Lake Tahoe Outdoor Recreation and Tourism Likely Trends

- Tourism and outdoor recreation use continues to climb
- Day trippers and drive market for Tahoe remain high
- Continued increase of first-time users
- High visitation on forest lands and in wilderness areas
- Staffing, funding, and transportation options are not keeping pace

Socially distanced beach goers, Summer 2020
Is this acceptable? We didn't think so. After a false alarm call at Secret Cove, the North Lake Tahoe Fire Dept, Engine and Medic 11 crews cleaned all of this up. We all can do better.
Est 15 million visitors
“Partners want to see near-term ‘wins’ as we build a longer-term vision and tackle the big systemic and cultural shifts.”

– Daniel Cressy, USDA Forest Service
Tahoe-Truckee Coordinating Committees
Weekly virtual meetings to address immediate issues, align messaging, and knowledge sharing.

Tahoe Sustainable Rec & Tourism E-Newsletter
Disseminates information, best practices, and latest news.

12 guiding principles for a sustainable destination
Network of global destination and management experts
Success Stories - 2020

- Regional messaging coordination
- Expansion of the TakeCare program
- Backcountry awareness week
- Public safety ambassadors

Everybunny wears a mask in Tahoe
“This is the opportunity for us as the visitors' authorities to pivot and to assist with visitor management and messaging...inside and outside of our borders.”

– Carol Chaplin, Lake Tahoe Visitor Authority

“What is missing...is a Tahoe ethos...there should be a culture of behavior that is engrained in visitors before they come, and how to treat Tahoe while they are here. That needs to start with our locals and our tourist industry as model behavior.”

- Marilee Movius, League to Save Lake Tahoe
Looking Ahead

- Shared vision
- Permanent organization structure
- A new economic model
- Strategies to influence behavior
- Innovative engagement with the community, businesses, and outdoor industry sector
Success Stories

- Significant expansion of litter clean-ups and abatement
- Summer Recreation and Tourism Playbook
- Coordinated ambassador programs
- Regional stewardship pledge
- Parking enforcement and management
- Regional trails plan
- Formation of a data task force

Traveler Responsibility & Take Care Pledge

Take care.

Join Tahoe Blue Crew!

Clean Tahoe Program: Our Business Is Picking Up!
Carol Chaplin,
Lake Tahoe Visitors’ Authority
Thank You!