



Binational Committee Overview

Tourism

The Tourism Committee focuses on increasing tourism, art, and cultural opportunities to increase economic opportunities for both states, expand cultural understanding, and strengthen relationships.

Summary of Top Action Plans/Priority Projects

Goal: Enhance Connectivity

- a) Providing information to support increasing flights between Arizona and Sonora.
 - I. Interim Director Alix Skelpsa, [Joanna Tejada](#) (Phoenix Sky Harbor)
 - II. Secretary Gradillas - Sonora
- b) Coordinating with ADOT and Sonoran Department of Transportation to improve driving infrastructure and support services.
- c) Working to Expand Global Entry Program
 - I. Felipe Garcia, President of Visit Tucson; Sonoran Secretary of Tourism office.

Goal: Promote agave culture in both regions

- a) Using Bacanora as a selling point to promote events both in Sonora and Arizona.

Outcome: The binational committee hosted an event on October 27, 2025, the in-person event “Sonora-Arizona Connection: tourism Across Borders” at the AMC offices. The program highlighted the deep cultural and historical bonds between Sonora and Arizona, with special emphasis on Bacanora, Sonora’s traditional agave spirit. Also promoting a tourism event calendar to promote agave culture in both regions.