

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.

Supplier		
Action Item	Output Target	Measures of Progress
Provide sustainability training to supplier partners	Increased awareness of sustainability best practices.	# of suppliers participating in training and # of trainings offered annually.
Integrate sustainability into an updated procurement policy.	Improved internal decision-making to enable sustainable procurement choices.	# of vendors complying with sustainability focus of policy
Train supplier partners to become more aware of sustainability certification options.	Increased awareness of third-party sustainability certification programs.	# of suppliers obtaining third-party certification
Organizational		
Action Item	Output Target	Measures of Progress
Complete application for Green Business Certification through Local First Arizona.	Improved systems and policies for office operations.	<div style="text-align: right;">Completed</div> # of questions answered in the affirmative

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.	# staff trainings and educational communications
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.	# of organization-wide sustainability improvements
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.	# of Visit Tucson sustainability priorities implemented
Create a new Sustainability Manager position.	A dedicated position to work with VP Destination Stewardship to implement sustainability initiatives.	Sustainability Manager hired
Add metro Tucson's sustainability information to sales sheets.	Increased awareness among meeting planners.	# meeting planners' sales sheet is provided to

Media and Communications

Action Item	Output Target	Measures of Progress
Enhance webpage on website to showcase sustainable experiences for visitors, resources for partners, and our sustainability action plan.	Increased public awareness of sustainability initiative.	# webpage unique visitors
Publicly share progress towards Visit Tucson's sustainability objectives on dedicated webpage.	Increased public awareness of sustainability objectives.	# of progress updates shared on website

Share Visit Tucson's short-term sustainability action plan with partners and stakeholders.	Increased partner/stakeholder awareness of Visit Tucson's sustainability objectives.	# of stakeholders action plan presented to (email, presentation, etc.)
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Programs

Action Item	Output Target	Measures of Progress
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.	# of individuals participating in volunteer activities # of groups participating in volunteer activities # of group volunteer activities featured on 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.	# of individuals participating in volunteer activities # of groups participating in volunteer activities # of group volunteer activities featured on webpage # of unique visitors to webpage

This sustainability action plan will be updated and reviewed in January 2025.

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