











WHY TUCSON?



Because here, you don't have to fit right in, Tucson is a place where you can just be. It's an invitation to discover something different, where the past is celebrated and new ideas thrive. A community built by many cultures with a shared history of resilience and creativity. Resting in the heart of the Sonoran Desert and surrounded by majestic mountain ranges, the landscape calls you to escape and explore. Recognized as the first UNESCO City of Gastronomy in the United States, you'll find flavors that are diverse as the land itself. We welcome you to Tucson, Arizona, where you're encouraged to be unapologetically you.

Clockwise: Sabino Canyon; Seis Kitchen; Adobe architecture; Downtown Tucson





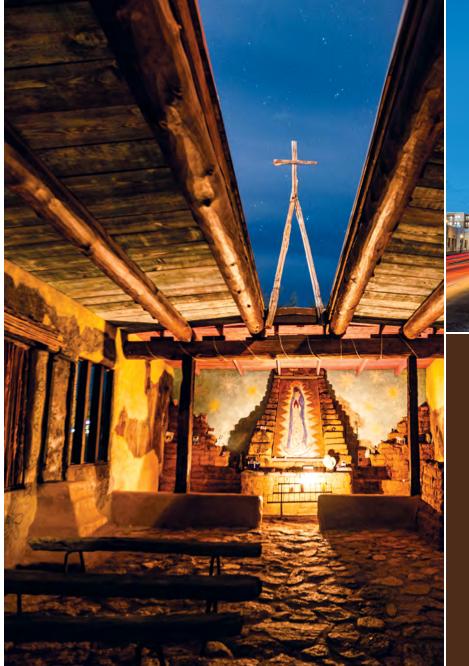
his area isn't just incredibly beautiful, it's also rich with history and culture. Visit a Spanish colonial mission, experience a unique local event, immerse yourself in the arts, meet the people who make this place special — you'll be amazed by the story that Tucson has to tell.

Left to Right: Mission San Xavier del Bac; Altar de muertos

LIFE IN THE BORDERLANDS

In Tucson, our cultural heritage is not simply present, but ever-evolving and celebrated. Indigenous traditions are recognized and respected, from spiritual gatherings at Mission San Xavier del Bac to the preservation of ancient agricultural wisdom at places like San Xavier Co-Op Farm and Mission Garden. Tucson is shaped by many voices and stories: those whose ancestors first called this land home, and those who found refuge and belonging here from distant places. Artistic expression, shared ritual, and a sense of community unite us, creating a place unlike any other.

Clockwise: "Goddess of Agave" mural by Rock Martinez with assistance from Christina Perez; All Souls; DeGrazia Mission in the Sun







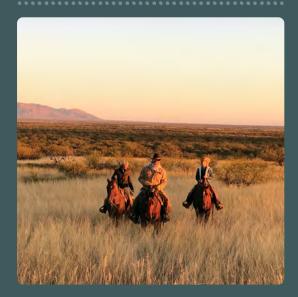
ALL SOULS PROCESSION

• NOVEMBER •

People show up to experience the Procession in countless ways, in street clothes or fully in costume. Faces painted or just there to witness.







OLD WEST

ucson is a modern city, but there's still a bit of the frontier era here as well, with numerous ways to experience the cowboy or cowgirl life.

Left to Right: Rancho De La Osa; Horseback riding in Coronado National Forest



SADDLES & SPURS

If Tucson reminds you of the Old West you used to see in the movies, it's probably because the movie you're thinking of was filmed here. Cowboy culture still lives on in Southern Arizona, whether you're looking for an authentic cowboy cookout after a day of horseback riding to be part of an actual cattle round-up, or to witness a re-enactment of the shootout at the O.K. Corral in nearby Tombstone. Our ranches are immersive, perfect for all members of the family and full of Western hospitality. They'll even hold on to your hat and boots until your next visit.

Clockwise: Tucson Rodeo; Old Tucson; Tombstone; Tanque Verde Ranch









FIESTA DE LOS VAQUEROS

• FEBRUARY •

One of the top 25 pro rodeos in the United States, staged at Tucson Rodeo Grounds in February since 1925.











TASTES OF TUCSON



ucson celebrates its culinary history by combining flavors of the Sonoran Desert with flavors of the world.

Left to Right: BOCA by Chef Maria Mazon; Obon Sushi

CITY OF GASTRONOMY

When Tucson was named the first UNESCO City of Gastronomy in the United States, some people may have been surprised. But once you're here you'll understand why our food scene deserves to be celebrated. With over four thousand years of agricultural history and a host of chefs and restaurants serving dishes inspired by the desert, Tucson is a great place to eat (and drink) because things just taste different here.

Clockwise: CERES Pasta; Agave Heritage Festival; Penca







AGAVE HERITAGE FESTIVAL

• APRIL •

Celebrates the unique importance of the agave plant, deeply rooted in Tucson's fibers as an Arizona-Mexico Borderlands community.









ome of the iconic saguaro and mighty sky islands, Tucson begs you to get out there and explore. With endless trails and views that stretch for miles your biggest challenge will be deciding where to go next.

Left to Right: Mountain Biking The Chutes; Rock Climb in Coronado National Forest

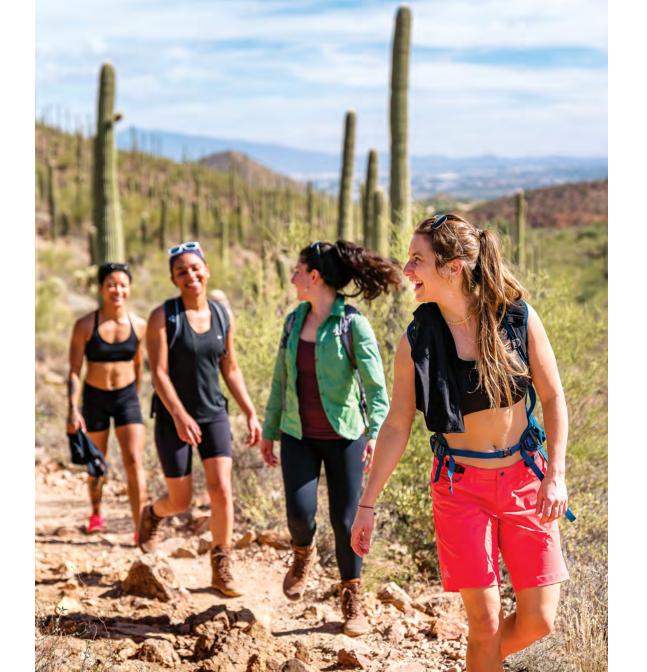
A DIFFERENT DESERT

The Sonoran Desert is unlike any other desert on earth; greener, more ecologically diverse, and full of discoveries. From cool alpine peaks to the lush desert floor, if you love being outside, Tucson is the place to plan your next adventure.

HIKING

We couldn't possibly summarize everything there is to offer someone with sunscreen, a lot of water and the right shoes, but here's what you need to know there are hiking trails for every level of explorer, all over town, and easy to access. Plus, plenty of opportunities for peak selfies!

Left to Right: Hiking in Tucson Mountain Park; Birding



CYCLING

Explore urban paths that circle the city, scenic roads with mountain climbs perfect for training, and a variety of mountain bike trails, from technical downhill lines to winding singletrack. Add in miles of gravel roads, along with a complete calendar of bike events and camps, and you'll find Tucson is a cyclist's dream come true.

BIRDWATCHING

While birding may be trending now, Tucson has long been a bucket list destination for ornithological enthusiasts. With more than 250 kinds of birds found here, including sought-after species like the Elegant Trogon and Montezuma Quail, Southern Arizona offers exceptional opportunities to have a "big day".







hether you're looking for new ways to activate your body and mind or simply in need of some rest and relaxation, Tucson

invites you to unplug, immerse yourself in nature, and begin your journey to a better you.

You feel it the moment you step off the plane, the moment the warm air touches your skin, the moment you see the mountains rising out of the desert.

There's something about Tucson that helps the body settle, the mind clear, and the soul feel at peace.

No wonder we're home to some of the best resort spas in the world, including household names like Miraval Arizona and Canyon Ranch, each one intentionally built to be in perfect harmony with Tucson's desert landscape.

Beyond the wide range of treatments and experiences found at our legendary spas, the healing power of the Sonoran Desert gives wellness seekers even more ways to relax, re-center, and return home rejuvenated.

Left: Yoga at Miraval Arizona



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Cover Image: Barrio Viejo Neighborhood