

Aligned, and in service to a 2008 Federal MOU between National Geographic Center for Sustainable Destinations and 5 Departments of the Interior, and the 2010 Lake Tahoe Regional Prosperity Plan, Sustainable Tahoe, since 2010, has been actively facilitating tourism that produces stewardship in locals and visitors alike.

GEOTOURISM – tourism that sustains or enhances the unique assets of a place: geographic, historic, arts, culture, wildlife, recreation and local pride.

The goal of Sustainable Tahoe’s Geotourism Expo:

- 1) Promote tourism that does not harm
- 2) Encourage ROIx4 (return on investment, impact, influence and innovation)
- 3) Inspire civic pride

The Tahoe Geotourism Expo provides a tangible one-day sampler of how we can collaborate to host visitors from South Lake to Pyramid Lake, in a way that will increase our local prosperity and lake water clarity! The “Geotours” that make up the Tahoe Expo enlighten visitors with local insight and inspire locals to become docents leveraging their insight and civic pride.

With the support of El Dorado County economic development, the Tahoe Expo was able to:

- Introduce new visitors attractions, events and job-creating activities.
- Give visitors more reasons to: stay longer, return sooner and share new stories.
- Bring members of three tribes together: Washoe, Shoshone and Paiute
- Showcase unprecedented native cultural experiences and interactions
- Provide recreation activities that educate and enroll people in protecting the water
- Inspire more stewardship participation:
 - “Pipe Cruise” enrolled 3 people in the ‘Tahoe Keepers’ program
 - TRCD is looking at SUP Boards to track invasive species in Tahoe Keys.
- Brought 53 regional stakeholders together collaborate to host these Geotours
- Geotours, like the “Transit Track” that combined bike riding, hiking, history and water transit into one amazing adventure that enlightened a deeper understanding on local transit challenges and opportunities.

The above is only a brief summary of the value El Dorado County has brought the region in supporting this annual exposition of stewardship. Geotourism is economic development destinations around the world have embraced, with social, economic and environmental benefits. We hope the support of El Dorado County will continue, and inspire the other counties that make up our region to join them.