

An aerial photograph of Lake Tahoe, showing the clear blue water, rocky shorelines, and surrounding forested mountains under a bright sky. The text is overlaid on the upper portion of the image.

LAKE TAHOE DESTINATION STEWARDSHIP PLAN

**El Dorado County Supervisors
January 30, 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% 

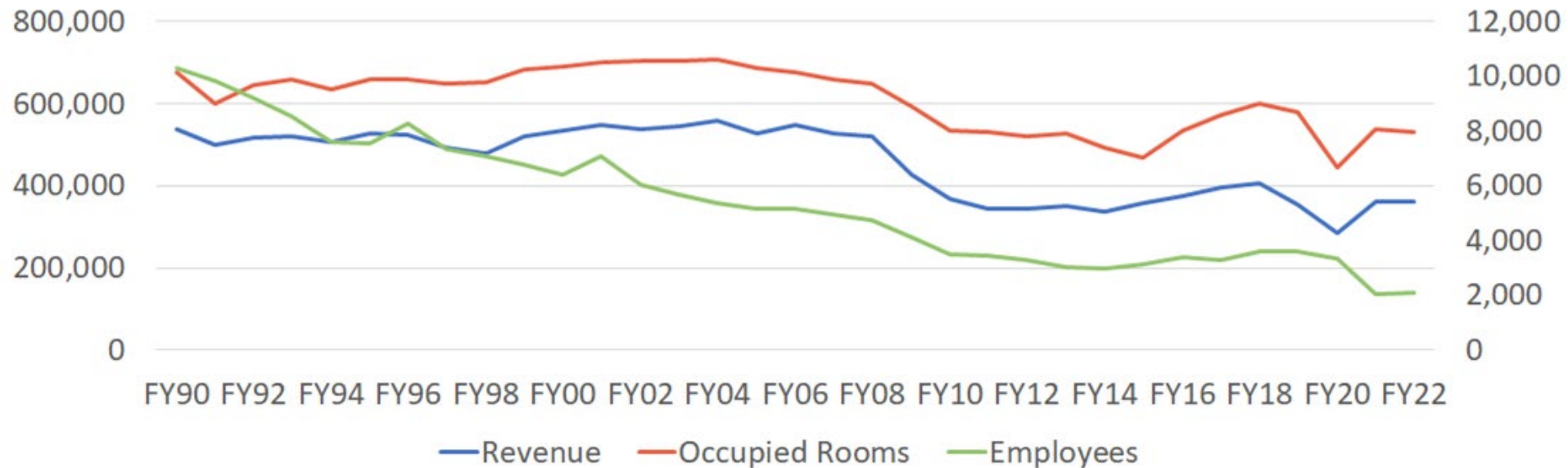
nearby population
growth over next 20
years

Underlying Trends:

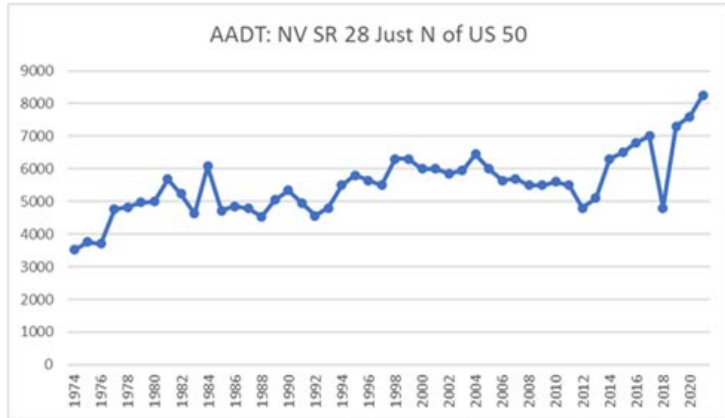
- Intentional shift toward managing, not just marketing.
- COVID-19 shift in visitation, remote work, business, supply chains, etc. What impacts are here to stay and which were temporary?
- Rising/high inflation, weak economy, extreme weather trends

Decline in Gaming

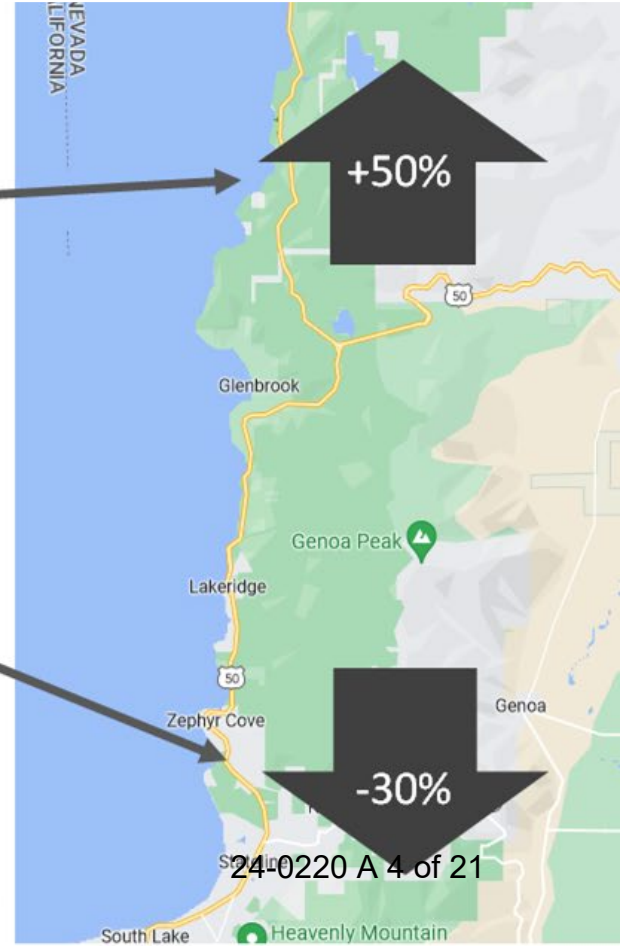
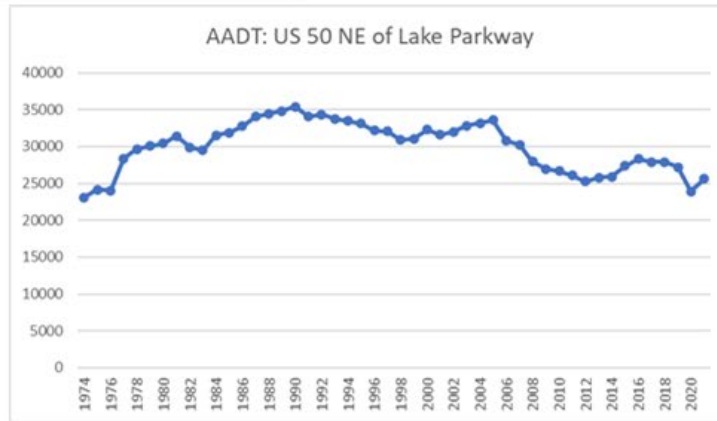
Douglas County South Shore Casinos



Travel Pattern Change



AADT = Annual Average Daily Traffic



We Have Issues



Fodor's No List 2023

Fodor's Travel | November 8, 2023

The leading threat to Tahoe's future clearly is the unchecked parking stacking of our urban landscapes, according to [The League to Save Lake Tahoe](#). Heavy traffic chokes Tahoe's roads into the dust and debris and pumps a dozen emissions into the air. Worst of all is noise, which distracts and annoys those for pollution gardens on the lake, obscuring its iconic blue waters. Improving Tahoe's traffic conditions will reduce this pollution source, and address the stress and strain of travel in Tahoe.

It is difficult to take our city's talk about leadership on the problem of long-term climate change seriously when we simultaneously encourage motor traffic that needs to park that can stretch into the basement." Scott Robinson, in opposition for the Tahoe Neighborhood Group and 2022 South Lake Tahoe City Council candidate.

"We all need to give nature a break, but we don't want to tell people not to come to Tahoe."

Keep Tahoe poop-free: Protect the environment, pick up after your pets

News [FOLLOW NEWS](#) | December 24, 2015

Three Warfield
Toree's Stories

Lake Tahoe forest officials seeing increase in illegal campfires

News [FOLLOW NEWS](#) | July 23, 2023

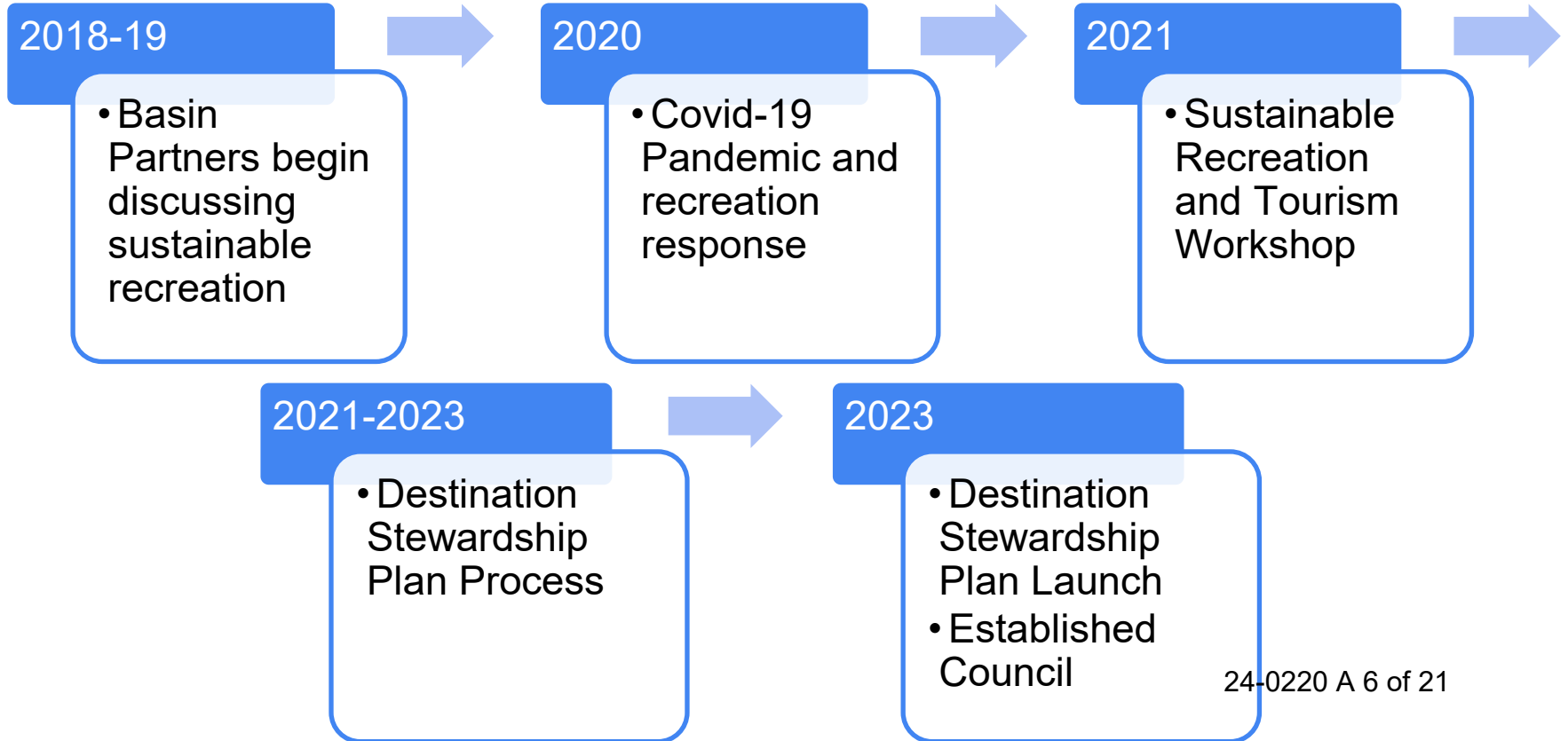
Laney Griffin [FOLLOW](#)
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Tahoe's abusive relationship with tourism must be reformed

South Lake Tahoe City Councilwoman Scott Robinson on what needs to be done to stop overtourism destroying Lake Tahoe



Moving Toward Destination Stewardship





Creating a New Process



Additionally, nearly 200 stakeholders on monthly recreation calls including law enforcement, private businesses, and community groups.



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

Rated quality of life compared with other places in California and Nevada

3.7 out of 5

Agree that tourism and outdoor recreation are critically important to the region's health.

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.
- Only 29% of residents agree that the positive benefits of tourism and recreation in the Tahoe region outweigh the negative impacts.



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.

71%

Believe they are **mindful and respectful** of the natural environment.

42%

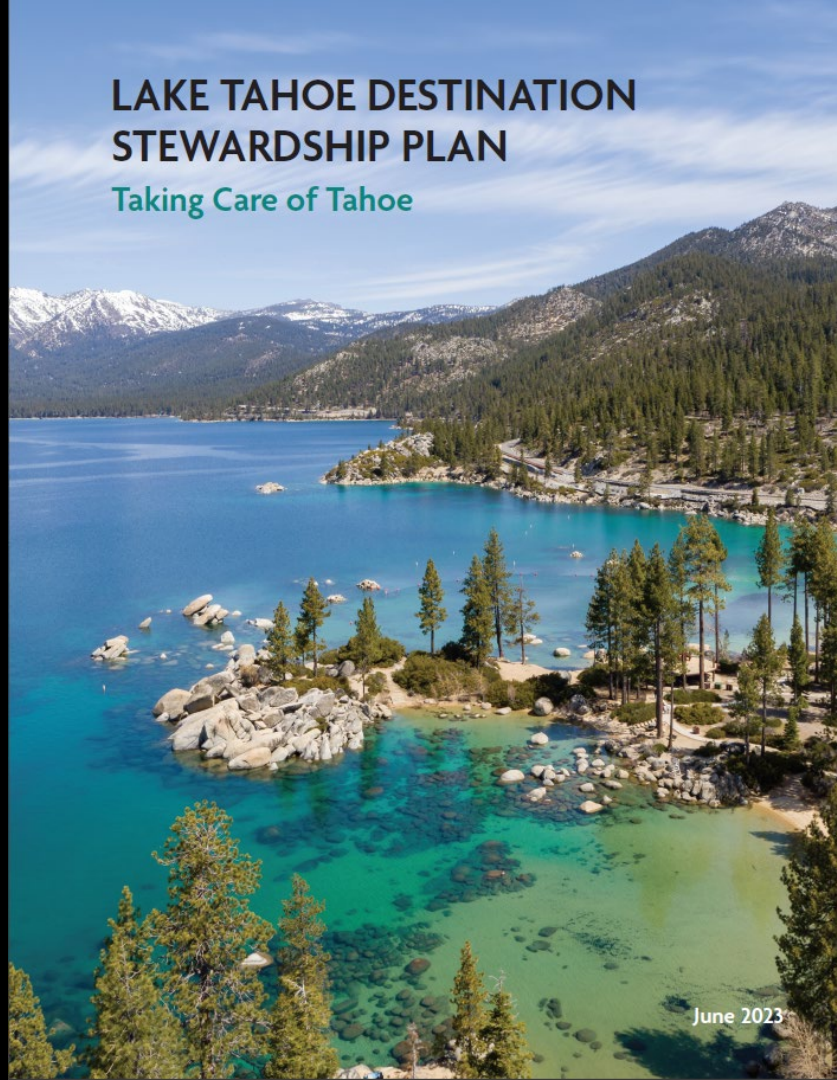
Said the Tahoe Region is doing an **excellent job of safeguarding its natural resources**.



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

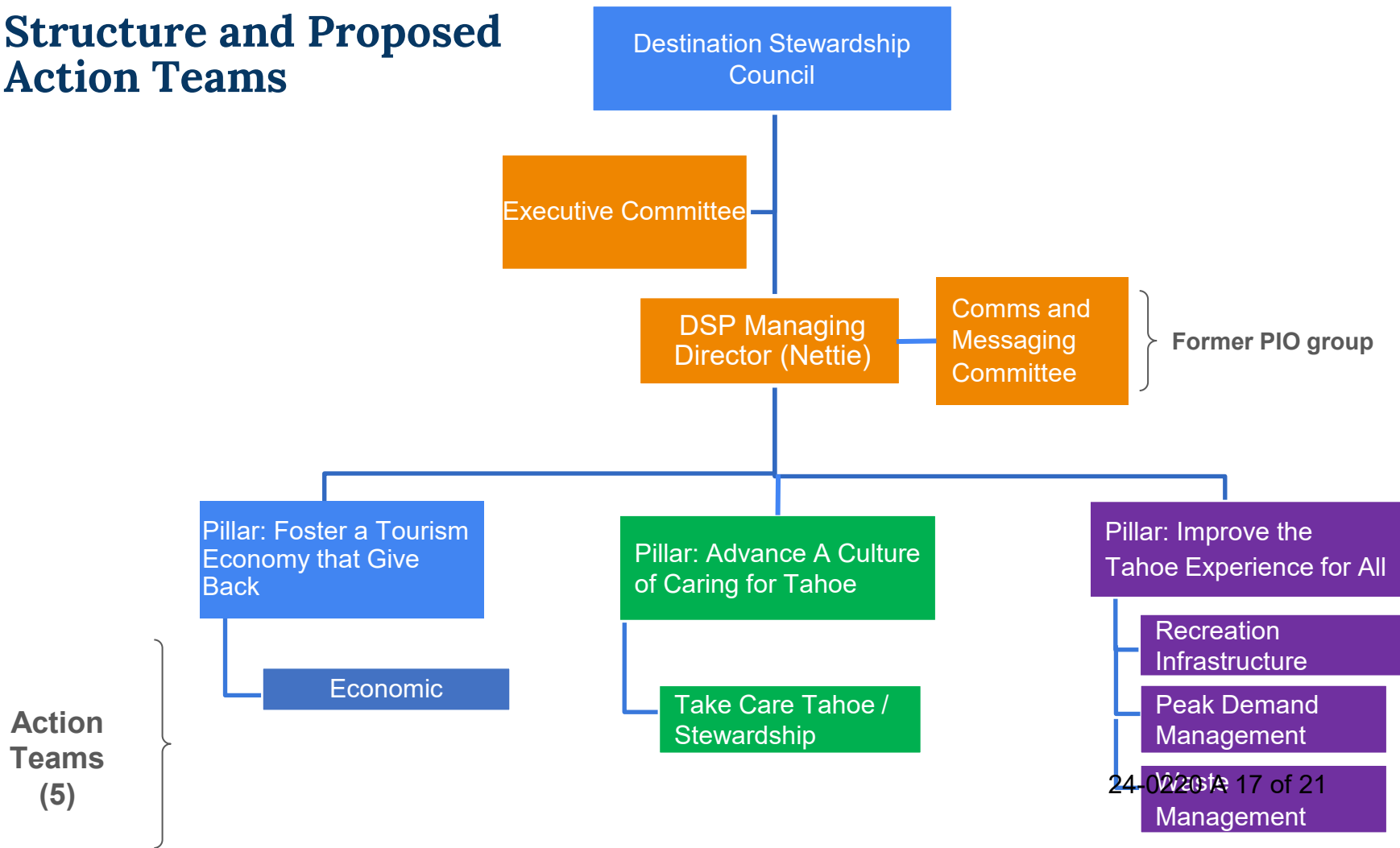
Governance - Stewardship Council

1. Established a Destination Stewardship Council
 - A. Met December 5th in Person
2. Build Destination Stewardship Council Capacity
 - A. Hired a Managing Director
3. Secure Funding and Other Resources
4. Establish Action Teams and Work Plans
5. Develop and Deploy a Communication Strategy



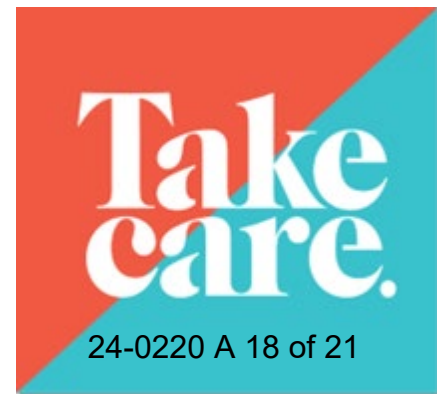


Structure and Proposed Action Teams





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
\$250,000+ over two years
(additional contributions pending)

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

El Dorado County as a Leader

- Continue building amazing bike paths
- Congestion management
- Paradise Park
- State Route 89 corridor management
- 56 Acres and recreation facility



Image: California Tahoe Conservancy

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