

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

15.2%

↓ -46% change | 28.3% prev. week

% of Out-of-State Visitors

35.0%

↓ -4% change | 36.6% prev. week

Hotel Occupancy

58.9%

↑ 8% change | 54.6% prev. week

Hotel ADR

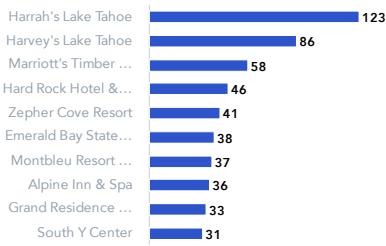
\$185

↑ 1% change | \$182 prev. week

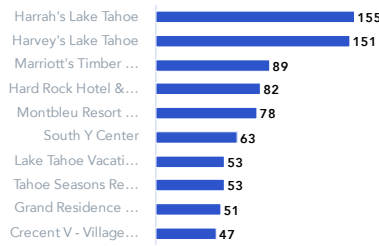
Where Are Visitors Going?

Source: Near

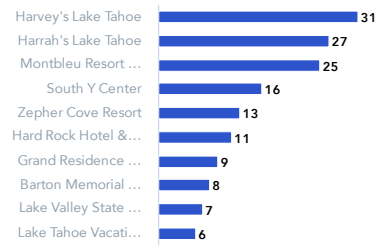
Out of State Visitors



California Visitors



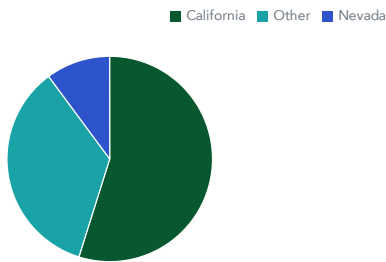
Nevada Visitors



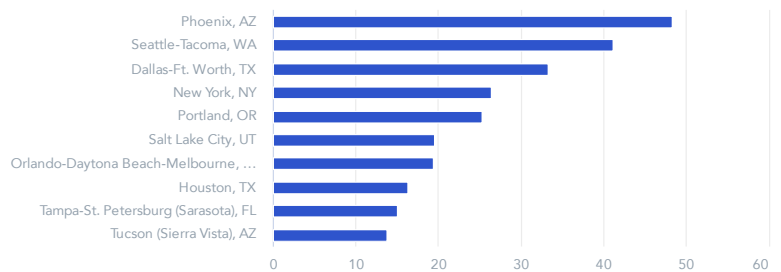
Where Are Visitors Coming From?

Source: Near

Visitor Breakout by State



Top Markets (DMAs) Outside of California or Nevada



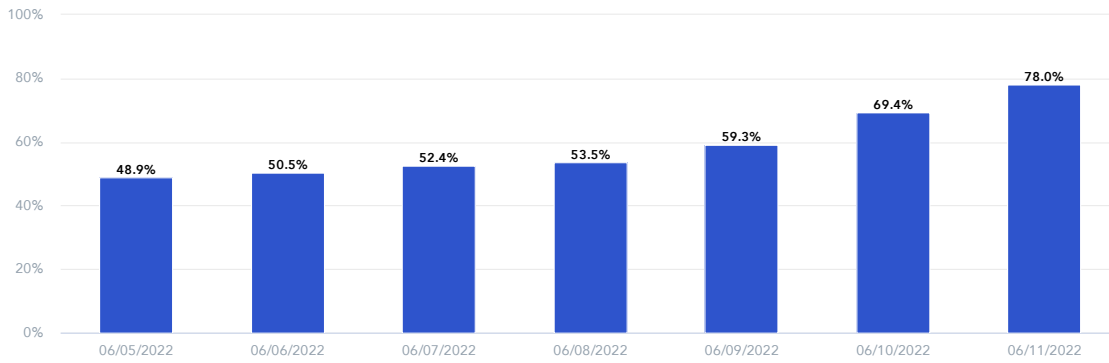
How Are Our Hotels Doing?

Source: STR

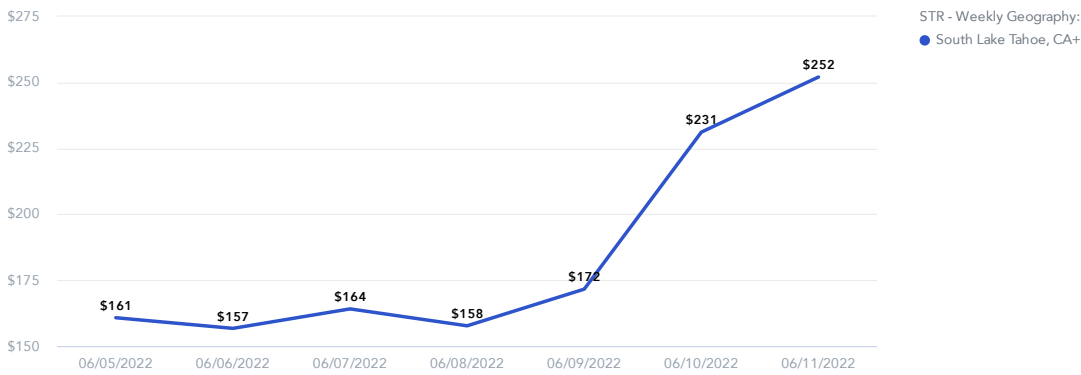
Change in Occupancy
YOY

11.3%

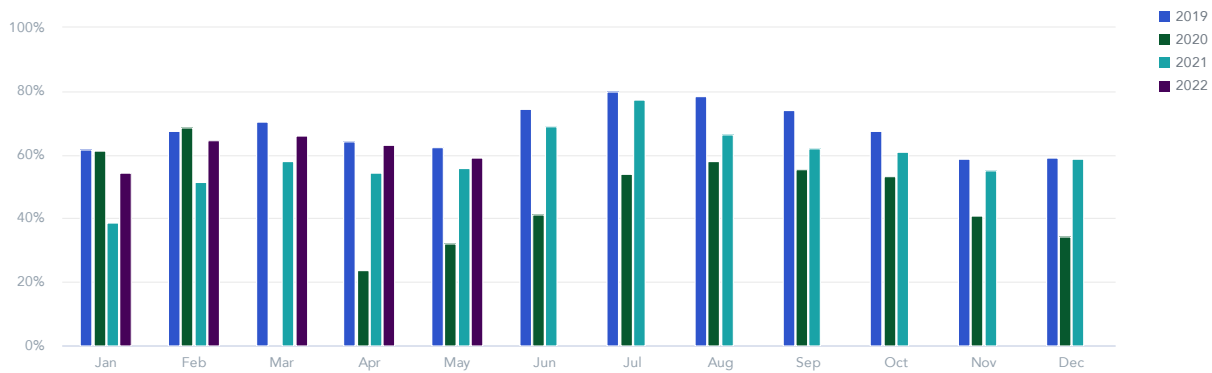
Daily Occupancy %



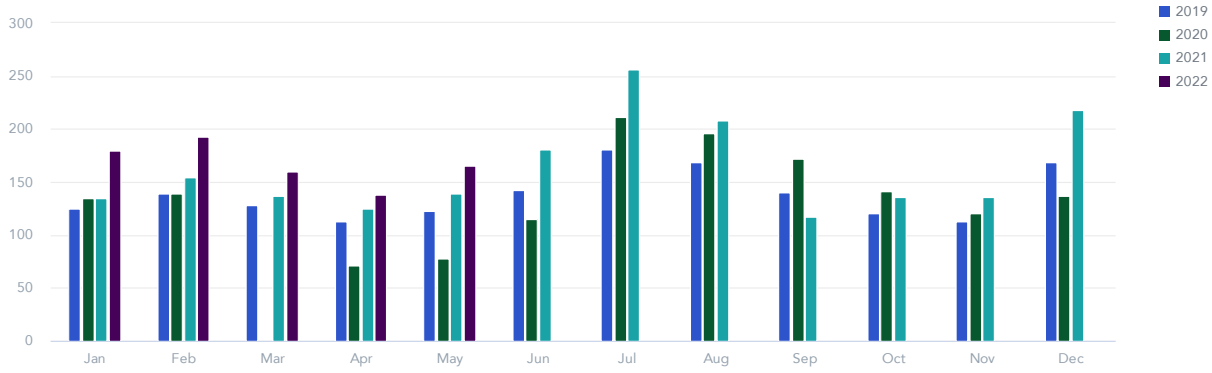
Daily ADR



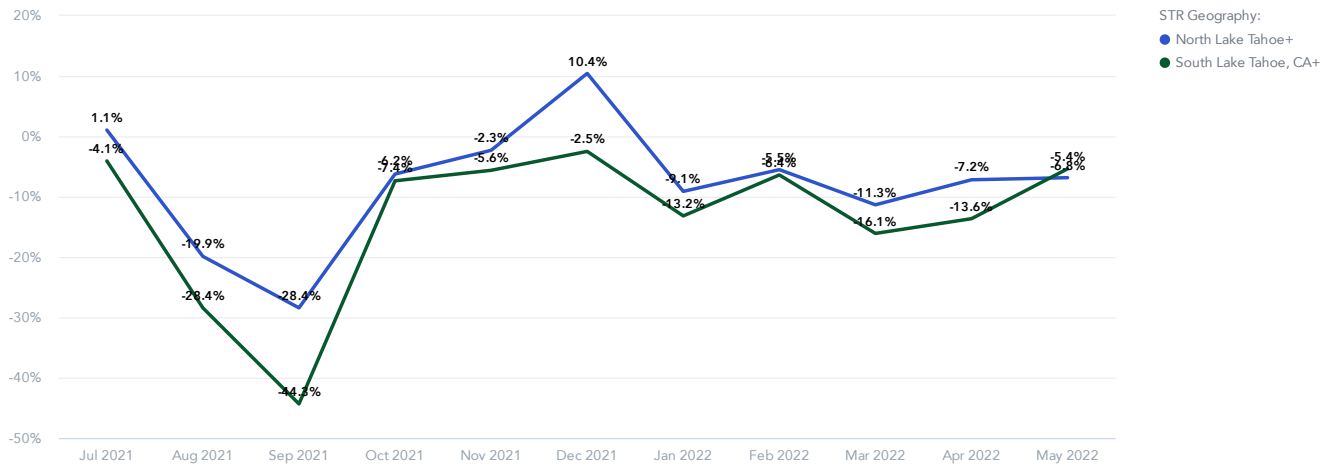
Occupancy % (Recovery)



ADR (Recovery)



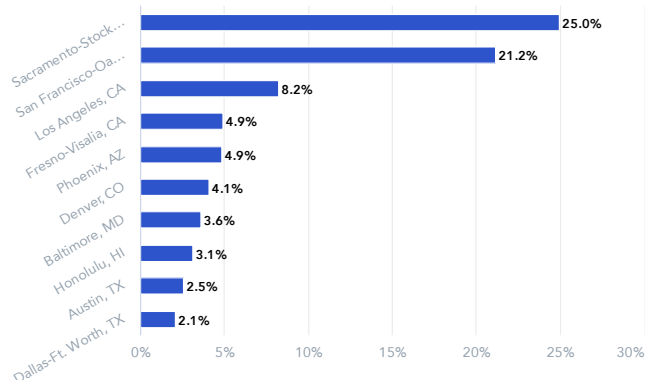
Change in Occupancy - North Lake Tahoe vs South Lake Tahoe



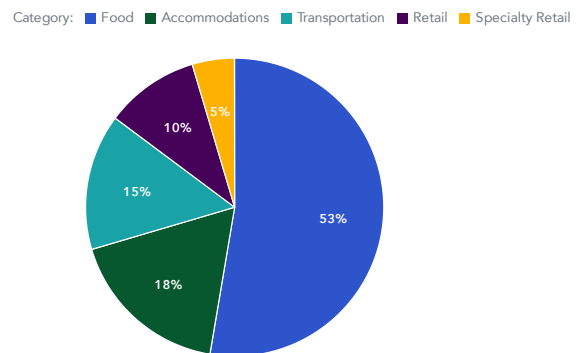
Which Origin Markets Are Spending the Most in Destination and What Are They Spending the Most On?

Source: Affinity Solutions

DMA Spending

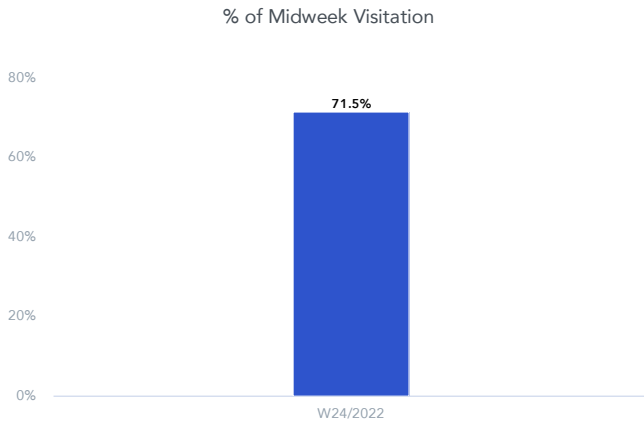


Visitor Spending in Tourism Categories

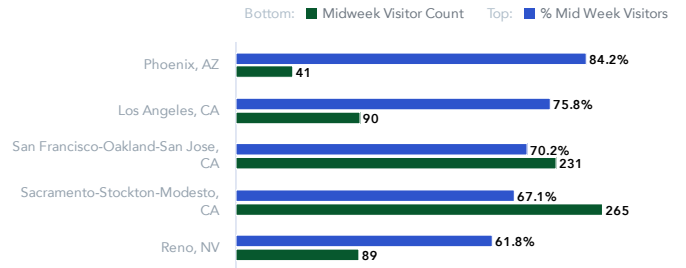


Are We Attracting Mid-Week Visitors?

Source: Near



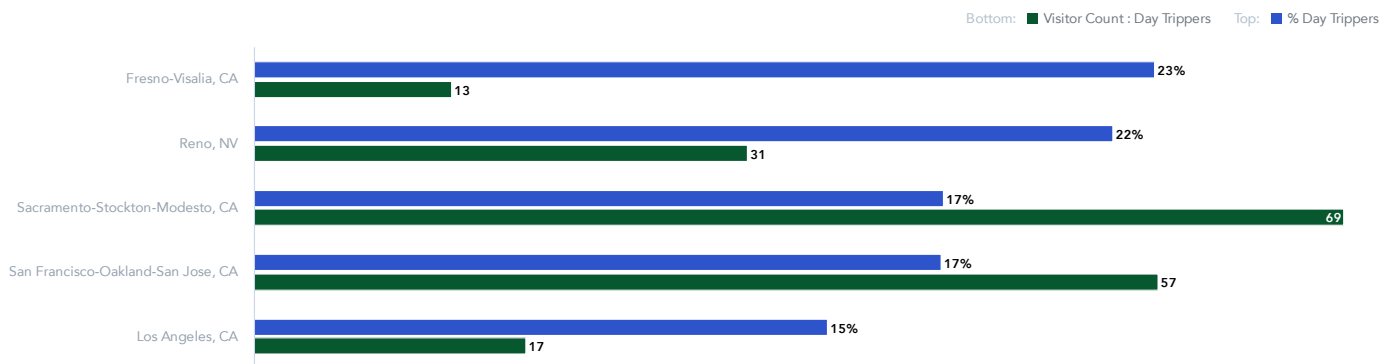
Midweek Visitor Counts & %



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

