STRATEGY UPDATE · NOVEMBER 2026

SUSTAINABLE TOURISM STRATEGY 2025–28

Progress snapshot of our three-year plan, aligned with the GDS-Index and the UN Sustainable Development Goals

28
KPIs tracked across 4 goals and 11 action items

18/28
KPIs complete or actively underway (64%)

6% → 10%
Hotel rooms Green Key certified, toward a 10% goal

100
Tucson's score on the HRC Municipal Equality Index (2025)

WHERE WE STAND

Status of all 28 KPIs



Complete · Ongoing / in progress · Scheduled for FY26/27–27/28 · Not yet started

FOUR GOALS AT A GLANCE

1 LEAD BY EXAMPLE

Sustainability best practices are integrated into Visit Tucson's planning and internal operations · SDG 8, 13

3 KPIs: 1 complete · 1 ongoing · 1 scheduled

HIGHLIGHTS

- Three-year sustainable tourism strategy created (2025)
- Ongoing staff training: GDS-Index reports, Destination Stewardship 101, Wheel the World Academy, SCVNHA concierge training

Next: Twice-yearly plan review and public progress reporting (FY26/27)

2 BUILD PARTNER CAPACITY

Support industry partners in adopting sustainability best practices · SDG 8, 11, 12, 13

11 KPIs: 2 complete · 5 ongoing · 3 scheduled · 1 not started

HIGHLIGHTS

Green Key rooms 6% of 10%

- Sustainability policy templates and Tucson Stewardship Pledge launched (2025)
- Fill it Forward partnership; responsible sourcing training with San Xavier Co-op Farm (2026)
- Wheel the World destination certification; anti-trafficking training offered to members

Next: Resident sentiment survey and external sustainability committee (FY27/28)

3 CHAMPION SUSTAINABLE TRAVEL

Advocate for more sustainable travel experiences, meetings and events · SDG 8, 12, 13

10 KPIs: 4 complete · 3 ongoing · 3 not started

HIGHLIGHTS

- Waste-reduction donation directory for meeting planners; updated sustainability sales sheets
- Carbon calculator and offsets for visitors via the Stewardship Pledge; voluntourism web page
- Indigenous-, Woman-, Black-owned and Sustainable Business directories; 3-Day Sustainable and Indigenous Experiences itineraries

Next: Impact guide for meetings and events; carbon-awareness training for the events supply chain

4 MEASURE AND REPORT OPENLY

Sustainability indicators are measured, presented transparently and shared publicly

4 KPIs: 2 ongoing · 2 not started

HIGHLIGHTS

- Internal Visit Tucson Stewardship Dashboard created to track environmental indicators
- Social indicators tracked, including a perfect 100 on the HRC Municipal Equality Index (2025)

Next: Economic indicator tracking; twice-yearly public reporting; resident survey update (FY27/28)

Source: Visit Tucson 2025–28 Sustainable Tourism Strategy Worksheet (updated July 2026). KPIs with no recorded status are shown as "not yet started." SCVNHA = Santa Cruz Valley National Heritage Area; GDS-Index = Global Destination Sustainability Index.

Questions? Contact Destination Stewardship Manager Neff · lneff@visittucson.org