

Sustainability Action Plan

Visit Tucson is committed to the preservation of our heritage and promoting sustainable tourism practices that minimize negative impacts on the environment, conserve natural resources, and support the cultural traditions and well-being of our community.

Our sustainability action plan outlines what we're doing to become a sustainable and regenerative destination.

Organizational		
Action Item	Output Target	Progress as of 12-31-24
Complete application for Green Business Certification through Local First Arizona.	Improved systems and policies for office operations.	Three-year Green Business certification obtained in March.
Develop a program to train staff about Visit Tucson's sustainability initiatives and industry best practices.	Improved staff knowledge of sustainability best practices and Visit Tucson actions.	15 trainings and/or educational communications were offered to staff in 2024.
Launch an internal sustainability committee to review best practices for operations, sales, marketing, and promotional programs.	Support and awareness of sustainability priorities to incorporate in Visit Tucson's internal operations and external programs.	A staff committee was launched in April and four meetings held in 2024, resulting in a member survey, best practices webinar, and new sustainability webpage.
Add sustainability objectives to the Vice President of Destination Stewardship job description.	Formalize a point of contact to manage Visit Tucson's sustainability initiatives, with dedicated time to devote to the program.	Job description updated to Vice President of Destination Stewardship in May, with a priority focus on developing and leading sustainability initiatives.

Create a new Sustainability Manager position.	A dedicated position to work with VP Destination Stewardship to implement sustainability initiatives.	Sustainability Manager hired in July to support VP Destination Stewardship.
Integrate sustainability into an updated procurement policy.	Improved internal decision-making to enable sustainable procurement choices.	Consideration of sustainability practices is included in the procurement policy and a supplier audit is taking place.

Supplier

Action Item	Output Target	Progress as of 12-31-24
Provide sustainability training to supplier partners	Increased awareness of sustainability best practices.	Sustainability best practices guide created for partners.
Add metro Tucson's sustainability information to sales sheets.	Increased awareness among meeting planners.	A sustainability sales sheet was created and provided to all meeting planners.
Train supplier partners to become more aware of sustainability certification options.	Increased awareness of third-party sustainability certification programs.	Provided certification resources to hotels/resorts and venues. Partnered with Green Key Global to host a hotel certification training in October.

Media and Communications

Action Item	Output Target	Progress as of 12-31-24
Enhance webpage on website to showcase sustainable experiences for visitors, resources for partners, and our sustainability action plan.	Increased public awareness of sustainability initiative.	A new Sustainable Travel webpage launched in November, featuring sustainable experiences in Tucson and Visit Tucson's partnership with Green Key Global and the Global Destination Sustainability Index.

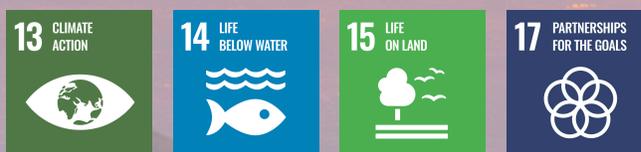
Share Visit Tucson's short-term sustainability action plan with partners and stakeholders.	Increased partner/stakeholder awareness of Visit Tucson's sustainability objectives.	Visit Tucson's sustainability action plan posted on website, with updates planned every six months.
Publicly share progress towards Visit Tucson's sustainability objectives on dedicated webpage.	Increased public awareness of sustainability objectives.	Visit Tucson's sustainability initiatives shared with partners via email and action plan posted on website.

Programs

Action Item	Output Target	Progress as of 12-31-24
Enhance the voluntourism webpage to provide more information for group meetings to participate in social, environmental, and regenerative community projects.	Increased number of turn-key volunteer opportunities shared on website.	The group voluntourism webpage was updated with 16 group volunteer opportunities and linked to sustainable travel webpage.
Formalize Visit Tucson's voluntourism program to better connect staff, visitors, and clients to local social, environmental, and regenerative community projects.	Improved listing of volunteer opportunities for staff, leisure visitors, and group meeting attendees to support social and environmental community programs.	Completed a comprehensive review and update of volunteer opportunities for both individuals and groups.

This sustainability action plan will be reviewed and updated with progress every six months.

Visit Tucson's sustainability policy and this action plan supports our commitment to sustainable tourism practices and aims to advance the following UN Sustainable Development Goals.



SGD Targets:
7.2, 7.3, 8.9, 9.1, 11.6, 11.7, 12.3, 12.5, 13.3, 14.4, 15.5, 15.7, 17.7

