

### The Lake Tahoe Visitors Authority Tourism Industry Health

Source: Near, STR

Note: Visitors are those traveling more than 30 miles from their known home or work location to South Lake Tahoe. Out-of-State visitors are those traveling into South Lake Tahoe outside of California and Nevada.

% of Day Trippers

**39%**

↑ 104% change | 19% prev. year

% of Out-of-State Visitors

**36.4%**

↓ -1% change | 36.8% prev. year

Hotel Occupancy

**45.6%**

↓ -16% change | 54.5% prev. year

Hotel ADR

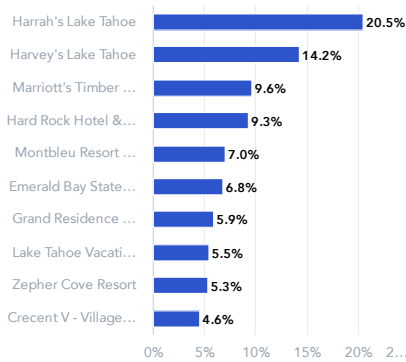
**\$141**

↑ 7% change | \$132 prev. month

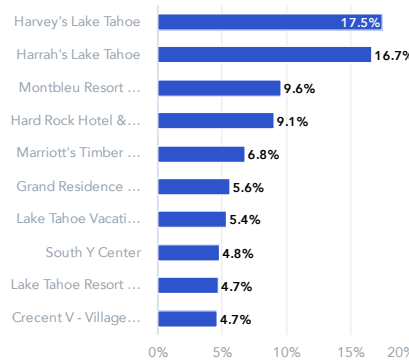
### Where Are Visitors Going?

Source: Near

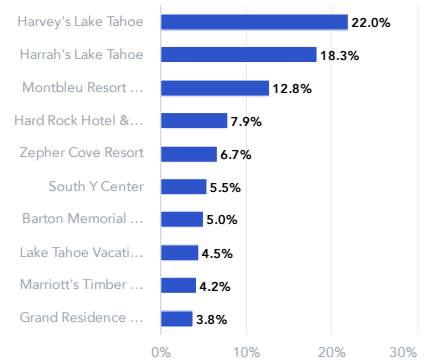
Out of State Visitors



California Visitors



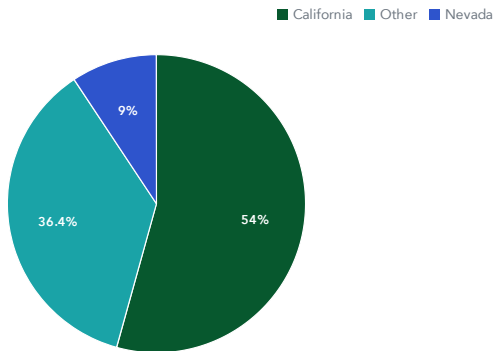
Nevada Visitors



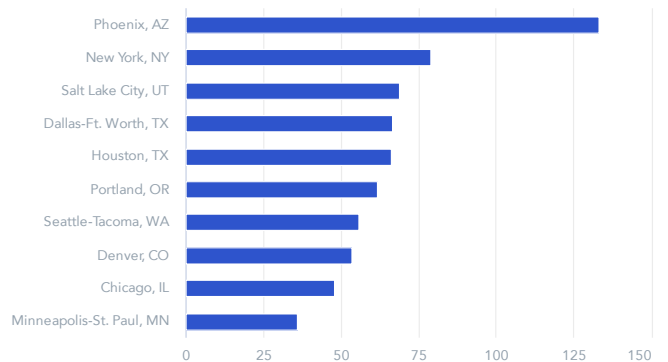
### Where Are Visitors Coming From?

Source: Near

Visitor Breakout by State



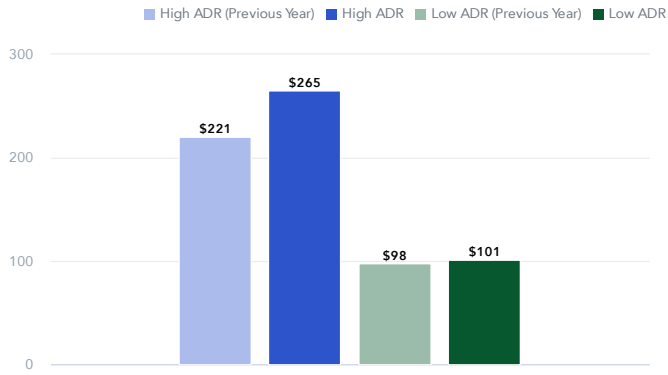
Top Markets (DMAs) Outside of California or Nevada



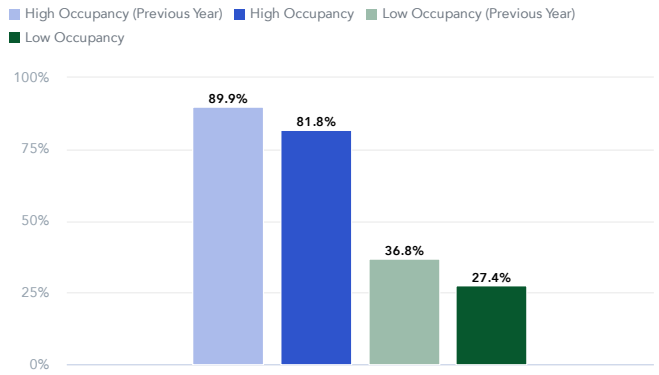
# How Are Our Hotels Doing?

Source: STR

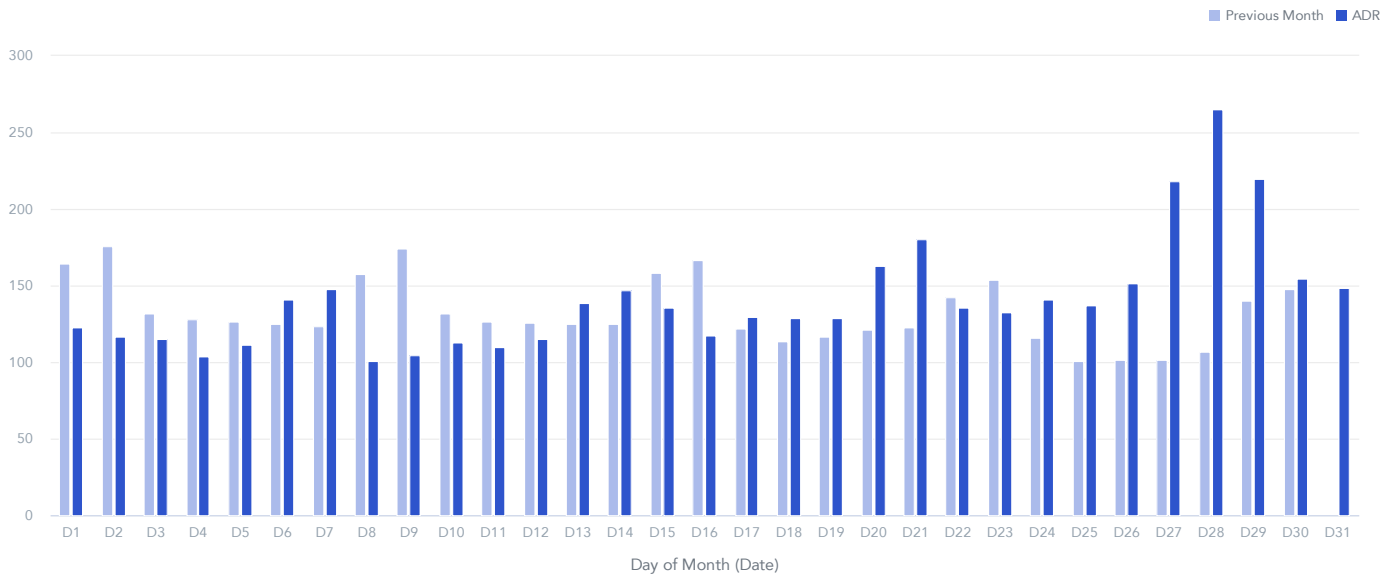
### High and Low ADR for Last Month (Compared to Previous Year)



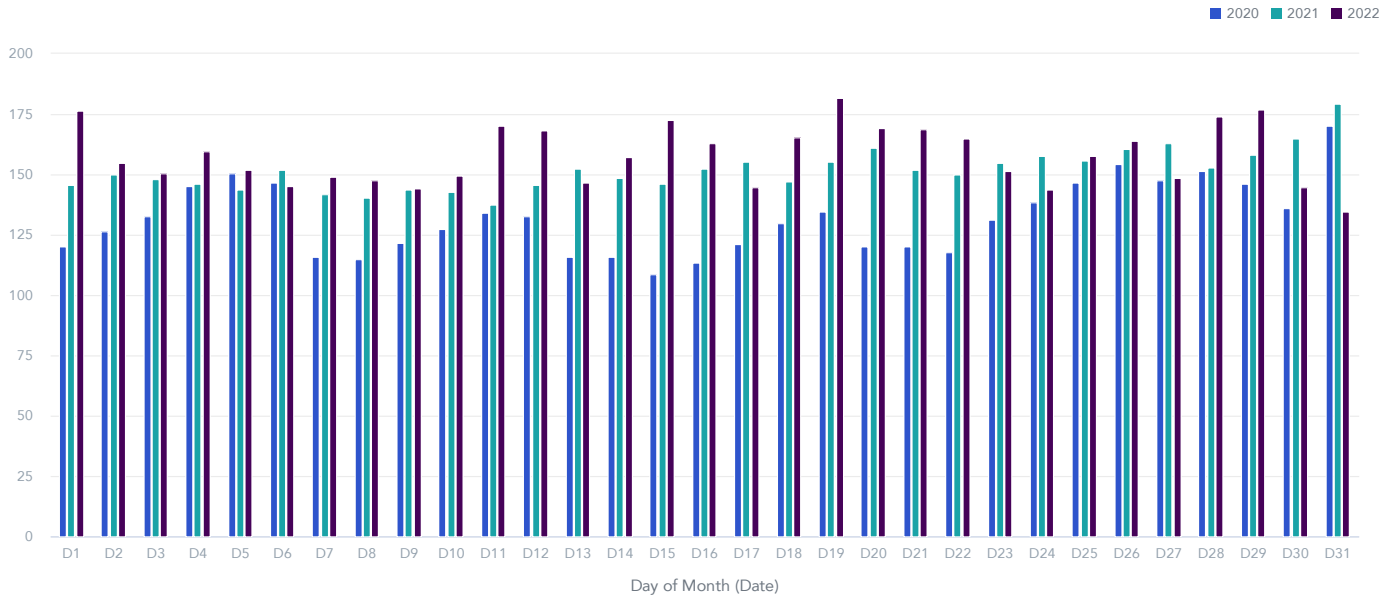
### High and Low Occupancy for Last Month (Compared to Previous Year)



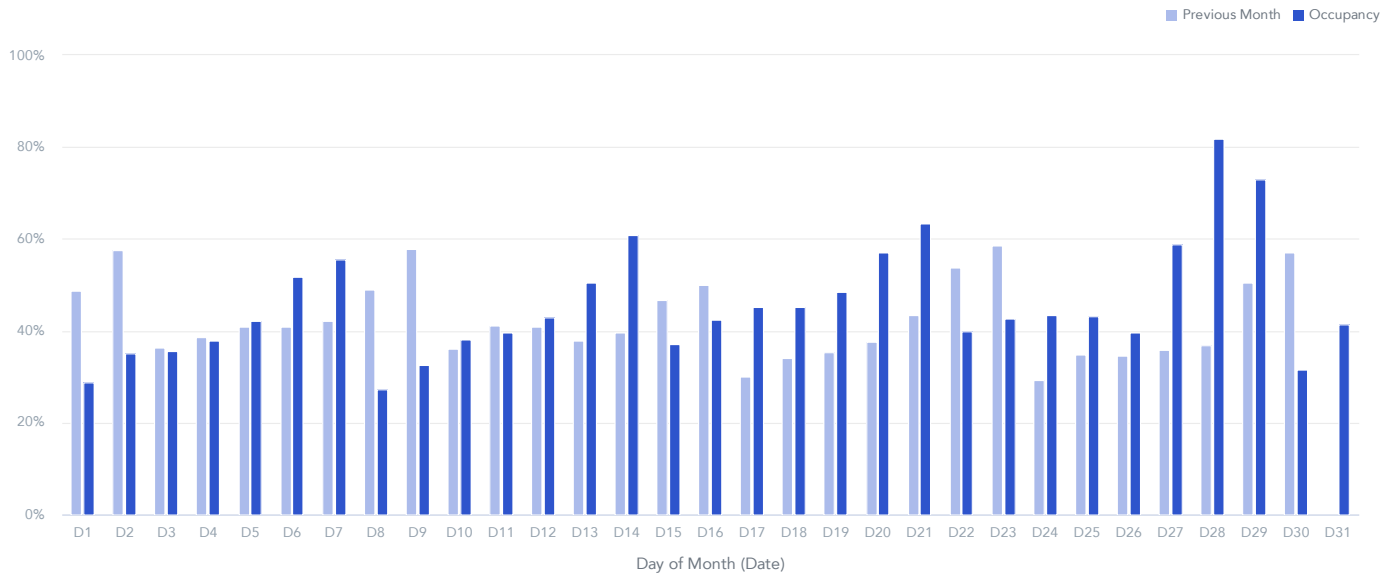
### Daily ADR by Month



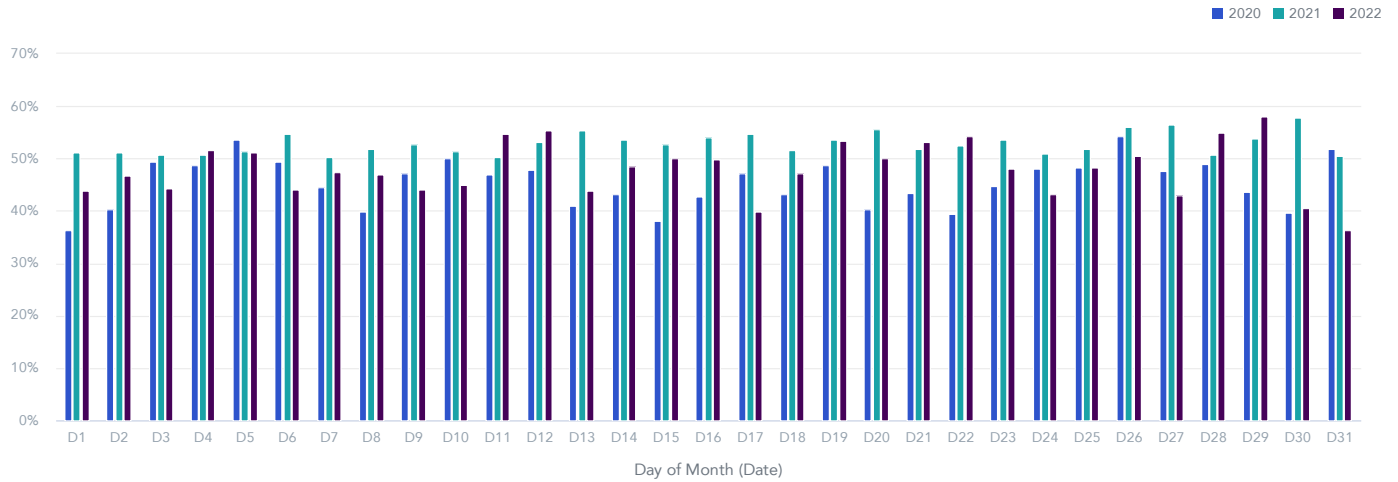
Daily ADR by Year



Daily Occupancy by Month



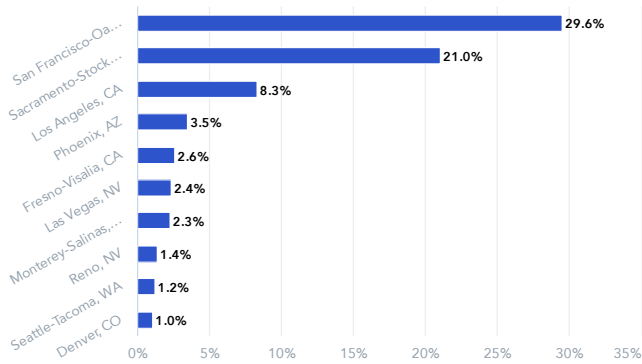
### Daily Occupancy % by Year



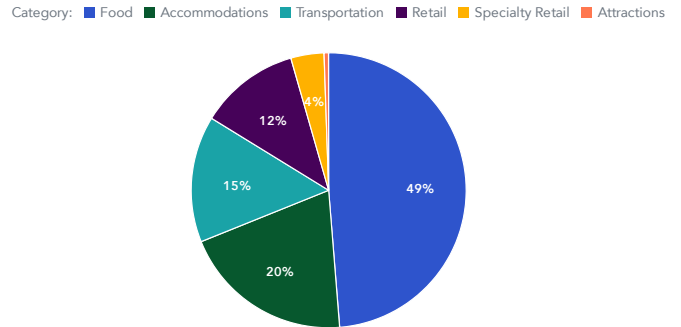
### Which Origin Markets Are Spending the Most in Destination and What Are They Spending the Most On?

Source: Affinity Solutions

DMA Spending



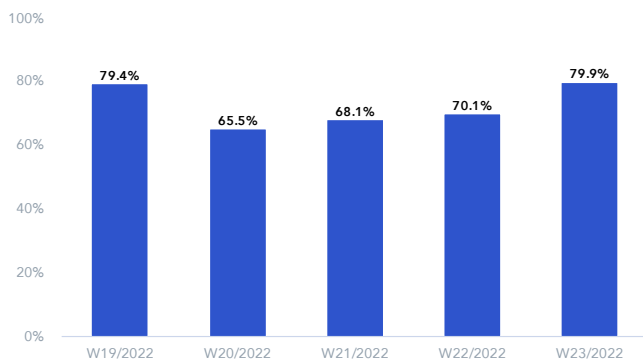
Visitor Spending in Tourism Categories



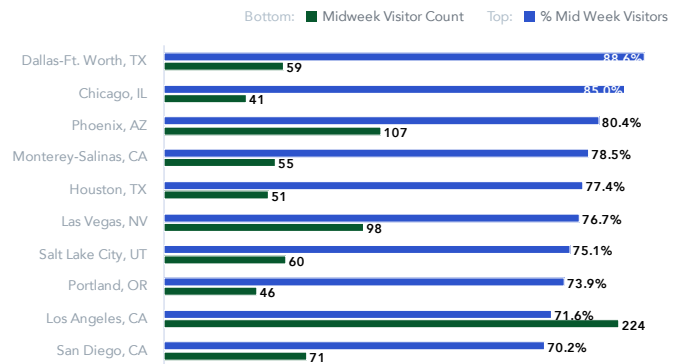
### Are We Attracting Mid-Week Visitors?

Source: Near

Midweek Visitor %



Midweek Visitor Counts & %



## Where Are Day Trippers Coming From?

Source: Near

### Top Markets With Daytrippers



## What Are the Average Temperatures (Both Historical and Current) in the Sacramento-Stockton-Modesto DMA?

Source: NOAA

### Destination Weather

