



2025-2028 SUSTAINABILITY STRATEGY Summary

July 1, 2025



Visit Tucson's Sustainable Tourism Strategy integrates global best practices across all operations, working toward a thriving, responsible, and inclusive tourism industry.

The strategy aligns with local priorities and the United Nations' Sustainable Development Goals, with a strong focus on transparency, capacity building, and community engagement.

Visit Tucson is committed to fostering a welcoming, resilient, and sustainable tourism future for all.

Sustainability in Planning and Operations

- Develop and implement a comprehensive three-year sustainability strategy addressing environmental, social, and economic goals.
- Review progress twice annually and communicate updates through public channels.
- Train Visit Tucson staff in sustainable travel practices, including carbon literacy.

Building Partner Capacity

- Collaborate with Green Key Global and other certifiers to provide training for hotels and industry partners, aiming to boost certification rates.
- Offer toolkits, guides, and recommended sustainability policies for tourism businesses.
- Encourage participation in existing circular economy programs (like reducing single-use products and food waste).
- Promote cultural and natural heritage preservation through education and visitor management resources.
- Engage residents and industry partners in decision-making and maintain open feedback channels.

Expanding Sustainable Experiences

- Equip meeting planners with resources for climate-conscious events, such as guides for reducing waste and calculating carbon impacts.
- Provide tourism partners with carbon awareness training and promote low-carbon travel experiences, including car-free itineraries and plant-based dining.
- Curate and promote sustainable travel experiences and voluntourism opportunities for leisure visitors.
- Support key heritage tourism projects that focus on environmental and cultural stewardship.

Measuring and Reporting Impact

- Establish a transparent system to monitor economic, environmental, and social sustainability indicators, including community sentiment and diversity.
- Publicly report progress annually, ensuring accountability and ongoing improvement.

Commitment to Global Goals

This strategy reflects Visit Tucson's dedication to advancing the United Nations Sustainable Development Goals:

- Decent work and economic growth (SDG 8)
- Sustainable cities and communities (SDG 11)
- Responsible consumption and production (SDG 12)
- Climate action (SDG 13)
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Questions about Visit Tucson's sustainability initiatives? Please contact Vice President of Destination Stewardship, Vanessa Bechtol, vbechtol@visittucson.org.