LetsGoArizona. We look forward to working with you once again.

Respectfully,

Debbie Johnson, CTA
President & CEO

Christina Quintana, CTA
Marketing & Education Manager