



LAKE TAHOE DESTINATION STEWARDSHIP PLAN

Reno-Sparks Convention
& Visitors Authority Board Meeting

March 28th, 2024

Tahoe Recreation Trends

\$4.5 Billion

Direct Spending in 2022

>\$10 billion

in total economic impact

2 million

Unique Visitors Spent

17 million

Visitor Days in 2022

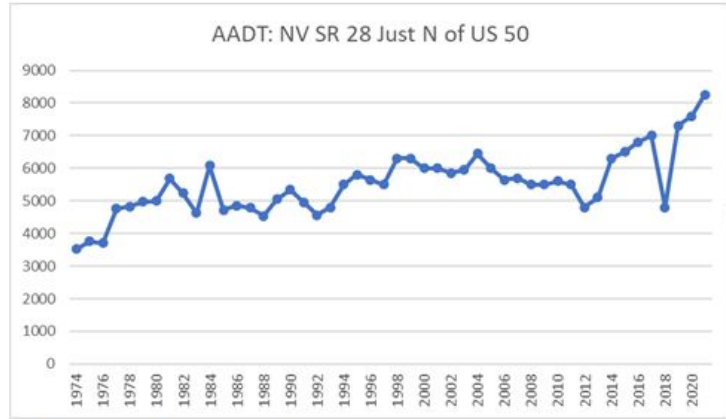
26-28% 

nearby population
growth over next 20
years

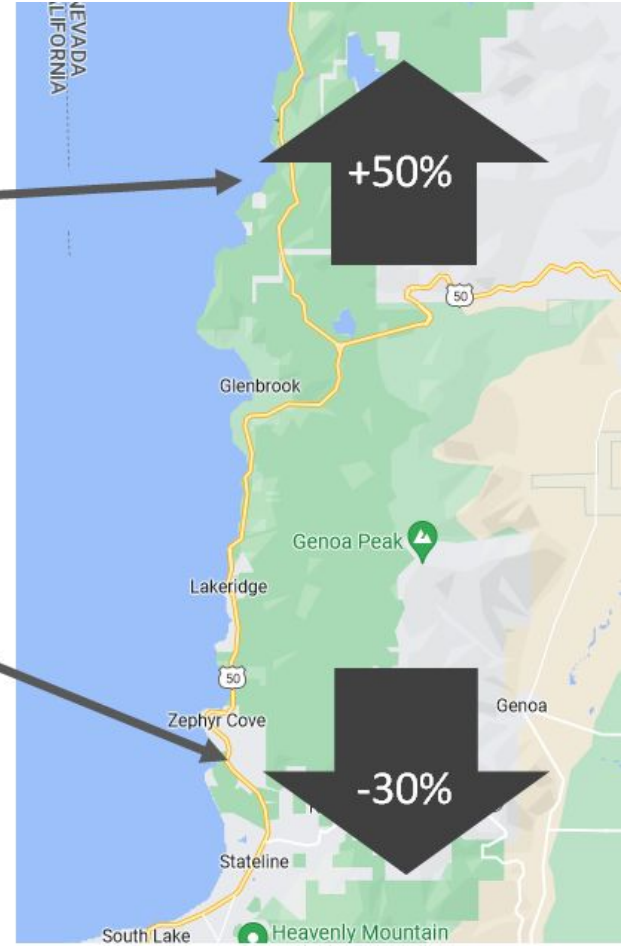
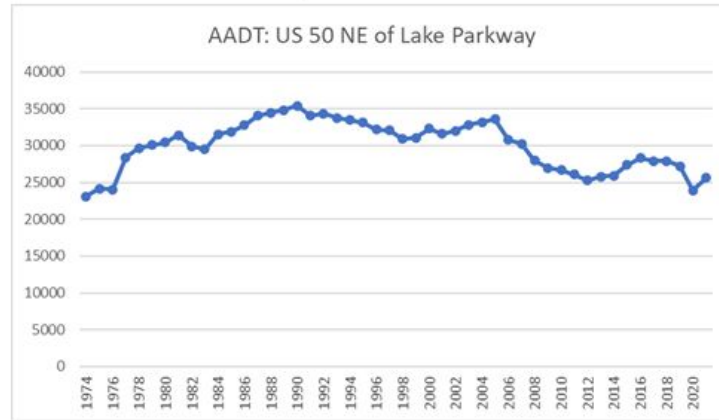
Underlying Trends:

- Intentional shift toward managing, not just marketing.
- COVID-19 shift in visitation, remote work, business, supply chains, etc. What impacts are here to stay and which were temporary?
- Rising/high inflation, weak economy, extreme weather trends

Travel Pattern Change



AADT = Annual Average Daily Traffic

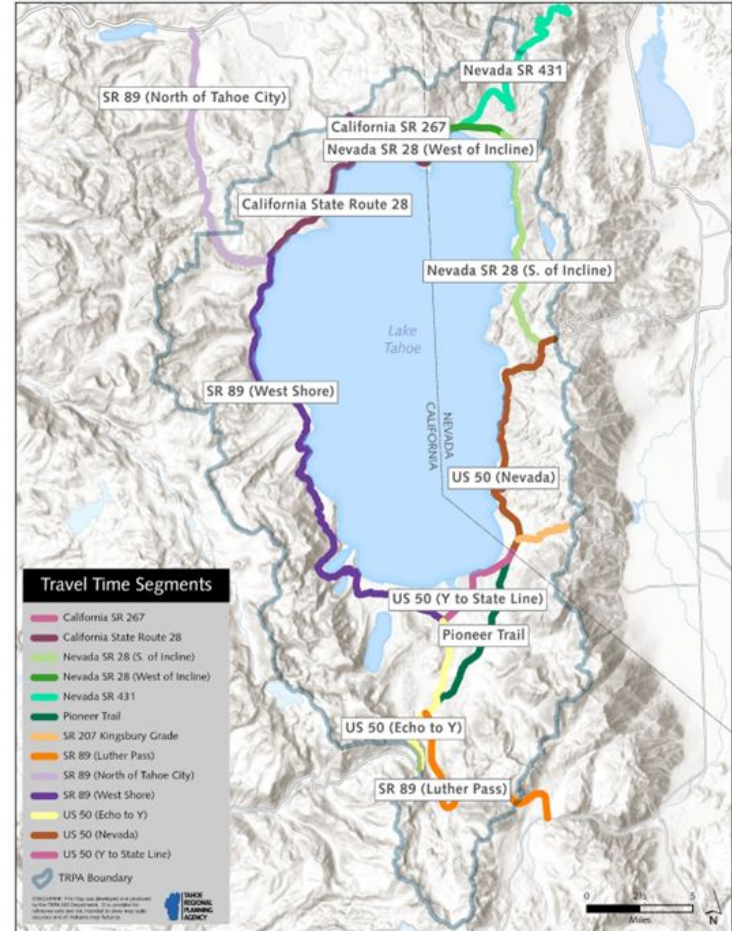


Source: Nevada Department of Transportation, Traffic Records Information Access (TRINA)

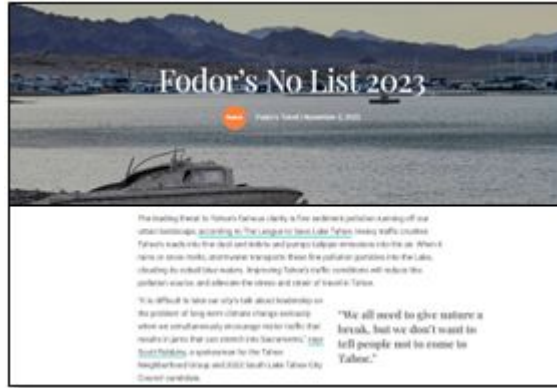
Image: Tahoe Regional Planning Agency

Travel Times - Unchanged

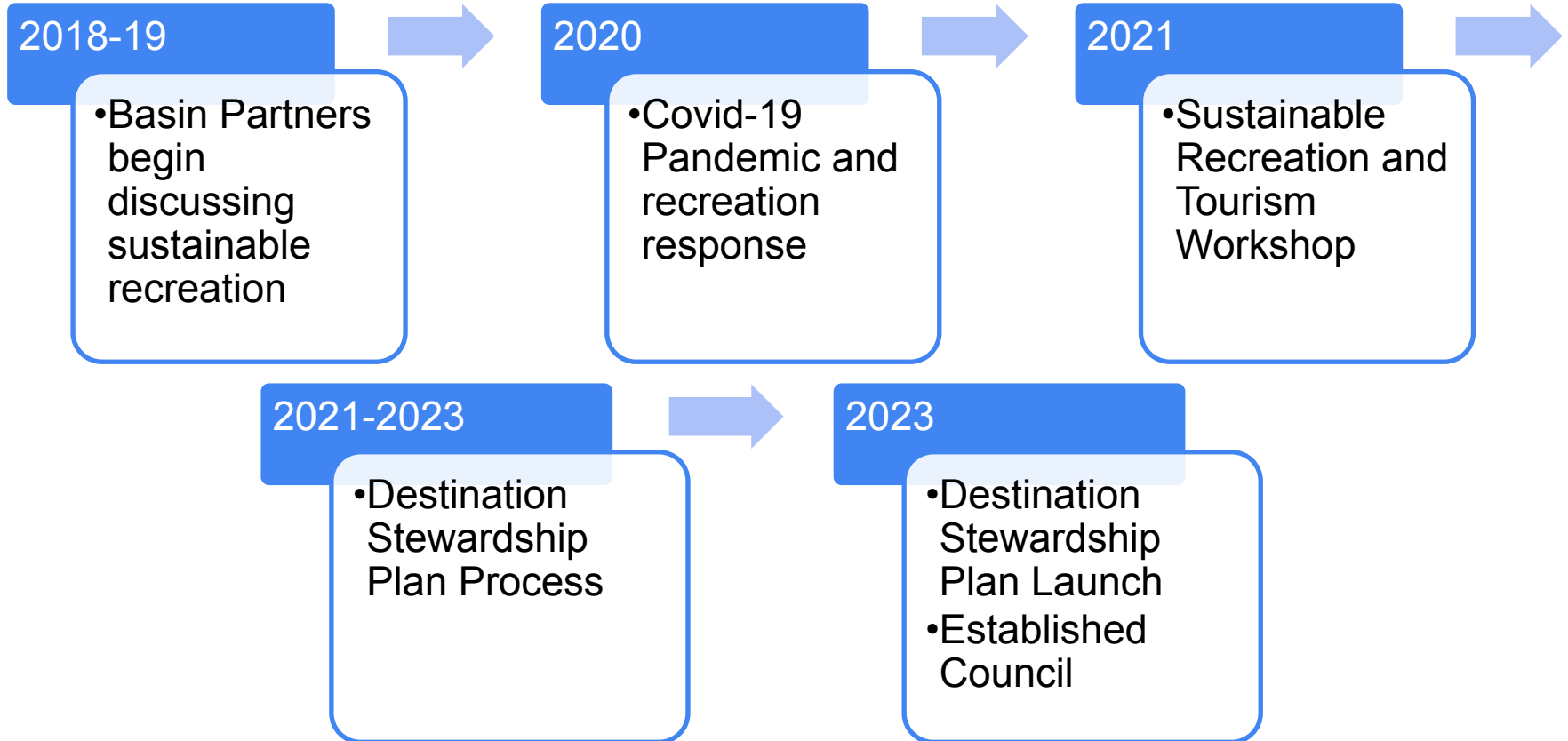
- Most travel times are unchanged over past 5 years
- Biggest impact from weather and construction



We Have Issues



Moving Toward Destination Stewardship





Creating a New Process



Newly Added
Council Members



VAIL RESORTS™



Public Engagement

1,100+ responses to resident survey

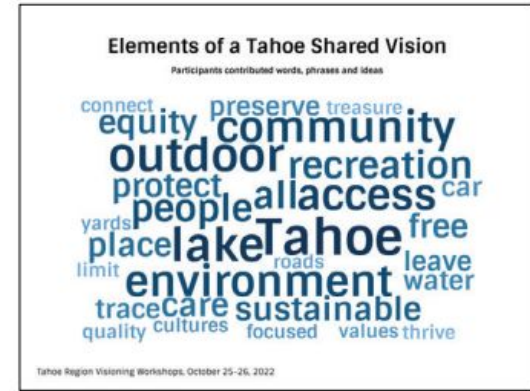
2,300+ responses to visitor survey

30 1:1 interviews

15 discussion groups with **200+** participants

9 workshops with **300+** participants

16+ core team meetings



Resident Survey Results

4.5 out of 5

Quality of Life Rating

However, very few are seeing how tourism contributes to *their* quality of life.

Only 21% of residents agree that tourism and recreation support quality of life and a strong sense of community.

Visitor Survey Results

88%

Indicated a destination's support of **environmental stewardship** is at least **somewhat important** to their choice of that destination.

82%

Say they do their part to keep a destination clean when they visit.

42%

Said the Tahoe Region is doing an **excellent job of safeguarding its natural resources.**




A Plan Takes Shape

LAKE TAHOE DESTINATION STEWARDSHIP PLAN

Taking Care of Tahoe



June 2023



**FOSTER A TOURISM
ECONOMY THAT
GIVES BACK**

**TURN A SHARED
VISION INTO A
SHARED ACTION**

SHARED VISION
A cherished place,
welcoming to all, where
people, communities, and
nature benefit from a
thriving tourism and outdoor
recreation economy.

**IMPROVE THE
TAHOE EXPERIENCE
FOR ALL**

**ADVANCE A
CULTURE OF CARING
FOR TAHOE**



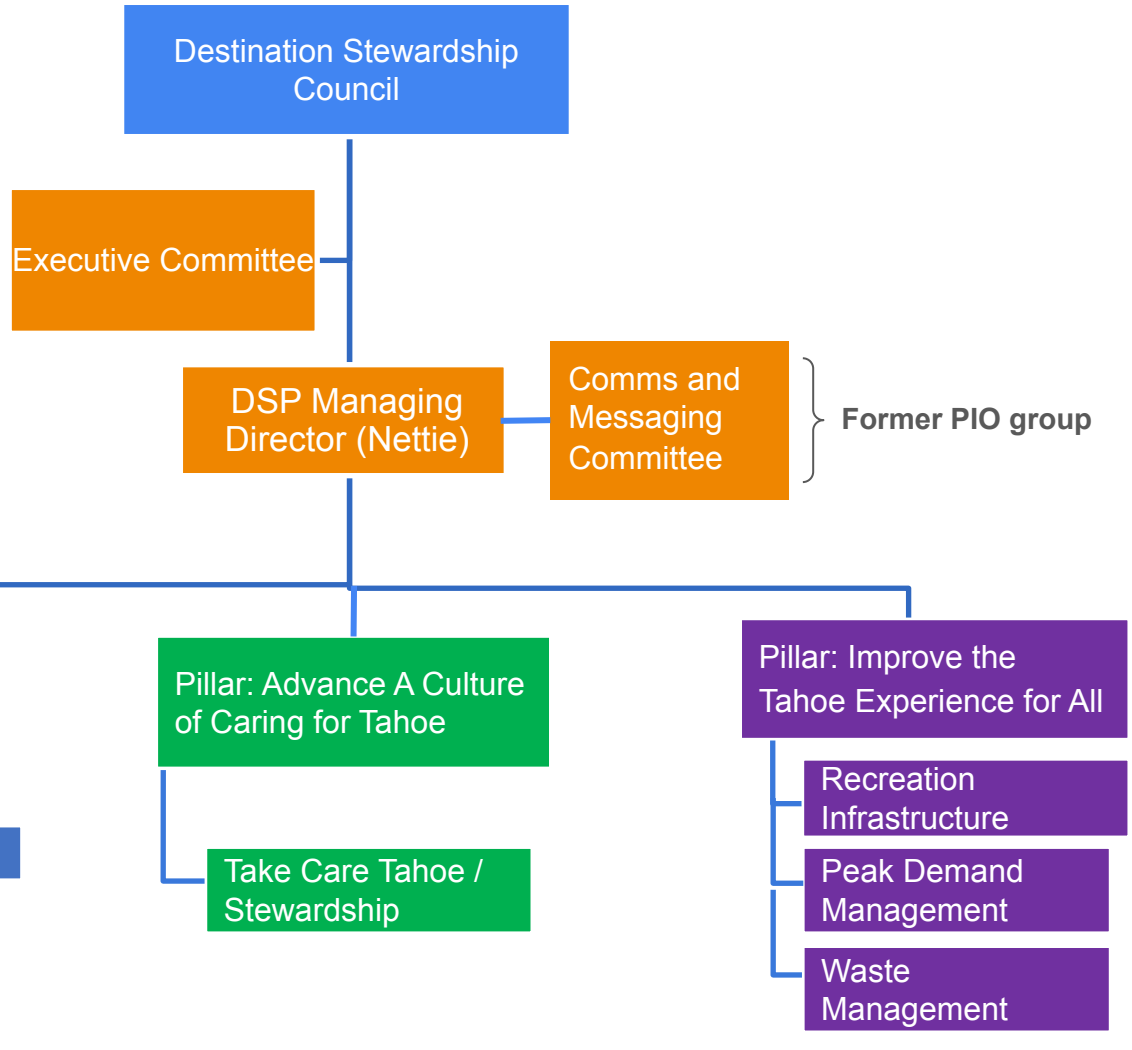
Turning the Plan into Reality

Governance - Stewardship Council

1. Establish a Destination Stewardship Council
2. Build Destination Stewardship Council Capacity
3. Secure Funding and Other Resources
4. Establish Action Teams and Work Plans
5. Develop and Deploy a Communication Strategy



Council and Action Team Structure



**Action
Teams
(5)**

Immediate Actions - Destination Management



Shared Funding Partners

- Travel North Tahoe Nevada
- Lake Tahoe Visitors Authority
- North Tahoe Community Alliance
- Tahoe Regional Planning Agency
- Tahoe Fund
- USFS Lake Tahoe Basin Management Unit
- Nevada Division of Outdoor Recreation
- Visit Truckee Tahoe
- City of South Lake Tahoe
- California Tahoe Conservancy
- Reno-Sparks Convention and Visitors Authority
- Nevada Division of State Lands (License Plate Grant)

Destination Stewardship Plan
\$215,501

Plan Implementation
\$330,000+ over two years
(additional contributions pending)

- Washoe County
- El Dorado County
- Tahoe City Marina
- Tahoe Prosperity Center
- Placer County
- Tahoe Chamber
- Vail Resorts
- Palisades

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