

LAKE TAHOE DESTINATION STEWARDSHIP PLAN





\$4.5 billion

Visitor direct spending

\$10 billion

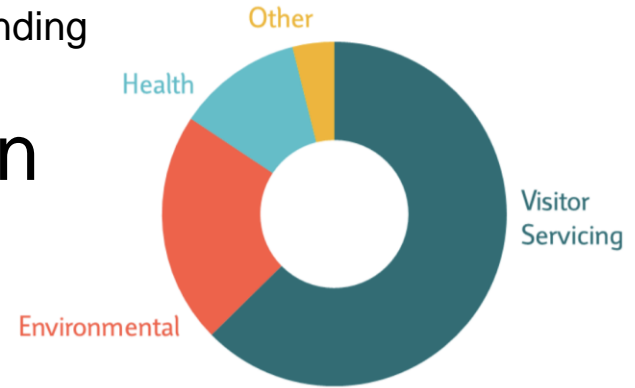
Economic impact

17 million

Visitor days
2 million unique
visitors

 **27% population growth**

Nearby urban centers over the next 20
years



We Have Issues



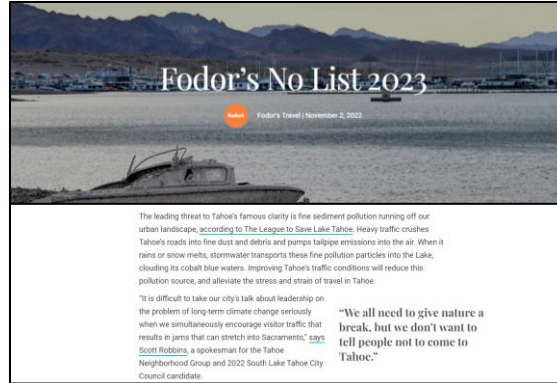
Lake Tahoe forest officials seeing increase in illegal campfires

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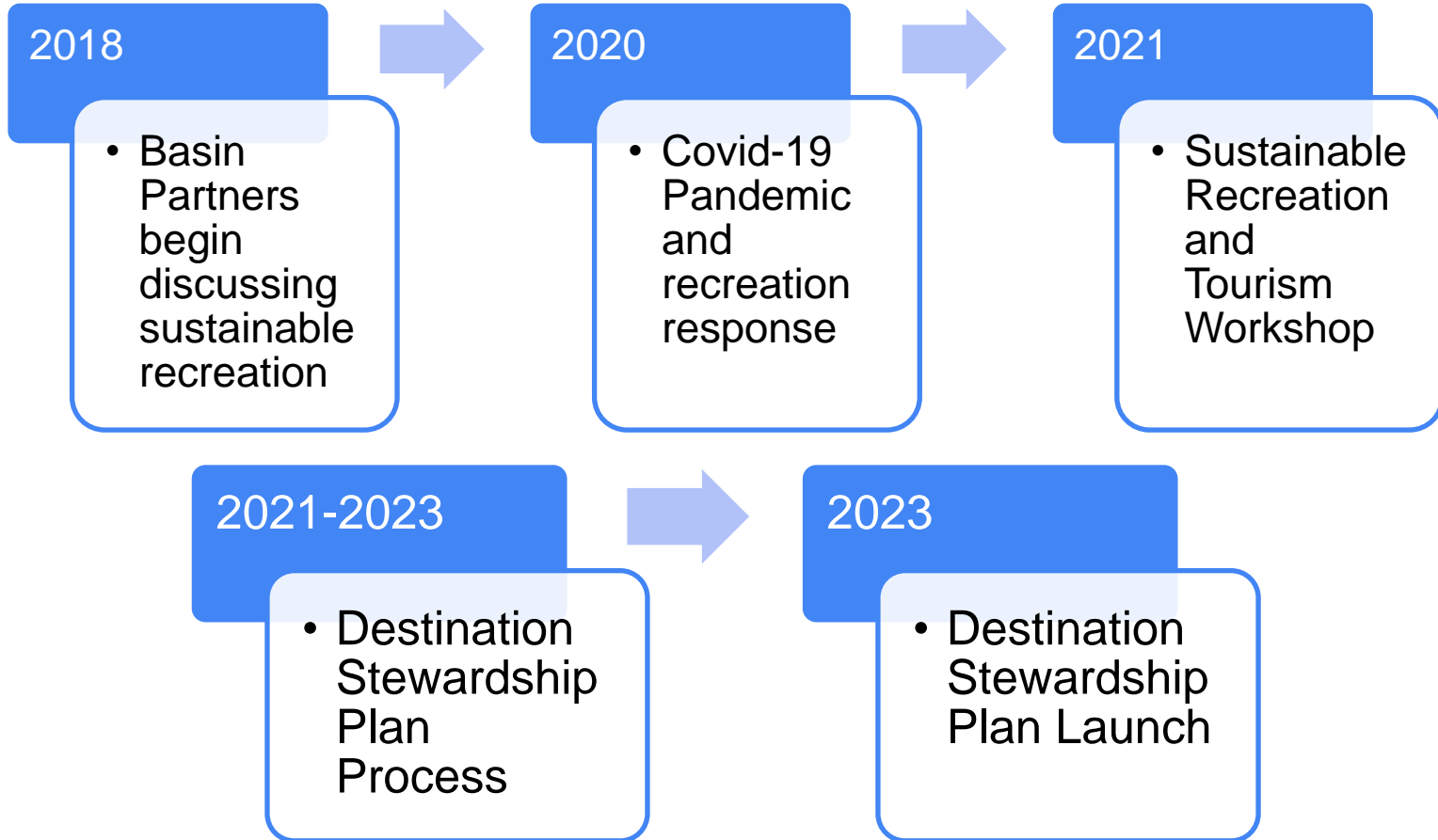
Tahoe's abusive relationship with tourism must be reformed

South Lake Tahoe City Councilman Scott Robbins on what needs to be done to stop overtourism destroying Lake Tahoe

SFGATE



Moving Toward Destination Stewardship





A New Process Begins



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

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



Resident Survey

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.

Visitor Survey

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%

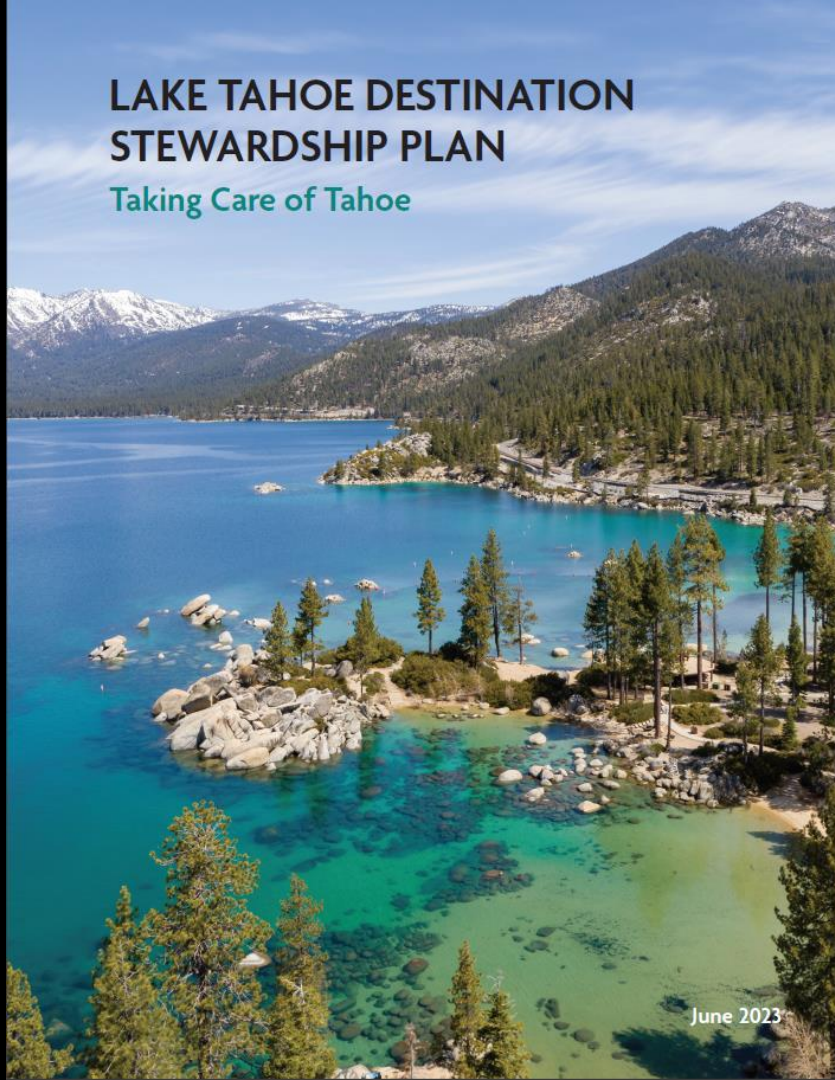
Said the Tahoe Region is doing an excellent job of safeguarding its natural resources.




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**

Immediate Actions - Governance

1. **Established a Destination Stewardship Council**
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**



Immediate Actions - Destination Management

- City plastic water bottle ban
- Take Care Ambassadors and City Park Ranger Program
- Increased trash service
- Microtransit on North and South Shores
- Parking enforcement study
- League to Save Lake Tahoe Blue Crews
- Take Care Tahoe – expanded messaging campaigns
- \$20 million in North Tahoe Community Alliance grants
- \$449,000 in California Tahoe Conservancy grants for equitable access

Plan Outreach

- Public Webinar – July 2023
- Nevada APA Conference
- Envision Tahoe Summit
- DMA West Conference
- North Tahoe Community Alliance board
- Tahoe Science Conference
- Various local and regional media coverage
- South Lake Tahoe City Council
- Senate Commerce Committee's Tourism, Trade and Export Promotion Subcommittee

Upcoming:

- El Dorado County Board of Supervisors
- Tahoe Prosperity Center – Catalyst Committee
- South Shore TMA

Shared Funding Commitments

Funding Partners:

- Travel North Tahoe Nevada
- Lake Tahoe Visitors Authority
- North Tahoe Community Alliance
- Tahoe Regional Planning Agency
- Tahoe Fund
- USFS LTBMU
- Nevada Division of Outdoor Recreation
- Visit Truckee Tahoe
- City of South Lake Tahoe
- California Tahoe Conservancy
- RSCVA
- Nevada Division of State Lands (License Plate Grant)
- Washoe County
- El Dorado County
- Tahoe City Marina
- Tahoe Prosperity Center
- RSCVA
- Placer County
- Tahoe Chamber
- Vail Resorts
- Palisades

Destination Stewardship Plan
\$215,501

Plan Implementation
\$330,000+ over two years
(additional contributions pending)

[EIP BLUEPRINT](#) / [EIP FOCUS AREAS](#) / [EIP PROGRAMS](#) / [EIP ACTION PRIORITIES](#)

03 - SUSTAINABLE RECREATION AND TRANSPORTATION

DESCRIPTION

The tourism industry is booming globally and Lake Tahoe is experiencing record visitation for its spectacular recreational opportunities. While outdoor recreation is a major driver of Lake Tahoe's \$5 billion annual economy, overcrowding in peak seasons can degrade natural areas, create heavy traffic, and lessen the visitor experience. With approximately 15 million people living within driving distance of Lake Tahoe, providing a world-class transportation system remains a priority. The EIP partnership is working on strategic investments in parking management, multi-use paths, and transit to meet visitor demand while protecting the Tahoe Basin's unique natural resources.

Goals of the Sustainable Recreation and Transportation Focus Area are:

1. Preserve and improve air quality
2. Improve outdoor experiences for visitors and residents while protecting natural resources.
3. Increase the use of alternative modes of transportation and decrease reliance on the private automobile.

PROGRAMS

[EIP Program](#)

EXAMPLE PROJECTS

State Route 89 Recreation Corridor Improvements

[Download Photo](#)



Emerald Bay Conceptual Rendering



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