

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

45%

↑ **116%** change
21% prev. year

% of Out-of-State Visitors

28.7%

↓ **-32%** change
42.3% prev. year

Hotel Occupancy

68.9%

↓ **-8%** change
75.0% prev. year

Hotel ADR

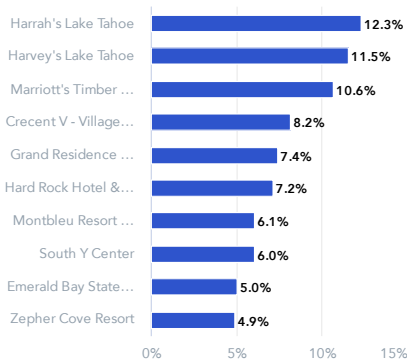
\$266

↑ **33%** change
\$200 prev. month

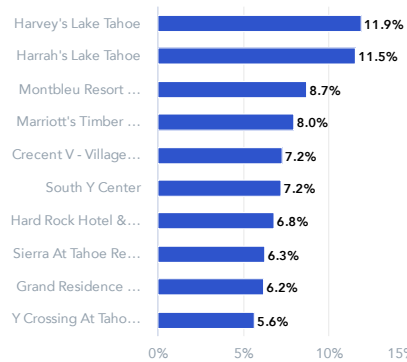
Where Are Visitors Going?

Source: Near

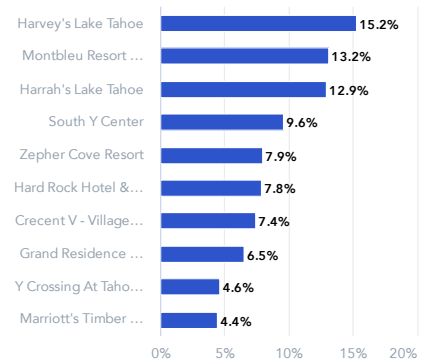
Out of State Visitors



California Visitors



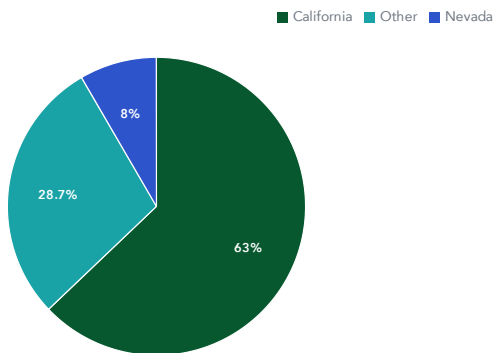
Nevada Visitors



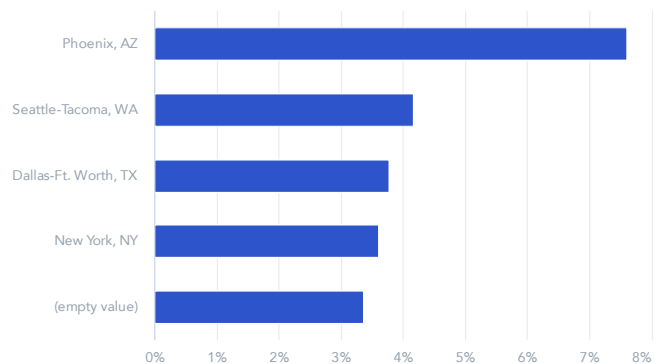
Where Are Visitors Coming From?

Source: Near

Visitor Breakout by State



Top Markets (DMAs) Outside of California or Nevada



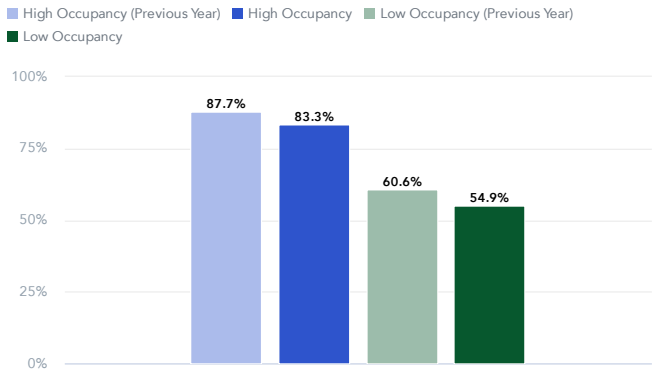
How Are Our Hotels Doing?

Source: STR

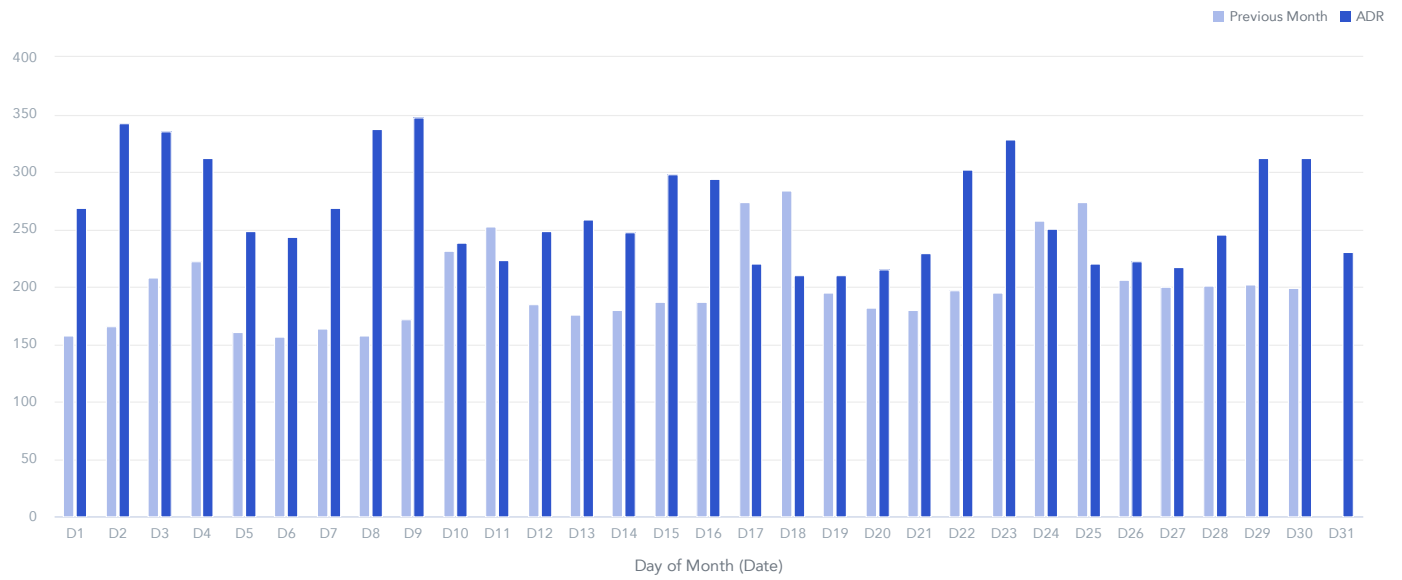
High and Low ADR for Last Month (Compared to Previous Year)



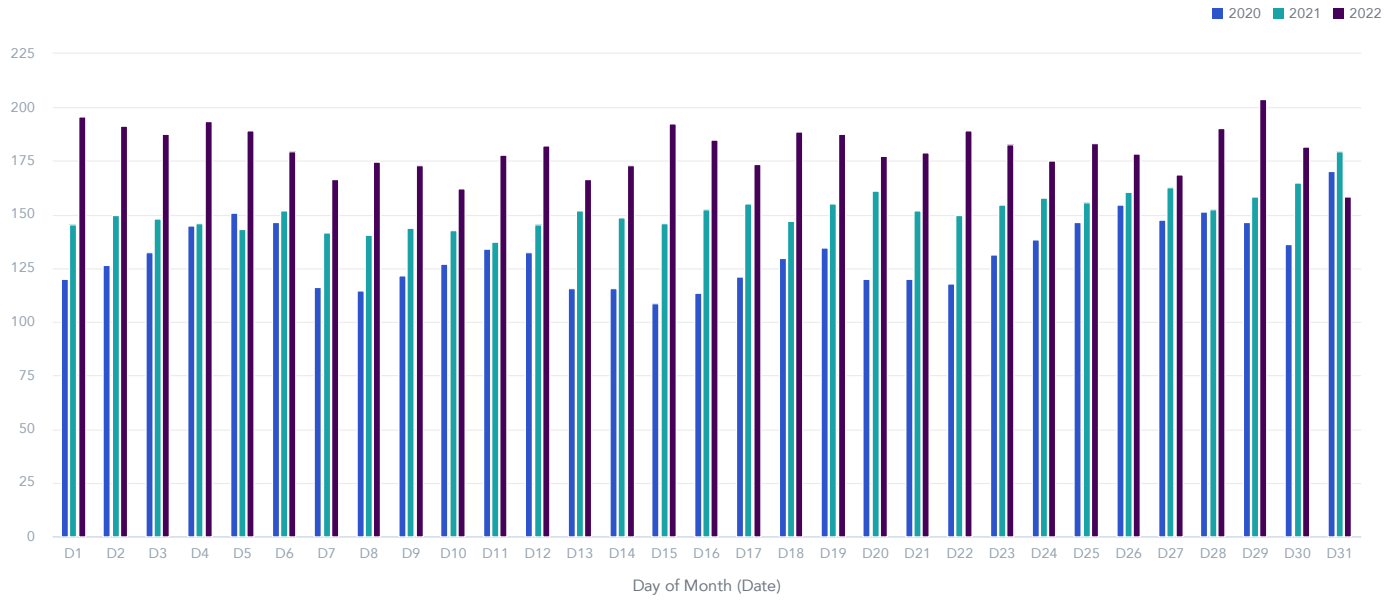
High and Low Occupancy for Last Month (Compared to Previous Year)



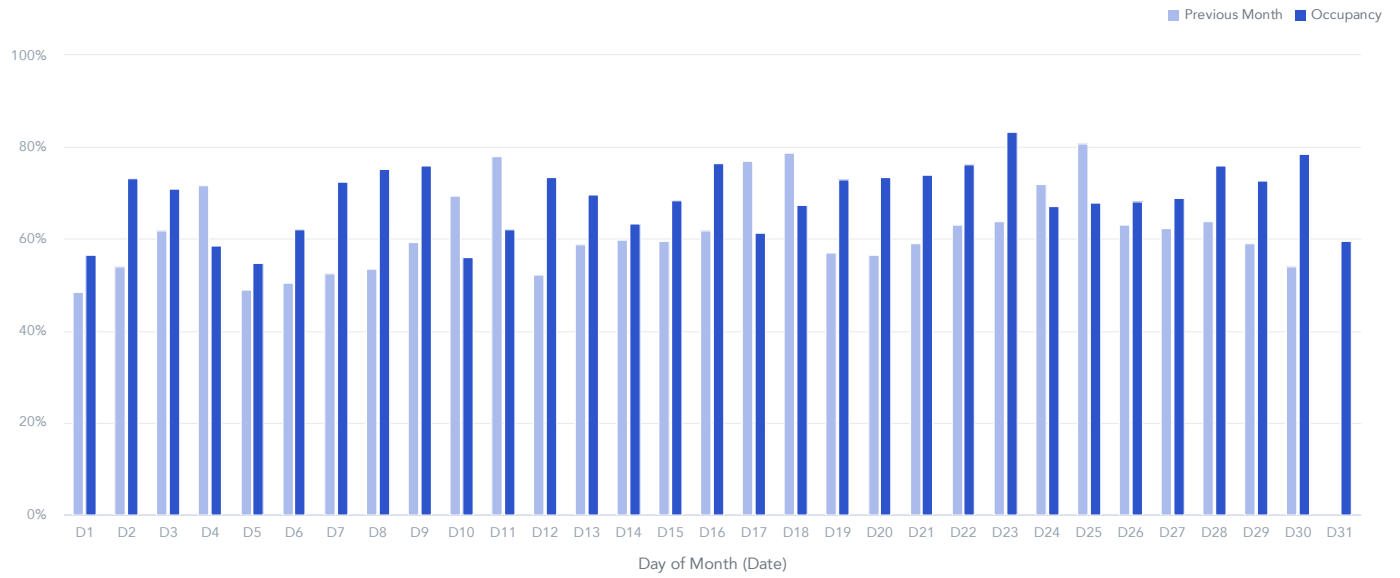
Daily ADR by Month



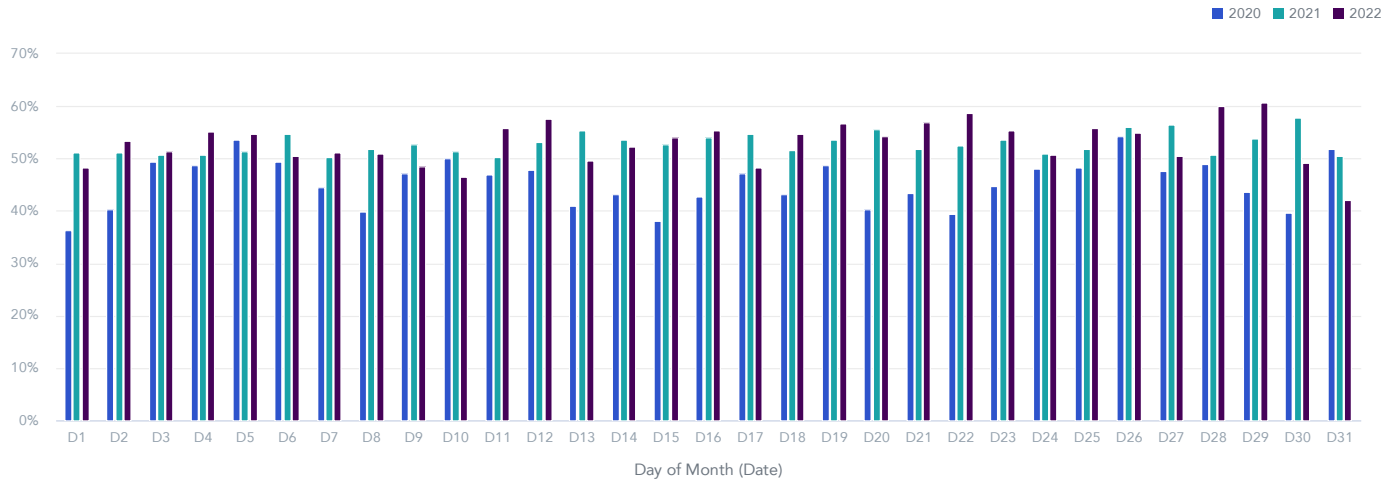
Daily ADR by Year



Daily Occupancy by Month



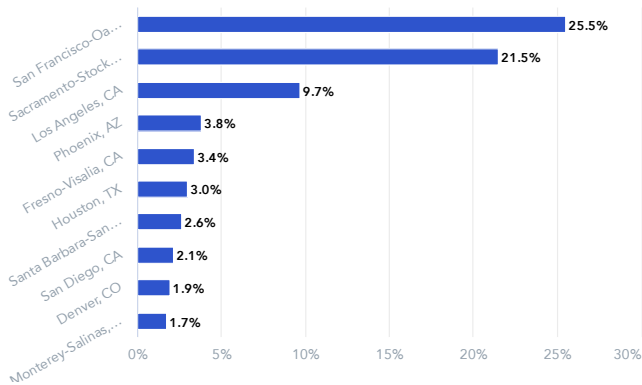
Daily Occupancy % by Year



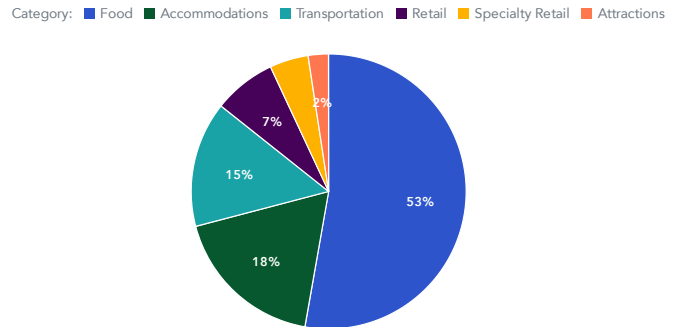
Which Origin Markets Are Spending the Most in Destination and What Are They Spending the Most On?

Source: Affinity Solutions

DMA Spending



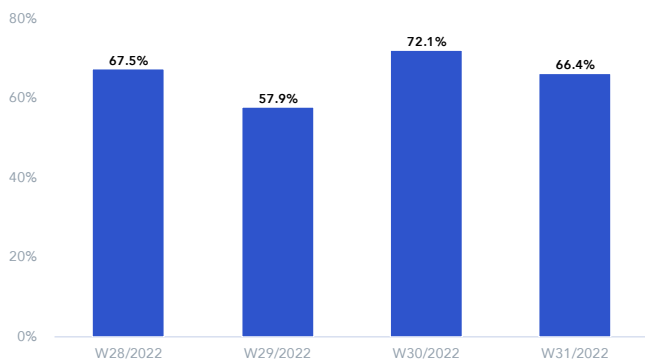
Visitor Spending in Tourism Categories



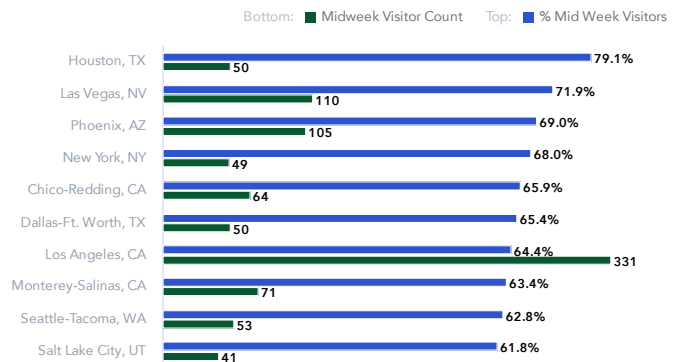
Are We Attracting Mid-Week Visitors?

Source: Near

Midweek Visitor %



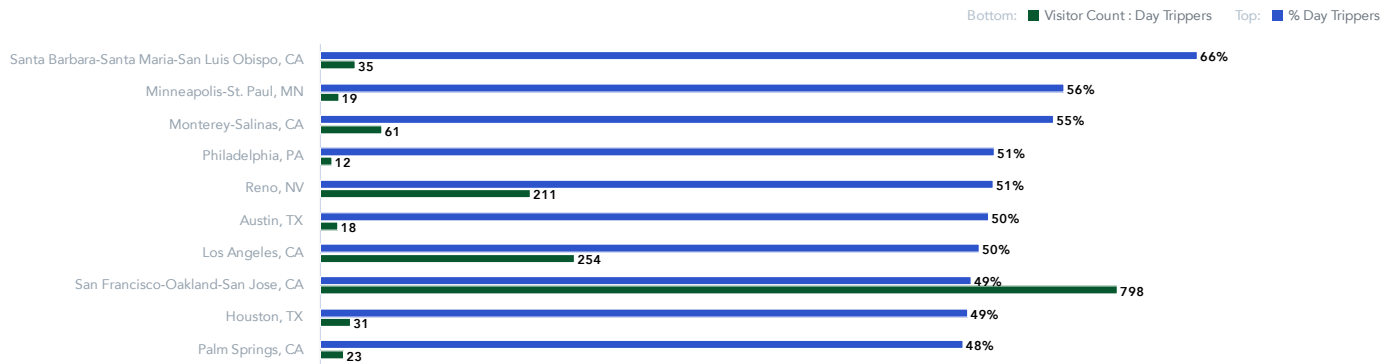
Midweek Visitor Counts & %



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

