



FOR IMMEDIATE RELEASE

NEW TRAVELER RESPONSIBILITY PLEDGE EDUCATES VISITORS ABOUT TAKING CARE OF THE SIERRA

The Lake Tahoe-Truckee region encourages visitors to be aware of stewardship expectations, how to travel responsibly, and actively participate in efforts to minimize impact on the environment and local communities

LAKE TAHOE-TRUCKEE, Calif/Nev. (April 22, 2021) – Popularity of the Lake Tahoe-Truckee region continues to grow as visitors seek recreation amenities and outdoor spaces that the Sierra is known for. To protect and preserve vulnerable ecosystems and residential communities, regional visitor bureaus have joined forces to focus on educational tactics that reinforce the importance of mindful, responsible travel.

To encourage stewardship and offer specific actions that visitors can take to help protect Lake Tahoe, surrounding communities, wildlife and the environment, a new Traveler Responsibility Pledge will be introduced this spring. Composed of six tenets that align with primary sustainability initiatives of the region, the pledge outlines actions visitors and residents can do to immediately reduce their travel related impacts.

“The Traveler Responsibility Pledge was developed so visitors can enjoy the unique culture and natural beauty of our region responsibly,” said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. “Lake Tahoe has always been a popular destination and as more people continue to visit or call the Sierra ‘home,’ it is important for them to appreciate locals’ expectations so they can help leave it better than they found it.”

“The six elements of the pledge will be helpful for guests experiencing outdoor environments for the first time – to recognize what personal responsibility looks like and the importance of making a positive impact on the mountain communities they visit,” continued Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association.

The six pledge commitments visitors are asked to follow include:

1. **Become a Steward of Tahoe-Truckee.** Commit to exploring the region responsibly and help preserve treasured places by leaving them better than you found them. Participate in a clean-up day, download and use the Citizens Science Tahoe App, ride public transportation and support small businesses and events.
2. **Respect the Environment.** Leave no trace by packing out what you brought in, properly dispose of trash and stay on trails to reduce your impact on the environment. Other ways to participate include saying no to plastic and bringing your own reusable water bottle.
3. **Stay Educated.** Check regional *Know Before You Go* resources and be prepared for changing weather conditions and operational modifications. Sign up for city, county and state text alerts to stay connected with real-time travel advisories and emergency updates.

4. **Keep Wildlife Wild.** It's critical to observe wildlife from a respectful distance and to not feed wild animals. Remembering this will keep you safe and the wildlife wild.
5. **Be Fire Safe.** Consult fire restrictions before lighting a campfire or starting a grill, and know the permitting rules before burning anything outdoors. When using charcoal or wood in approved areas, be sure to completely soak, stir and feel ashes to ensure they're out.
6. **Demonstrate Mindful Travel.** If an outdoor area looks too crowded, move on and explore a new location. Speak kindly to people you encounter and remember to be a good neighbor by keeping noise down and parking in designated areas. Travel with awareness and be mindful of the impact of your actions.

"Our role in tourism is shifting to help educate our guests on becoming conscious of their impacts and encouraging them to become an ambassador for the region," said Carol Chaplin, president and CEO of the Lake Tahoe Visitors Authority. "This effort to shift behavior is paramount and will require ongoing collaboration between visitors and locals."

Local leaders and organizations who have made significant contributions to the preservation of the Sierra will help encourage participation and commitment to the Traveler Responsibility Pledge. Ongoing work to take care of the local environment will be highlighted and voluntourism opportunities will be regularly shared across regional digital channels.

Take the pledge and learn more about what to expect and how to travel and recreate responsibly in Lake Tahoe-Truckee at gotahoenorth.com and tahoessouth.com.

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About North Lake Tahoe

Lake Tahoe is the crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking and hiking trails, and communities filled with local artisans and shopping experiences. North Lake Tahoe is a 45-minute drive from the Reno-Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor Information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For more information, visit www.GoTahoeNorth.com.

About the Lake Tahoe Visitors Authority

Designated by USA TODAY among "15 ultimate summer road trips," (July 2019) Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination with an array of outdoor recreation, entertainment, nightlife and gaming. Tahoe's timeless splendor and diversity toward health and wellness, green business practices and sustainability continue to define its inimitable personality. For information about lodging, recreation, packages, and healthy travel at Tahoe South, call 1-800-288-2463 or log onto www.TahoeSouth.com.

About Visit Truckee-Tahoe

Truckee, California located just 15 minutes from Lake Tahoe and 40 minutes from the Reno-Tahoe International Airport is an authentic mountain town with convenient access to alpine outdoor recreation. Locals and visitors enjoy nearby downhill and Nordic resorts including Squaw Valley | Alpine Meadows, Sugar Bowl | Royal Gorge, Northstar and Tahoe Donner, as well as hundreds of scenic dirt and road miles that are also used as a training base camp for athletes from around the world. With a charming historic downtown dating back to the 1800's and a

vibrant Cultural District, there is plenty to do from shopping to craft brew tastings to walking along the Truckee River. Learn more and plan to Visit Truckee at <https://www.visittruckeetahoe.com/knowbeforeyougo>.

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