

The Economic Impact of Travel

North Lake Tahoe

2023

March, 2025

PREPARED FOR

Travel North Tahoe Nevada & North Tahoe
Community Alliance



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The Economic Impact of Travel in North Lake Tahoe

2023

Travel North Tahoe Nevada &
North Tahoe Community Alliance

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Photo courtesy of Travel North Tahoe Nevada & North Tahoe Community Alliance, cropped by DRA

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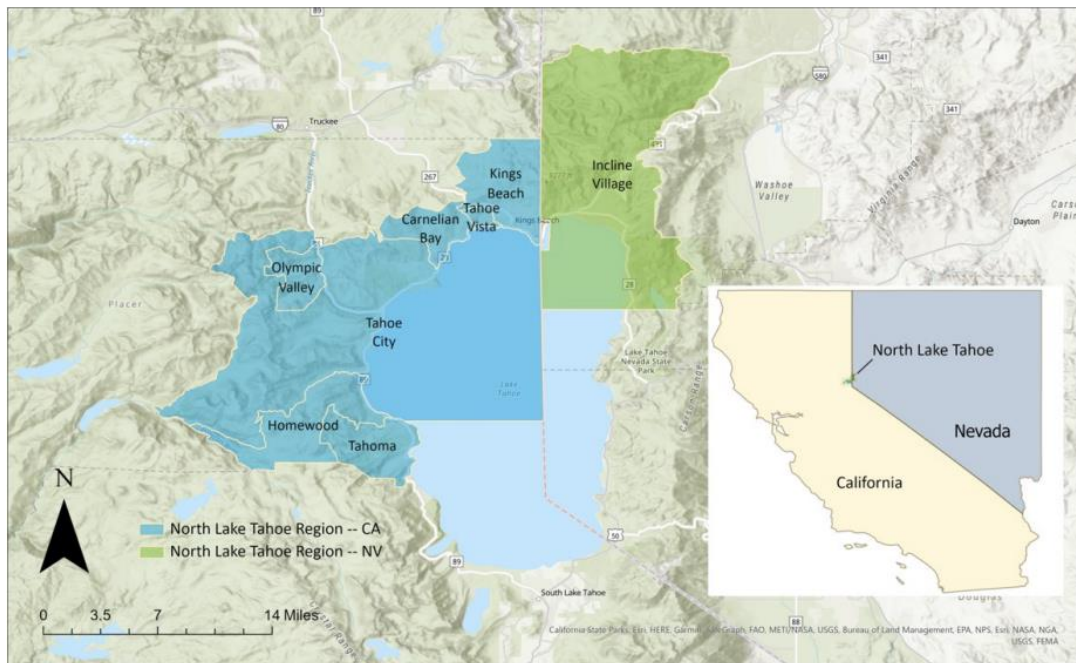
North Lake Tahoe

2023

North Lake Tahoe

Introduction

North Lake Tahoe is a region in the central Sierra Nevada Mountain range that straddles California's eastern and Nevada's western state line. For the purposes of this study, North Lake Tahoe was defined as the eight zip codes seen in the map below, and includes the communities of Tahoe City, Carnelian Bay, Tahoe Vista, Kings Beach, Crystal Bay, and Incline Village. To measure the economic impacts of this region, it was necessary to run two state economic models - one for California and one for Nevada - and break out the economic activity associated with each region separately. The first section of this report displays the results of the economic impacts of travel for both regions combined; followed by individual breakouts for the California portion and the Nevada portion of the region.



Spending, Employment, Earnings, and Taxes are the key metrics to measure the economic impact of travel.

What are travel impacts?

Travel impacts measure the economic activity associated with the activity of travel within a region. As travel is a broad activity that encompasses many other activities (transportation, lodging, eating & drinking, recreational activities, etc.), it is necessary to make estimates for each of the composite elements of travel to arrive at a total number. Reporting on travel impacts allows decision-makers to benchmark the travel industry against other local industries, gain insight on the makeup of traveler activity in their region, and communicate clearly to stakeholders the relevance of the traveler economy to their region.

North Lake Tahoe

Direct Travel Impacts

2023 Summary



3.7% Increase in Travel Spending

Direct travel spending increased \$46.6 million from \$1.28 billion in 2022 to \$1.32 billion in 2023.



370 Jobs Gained

Direct travel-generated employment grew from 8,700 in 2022 to 9,070 in 2023. Approximately 370 jobs were generated, representing a 4.2% increase compared to the previous year.



11.2% Growth in Earnings

Direct travel-generated earnings grew from \$401.1 million in 2022 to \$446.1 million in 2023, an increase of approximately \$44.9 million or 11.2%.



2.1% Increase in Tax Revenue

Tax revenue (local and state) generated by travel spending grew from \$77.7 million in 2022 to \$79.3 million in 2023, a 2.1% increase.

Source: Dean Runyan Associates

Note: Estimates are subject to revision when more complete or additional data becomes available.

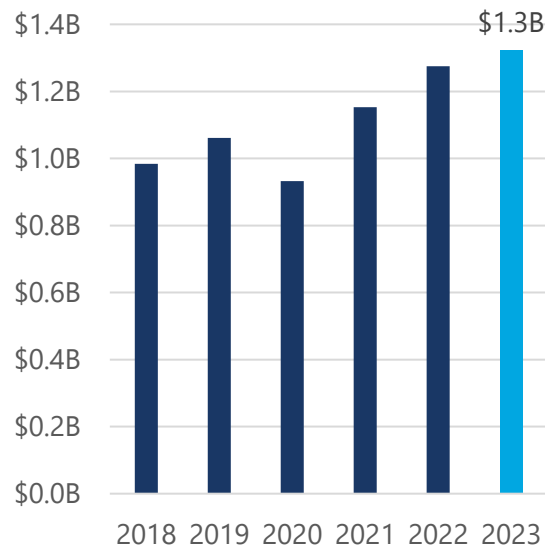


Photo courtesy of Travel North Tahoe Nevada & North Tahoe Community Alliance, cropped by DRA

North Lake Tahoe

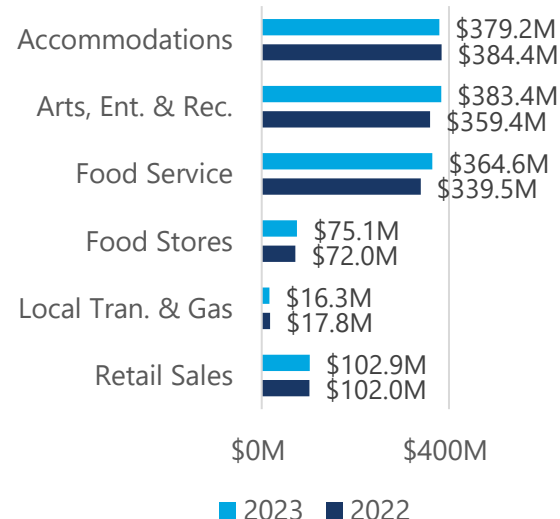
Direct Travel Spending

Direct travel-generated spending increased by \$46.6 million in 2023.



Direct travel-generated spending grew from \$1.28 billion in 2022 to \$1.32 billion in 2023, an increase of 3.7%. From 2018 to 2023, North Lake Tahoe travel spending grew at a compound annual growth rate of 6.1%.

Spending across the various sectors of the travel industry showed mixed growth.



Visitor spending on accommodations was \$379.2 million in 2023, a 1.3% decline compared to the previous year.

Arts, Entertainment, & Recreation expenditures reached \$383.4 million a 6.7% increase compared to the previous year, contributing 29.0% of overall visitor spending in the region.



What is direct travel-related spending?

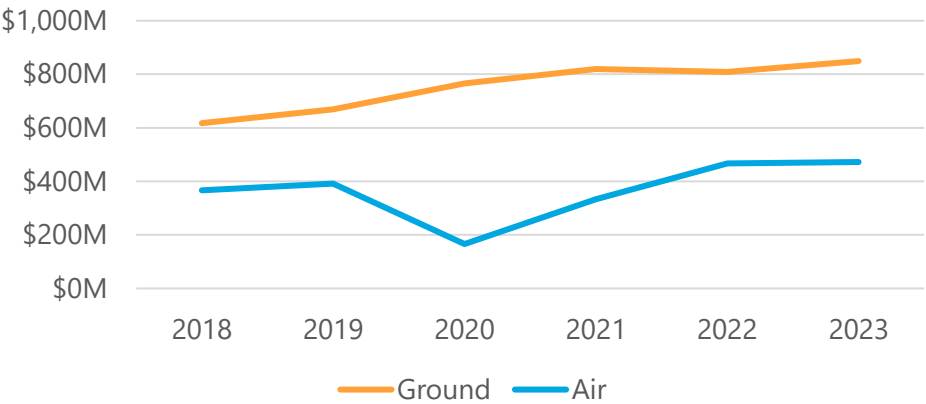
Direct travel-generated spending refers to all spending on goods and services by visitors at a given destination. Dean Runyan Associates reports direct travel-related spending using the six categories below:

- Accommodations
- Arts, Entertainment, and Recreation
- Food Service
- Retail Sales
- Food Stores
- Transportation and Gasoline

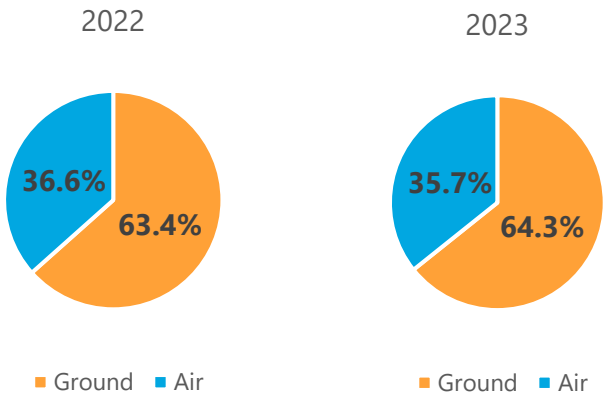
North Lake Tahoe

Visitor Spending by Transportation Mode

Yr	Visitor Spending			Percent Share	
	Ground	Air	Total	Ground	Air
2018	617.5	366.3	983.8	62.8%	37.2%
2019	669.2	391.9	1,061.1	63.1%	36.9%
2020	766.3	165.8	932.2	82.2%	17.8%
2021	819.8	333.2	1,152.9	71.1%	28.9%
2022	808.6	466.5	1,275.0	63.4%	36.6%
2023	849.4	472.2	1,321.6	64.3%	35.7%



Share of Visitor Spending by Transportation Mode



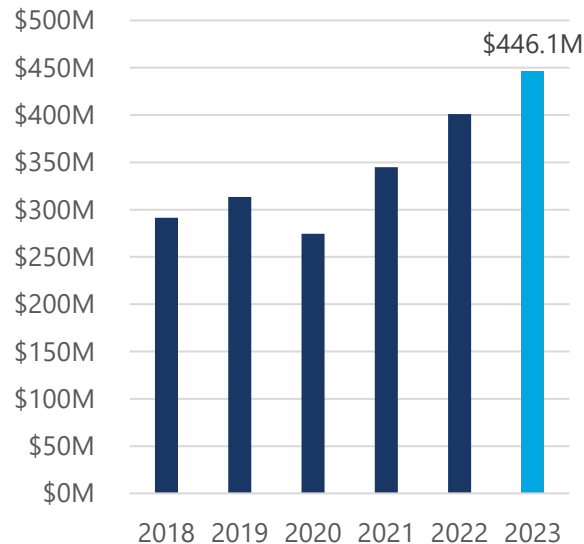
In 2023, travelers whose primary mode of **transportation was by air made up 35.7%** of North Lake Tahoe’s visitor spending.

Source: Dean Runyan Associates

North Lake Tahoe

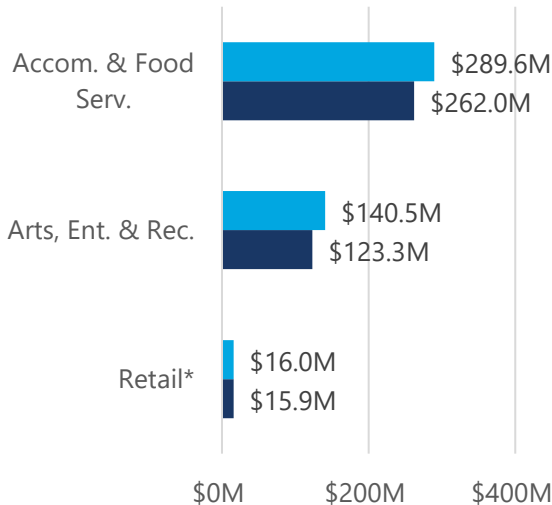
Direct Travel-Generated Earnings

Direct travel-generated earnings increased by \$44.9 million in 2023.



Direct travel-generated earnings grew from \$401.1 million in 2022 to \$446.1 million in 2023, an increase of 11.2%. From 2018 to 2023, North Lake Tahoe travel industry earnings grew at a compound annual growth rate of 8.9%.

Earnings increased across all travel industry groups between 2022 and 2023.



*Retail includes gasoline station employment and earnings.

Accommodation & Food Services earnings reached \$289.6 million in 2023, contributing 64.9% of travel generated earnings region-wide.



$$\begin{aligned} &(\text{Revenue} - \text{Cost of Goods Sold} - \\ &\quad \text{Expenses} - \text{Sales Tax}) \\ &= \\ &\quad \text{Earnings} \end{aligned}$$

What are direct travel-generated earnings?

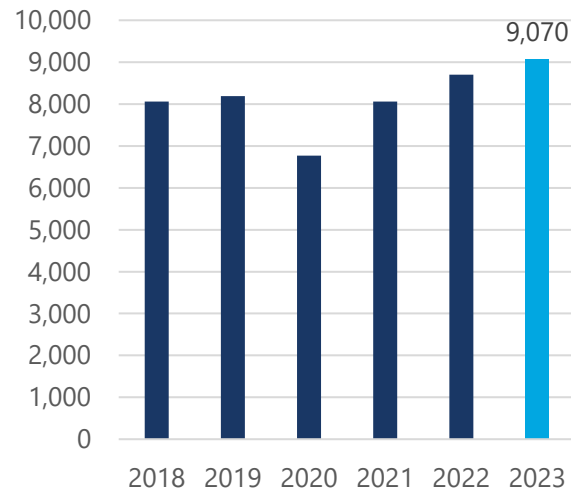
Direct travel-generated earnings represent the total after-point of sale tax income from travel spending. It includes wage and salary disbursements, proprietor income, and other earned income or benefits.

Earnings are an important measure of the benefit of the travel industry that flow to proprietors and employees. Because the travel industry is highly labor intensive, much of visitor-generated earnings flow to workers in the form of wages as opposed to owners of capital and intellectual property assets.

North Lake Tahoe

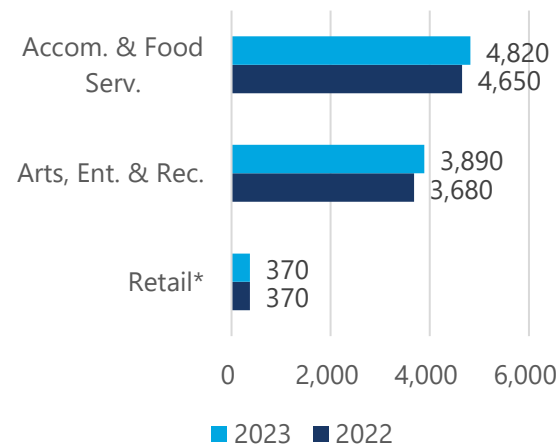
Direct Travel-Generated Employment

Direct travel-generated employment increased by 370 jobs in 2023.



Direct travel-generated employment grew from 8,700 to 9,070 jobs in 2023, a 4.2% increase from the prior year. From 2018 to 2023, North Lake Tahoe travel employment grew at a compound annual growth rate of 2.1%.

Direct travel-generated employment increased across most industry groups between 2022 and 2023.



*Retail includes gasoline station employment and earnings.

Employment in the Accommodations and Food Services sector totaled 4,820 in 2023, an increase of 170 jobs or 3.6% compared to the previous year.



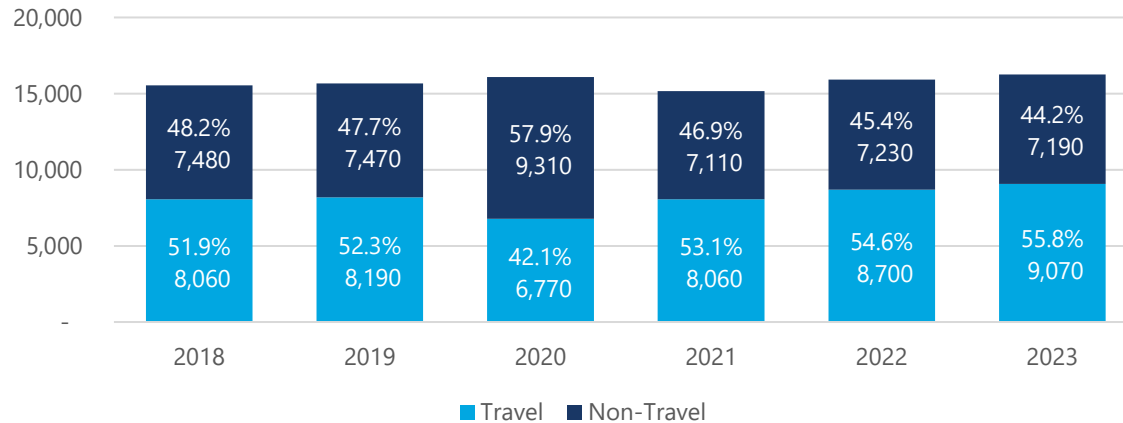
In 2023, every \$1 million in travel-related spending resulted in 6.9 jobs for the industry.

What is direct travel-generated employment?

Direct travel-generated employment refers to the total number of full and part-time jobs directly attributable to travel spending. A significant share of many industries' earnings come from visitor-related spending. Part of these earnings are used to pay employees in the form of income and benefits. Based on average salaries for employees in the various travel-related industries in California and Nevada, a total employment number attributable to travel can be reached. Employment figures reflect an annual average level of employment.

North Lake Tahoe

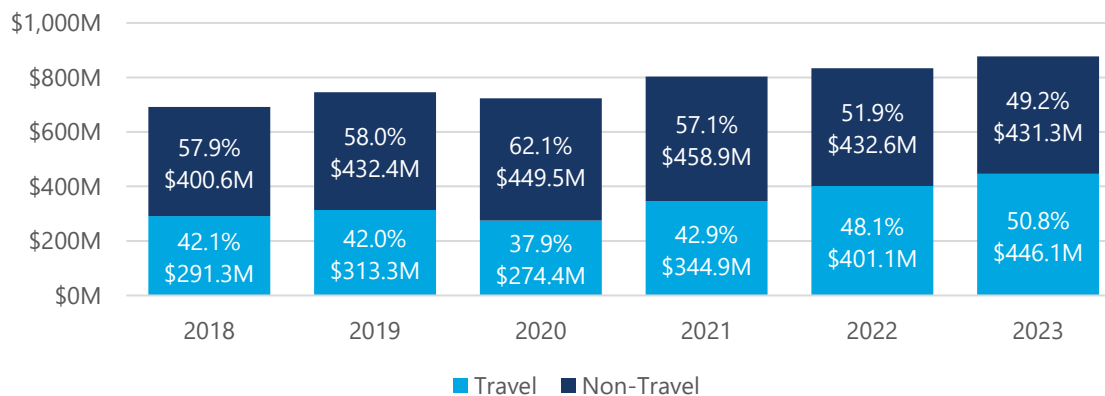
Travel Generated Employment Share of Total Employment



In 2023, **Travel contributed 55.8% or 9,070 of all the jobs** in the North Lake Tahoe Region.

Source: Total jobs estimates based on Census Bureau Zip code Business Patterns for ZCTAs 89451, 96140, 96141, 96142, 96143, 96145, 96146, 96148; Bureau of Labor Statistics (CEW) for Washoe and Placer counties; BEA Total Employment and Income for Washoe and Placer counties.

Travel Generated Earnings Share of Total Earnings



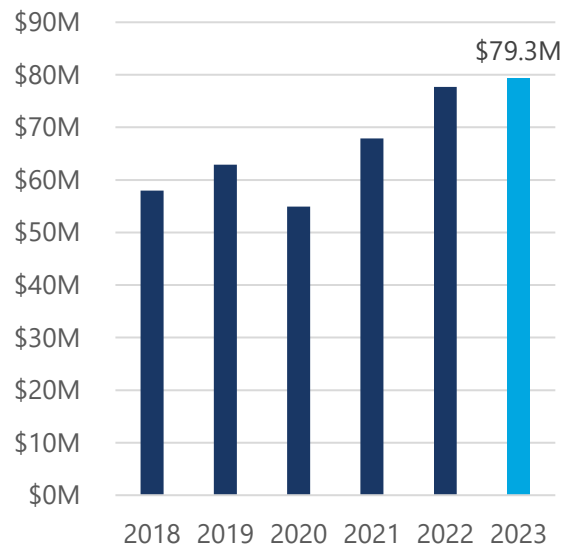
In 2023, **Travel contributed 50.8% or \$446.1 of total earnings** in the North Lake Tahoe Region.

Source: Total earnings estimates based on Census Bureau Zip code Business Patterns for ZCTAs 89451, 96140, 96141, 96142, 96143, 96145, 96146, 96148; Bureau of Labor Statistics (CEW) for Washoe and Placer counties; BEA Total Employment and Income for Washoe and Placer counties.

North Lake Tahoe

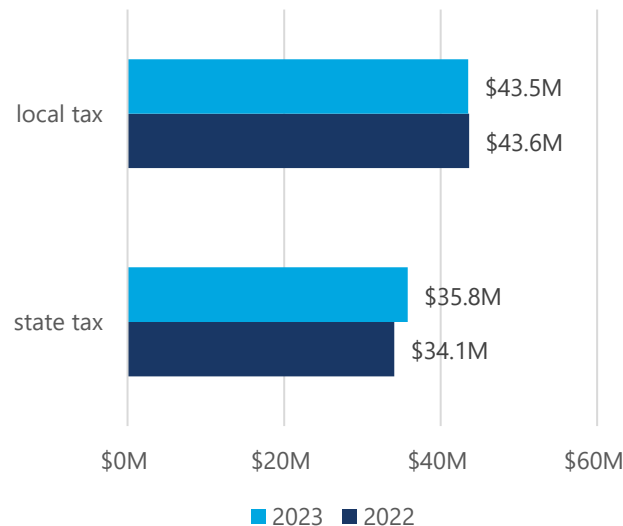
Direct Tax Revenue

Direct travel-generated tax revenue increased by \$1.6 million in 2023.



In 2023, regional tax revenue generated by travel spending was \$79.3 million, a 2.1% increase compared to the previous year. From 2018 to 2023, North Lake Tahoe tax revenue grew at a compound annual growth rate of 6.5%.

Direct travel-generated state tax revenue increased between 2022 and 2023.

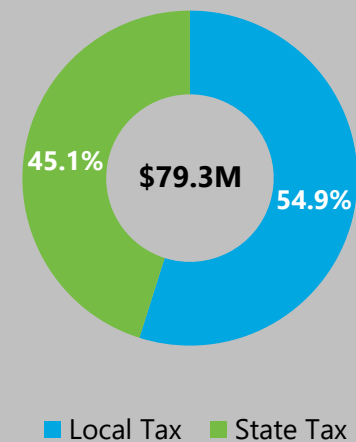


Local tax revenue makes up 54.9% of travel-generated tax revenue. State tax revenue contributes the remaining 45.1%.

What is direct travel-generated tax revenue?

Direct travel-generated tax revenue includes federal, state, and local tax revenue generated from visitor spending. **State taxes** primarily include lodging taxes, motor fuel taxes, income, and sales taxes. **Local taxes** primarily take the form of sales taxes imposed by cities, counties, and other tax jurisdictions in California and Nevada. They also include a share of property taxes paid by travel industry business and employees.

Direct Tax Revenue, 2023



North Lake Tahoe

Historical Trend Tables

Direct Impact Summary

	2018	2019	2020	2021	2022	2023	% Change*		CAGR**
							22-23	19-23	18-23
Spending (\$Millions)									
Visitor	983.8	1,061.1	932.2	1,152.9	1,275.0	1,321.6	3.7%	24.5%	6.1%
Local Transportation & Gas	11.0	11.7	8.6	13.2	17.8	16.3	-8.1%	39.6%	8.1%
Non-transportation	972.7	1,049.4	923.6	1,139.7	1,257.3	1,305.3	3.8%	24.4%	6.1%
Total	983.8	1,061.1	932.2	1,152.9	1,275.0	1,321.6	3.7%	24.5%	6.1%
Earnings (\$Millions)									
Earnings	291.3	313.3	274.4	344.8	401.1	446.1	11.2%	42.4%	8.9%
Employment									
Employment	8,060	8,190	6,770	8,060	8,700	9,070	4.2%	10.8%	2.1%
Tax Revenue (\$Millions)									
Local	30.6	33.8	29.5	37.6	43.6	43.5	-0.2%	28.7%	7.3%
State	27.4	29.1	25.5	31.6	34.1	35.8	5.0%	23.1%	5.5%
Total	58.0	62.9	54.9	69.2	77.7	79.3	2.1%	26.1%	6.5%

Note: Employment figures represent an annual average rounded to the nearest ten. Details may not add to totals due to rounding. Percent change calculated on unrounded figures

*% change represents the year over year percent change between the two specified years.

*CAGR represents the compound annual growth rate which is the mean annualized growth rate for compounding values over a given period.



North Lake Tahoe

Historical Trend Tables

Direct Spending Summary

	2018	2019	2020	2021	2022	2023	% Change*		CAGR**
							22-23	19-23	18-23
Spending (\$Millions)									
Visitor	983.8	1,061.1	932.2	1,152.9	1,275.0	1,321.6	3.7%	24.5%	6.1%
Total	983.8	1,061.1	932.2	1,152.9	1,275.0	1,321.6	3.7%	24.5%	6.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)									
Hotel, Motel, STVR	783.6	855.9	721.3	917.1	1,027.2	1,067.5	3.9%	24.7%	6.4%
Hotel, Motel	327.9	338.0	222.6	282.3	342.4	340.3	-0.6%	0.7%	0.7%
STVR	455.7	517.8	498.8	634.8	684.7	727.2	6.2%	40.4%	9.8%
Private Home (VFR)	17.2	17.5	18.0	19.1	20.4	21.4	4.9%	22.5%	4.5%
Seasonal Home (2nd Home)	86.1	87.5	96.1	102.2	104.2	108.6	4.3%	24.1%	4.7%
Camping	5.6	6.0	5.2	6.3	7.0	7.1	1.7%	18.0%	4.8%
Day Travel	91.2	94.2	91.5	108.2	116.3	116.9	0.5%	24.1%	5.1%
Total	983.8	1,061.1	932.2	1,152.9	1,275.0	1,321.6	3.7%	24.5%	6.1%
Visitor Spending by Commodity Purchased (\$Millions)									
Accommodations	262.9	293.2	252.7	325.6	384.4	379.2	-1.3%	29.3%	7.6%
Food Service	266.6	287.0	254.7	310.1	339.5	364.6	7.4%	27.1%	6.5%
Food Stores	54.0	58.2	57.9	68.6	72.0	75.1	4.4%	29.2%	6.8%
Arts, Ent. & Rec.	307.1	325.4	279.4	340.6	359.4	383.4	6.7%	17.8%	4.5%
Retail Sales	82.1	85.6	78.9	94.8	102.0	102.9	0.8%	20.1%	4.6%
Local Tran. & Gas	11.0	11.7	8.6	13.2	17.8	16.3	-8.1%	39.6%	8.1%
Total	983.8	1,061.1	932.2	1,152.9	1,275.0	1,321.6	3.7%	24.5%	6.1%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures. For more information, see Glossary on page 41.

*% change represents the year over year percent change between the two specified years.

**CAGR represents the compound annual growth rate which is the mean annualized growth rate for compounding values over a given period.



North Lake Tahoe

Historical Trend Tables

Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change**		CAGR***
							22-23	19-23	
Earnings (\$Millions)									
Accom. & Food Serv.	201.3	211.7	180.9	225.5	262.0	289.6	10.5%	36.8%	7.5%
Arts, Ent. & Rec.	77.6	88.8	81.2	104.2	123.3	140.5	14.0%	58.2%	12.6%
Retail*	12.3	12.7	12.3	15.2	15.9	16.0	1.1%	25.8%	5.4%
Total	291.3	313.3	274.4	344.8	401.1	446.1	11.2%	42.4%	8.9%
Employment (Jobs)									
Accom. & Food Serv.	4,670	4,660	3,800	4,300	4,650	4,820	3.6%	3.3%	0.7%
Arts, Ent. & Rec.	3,020	3,160	2,640	3,380	3,690	3,890	5.4%	23.2%	4.3%
Retail*	370	370	330	380	370	370	-0.5%	-1.3%	-0.3%
Total	8,060	8,190	6,770	8,060	8,700	9,070	4.2%	10.8%	2.1%
Tax Revenue (\$Millions)									
City	24.5	27.3	23.6	30.3	35.8	35.3	-1.2%	29.3%	7.6%
County	6.1	6.5	5.9	7.3	7.9	8.2	4.5%	26.2%	6.3%
State	27.4	29.1	25.5	31.6	34.1	35.8	5.0%	23.1%	5.5%
Total	58.0	62.9	54.9	69.2	77.7	79.3	2.1%	26.1%	6.5%

Note: Employment figures represent an annual average rounded to the nearest ten. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Retail includes gasoline station employment and earnings.

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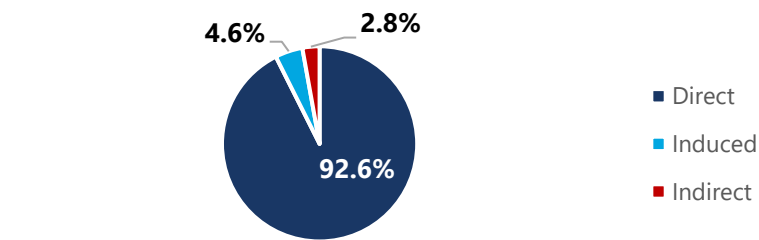
***CAGR represents the compound annual growth rate which is the mean annualized growth rate for compounding values over a given period.

For more information, see Glossary on page 41.



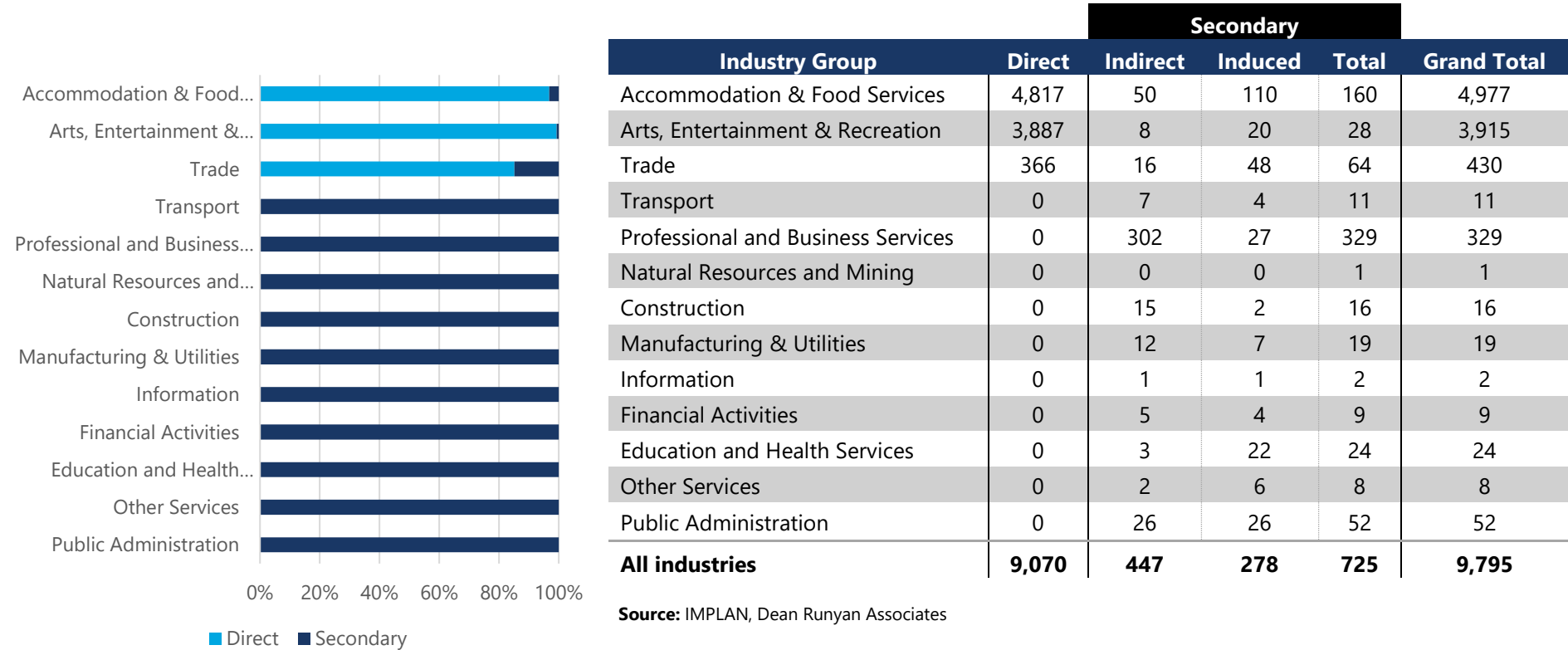
North Lake Tahoe

Total Employment, 2023



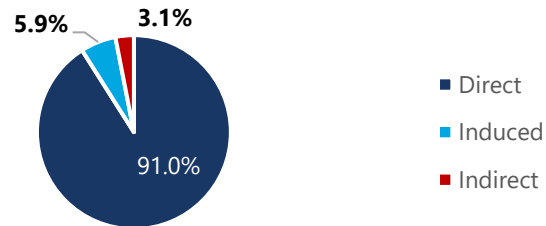
Accommodations and Food Services had the most direct employment. The most secondary employment was in **Professional and Business Services** industries.

Total Employment by Industry Group 2023



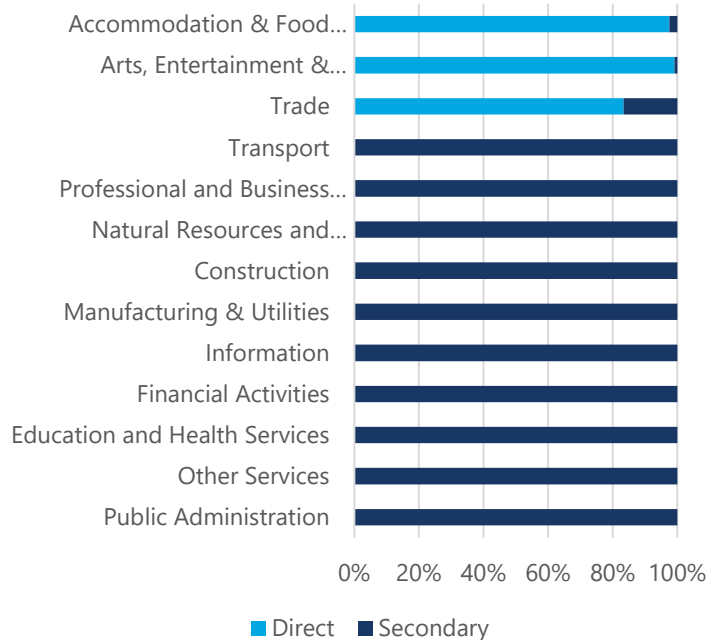
North Lake Tahoe

Total Earnings, 2023



Accommodations and Food Services had the most direct earnings. The most secondary earnings were in **Professional and Business Services** industries.

Total Earnings by Industry Group, 2023



Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	289.6	2.2	5.1	7.3	296.8
Arts, Entertainment & Recreation	140.5	0.3	0.9	1.1	141.6
Trade	16.0	0.9	2.3	3.2	19.2
Transport	0.0	0.6	0.2	0.8	0.8
Professional and Business Services	0.0	18.9	1.9	20.8	20.8
Natural Resources and Mining	0.0	0.0	0.0	0.0	0.0
Construction	0.0	1.5	0.2	1.7	1.7
Manufacturing & Utilities	0.0	1.2	0.8	1.9	1.9
Information	0.0	0.1	0.0	0.1	0.1
Financial Activities	0.0	0.5	0.4	0.8	0.8
Education and Health Services	0.0	0.1	1.3	1.4	1.4
Other Services	0.0	0.2	0.3	0.5	0.5
Public Administration	0.0	2.8	1.7	4.5	4.5
All industries	446.1	29.0	15.0	44.0	490.1

Source: IMPLAN, Dean Runyan Associates

Note: Figures reported in millions, values may not add due to total due to rounding.



North Lake Tahoe - California

2023

North Lake Tahoe - California

Summary, 2023

Located in the central Sierra Nevada Mountain range, North Lake Tahoe - California encompasses the entire portion of Placer County east of the Sierra Crest, including Olympic Valley, Palisades Tahoe, Tahoe City, Tahoe Vista, Kings Beach, and Tahoma. North Lake Tahoe - CA's local economy depends on visitors and the many businesses that provide lodging, food and beverage service, and year-round outdoor recreation opportunities.

- **Overnight Visitor volume** (person-trips) increased 1.8% from 1,008,900 visitors in 2022 to 1,027,300 visitors in 2023.
- **Direct travel-related spending** was \$993.2 million in 2023, a 4.1% increase compared to the previous year.
- **Direct earnings** (wages, benefits, and proprietor income generated by travel) grew 12.2%, from \$333.0 million in 2022 to \$373.6 million in 2023.
- **Direct travel generated employment** gained approximately 300 jobs in 2023, a 4.2% increase compared to the previous year.
- **Direct tax revenue** generated by direct travel-related spending totaled \$56.0 million in 2023, a 2.8% increase compared to 2022.

In 2023, travel-related spending was \$993.2 million, a **4.1% increase** compared to the previous year.

Note: Estimates may be subject to revision if more complete data becomes available. All economic impacts reported in this section are direct impacts.



Photo courtesy of Travel North Tahoe Nevada & North Tahoe Community Alliance, cropped by DRA

North Lake Tahoe - California

Historical Trend Tables

Direct Impact Summary

	2018	2019	2020	2021	2022	2023	% Change*	
							22-23	19-23
Spending (\$Millions)								
Visitor	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%
Local Transportation & Gas	7.6	8.0	6.0	9.1	12.3	11.4	-7.8%	42.0%
Non-transportation	725.5	784.9	686.7	841.2	941.9	981.9	4.2%	25.1%
Total	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%
Earnings (\$Millions)								
Earnings	245.1	263.1	230.0	287.0	333.0	373.6	12.2%	42.0%
Employment								
Employment	6,810	6,900	5,680	6,780	7,320	7,620	4.2%	10.4%
Tax Revenue (\$Millions)								
Local	22.3	24.9	21.5	26.9	32.0	32.3	0.7%	29.7%
State	17.5	18.7	16.6	20.4	22.4	23.7	5.8%	26.8%
Total	39.8	43.6	38.1	47.2	54.4	56.0	2.8%	28.4%

Note: Employment figures represent an annual average rounded to the nearest ten. Details may not add to totals due to rounding. Percent change calculated on unrounded figures

*% change represents the year over year percent change between the two specified years.

North Lake Tahoe - California

Historical Trend Tables

Direct Spending Detail

	2018	2019	2020	2021	2022	2023	% Change*	
							22-23	19-23
Spending (\$Millions)								
Visitor	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%
Total	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	582.7	638.9	541.3	678.4	773.9	809.4	4.6%	26.7%
Hotel, Motel	196.0	209.1	136.8	159.6	209.9	209.5	-0.2%	0.2%
STVR	386.8	429.8	404.5	518.8	564.0	600.0	6.4%	39.6%
Private Home (VFR)	11.9	12.2	12.5	13.4	14.2	14.9	4.7%	22.6%
Seasonal Home (2nd Home)	51.7	52.6	53.6	57.3	57.0	59.2	3.8%	12.6%
Campground	5.2	5.6	4.8	5.8	6.4	6.5	1.7%	17.9%
Day Travel	81.5	83.8	80.5	95.3	102.6	103.2	0.6%	23.2%
Total	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	207.0	233.7	200.3	252.0	305.0	304.9	0.0%	30.5%
Food Service	207.5	222.1	195.4	236.7	261.5	280.7	7.3%	26.4%
Food Stores	42.1	44.7	43.9	52.3	53.9	56.0	3.8%	25.3%
Arts, Ent. & Rec.	204.5	217.5	186.5	227.1	242.5	260.7	7.5%	19.9%
Retail Sales	64.4	66.9	60.6	73.1	78.9	79.6	0.9%	18.9%
Local Tran. & Gas	7.6	8.0	6.0	9.1	12.3	11.4	-7.8%	42.0%
Total	733.0	792.9	692.6	850.2	954.2	993.2	4.1%	25.3%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*% change represents the year over year percent change between the two specified years.

For more information, see Glossary on page 41.

North Lake Tahoe - California

Historical Trend Tables

Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change**	
							22-23	19-23
Earnings (\$Millions)								
Accom. & Food Serv.	168.1	175.4	148.1	182.3	210.9	235.3	11.6%	34.2%
Arts, Ent. & Rec.	67.3	77.7	72.2	92.7	109.5	125.5	14.7%	61.5%
Retail*	9.7	10.0	9.6	12.0	12.6	12.8	1.2%	28.1%
Total	245.1	263.1	230.0	287.0	333.0	373.6	12.2%	42.0%
Employment (Jobs)								
Accom. & Food Serv.	3,880	3,840	3,070	3,470	3,740	3,870	3.4%	0.9%
Arts, Ent. & Rec.	2,650	2,780	2,350	3,020	3,280	3,460	5.5%	24.6%
Retail*	290	290	260	300	290	290	-1.0%	0.0%
Total	6,810	6,900	5,680	6,780	7,320	7,620	4.2%	10.4%
Tax Revenue (\$Millions)								
City	19.3	21.7	18.6	23.4	28.3	28.3	0.1%	30.5%
County	3.0	3.2	2.8	3.4	3.8	4.0	5.5%	24.5%
State	17.5	18.7	16.6	20.4	22.4	23.7	5.8%	26.8%
Total	39.8	43.6	38.1	47.2	54.4	56.0	2.8%	28.4%

Note: Employment figures represent an annual average rounded to the nearest ten. Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*Retail includes gasoline station employment and earnings.

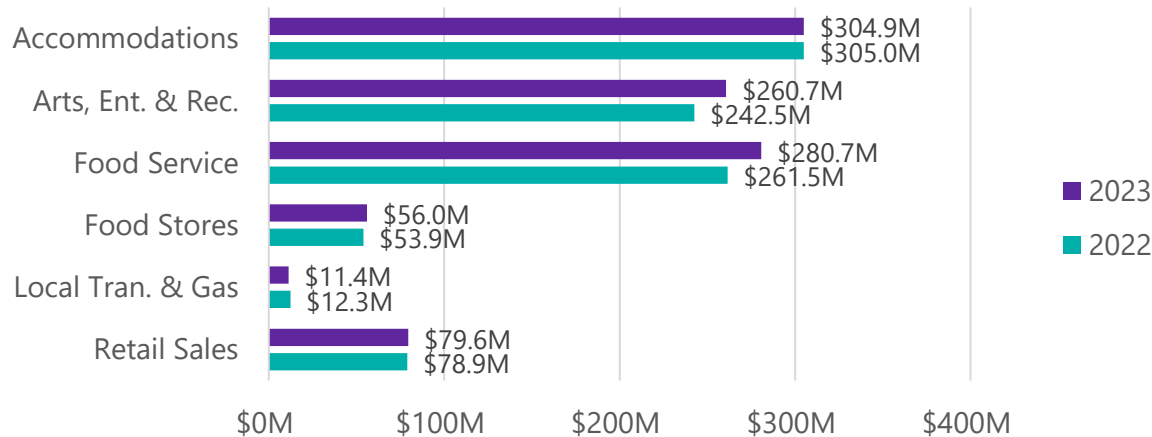
**% change represents the year over year percent change between the two specified years.

For more information, see Glossary on page 41.

North Lake Tahoe - California

Visitor Spending by Commodity and Accommodation Type

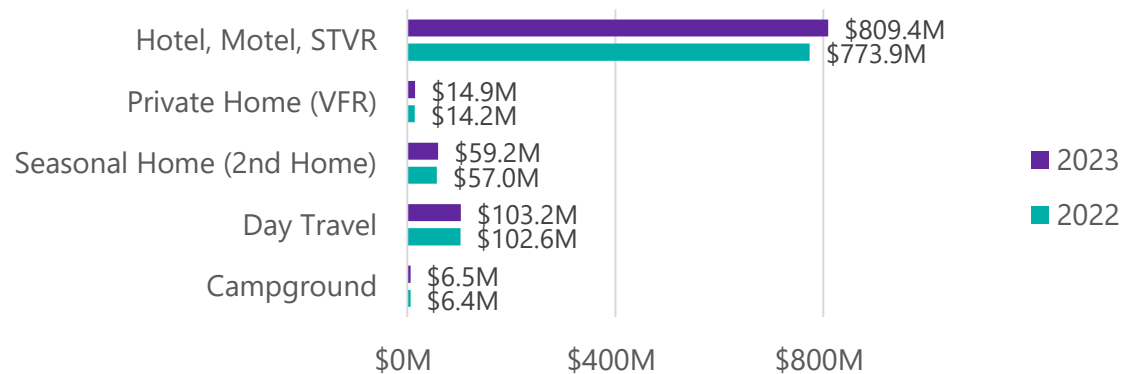
Visitor Spending by Commodity Purchased



Visitors spent \$260.7 million on Arts, Entertainment, & Recreation in 2023, a **\$18.2 million or 7.5% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, Energy Information Administration, Bureau of Transportation Statistics

Visitor Spending by Accommodation Type

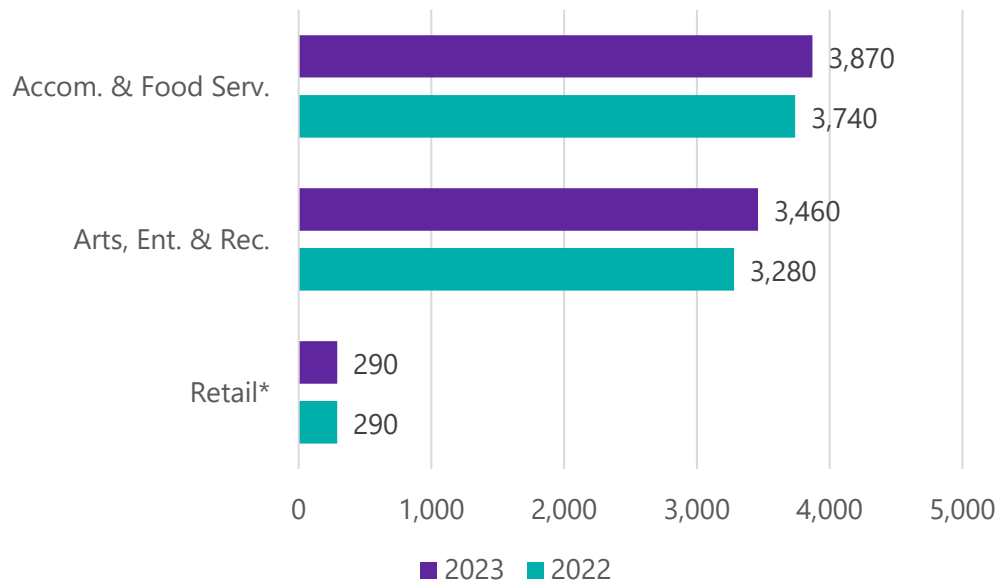


Visitors who stayed in a hotel, motel, or STVR contributed \$809.4 million of visitor spending, a **\$35.5 million or 4.6% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, AirDNA, U.S. Census Bureau

North Lake Tahoe - California

Travel Industry Employment



Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis

Note: Figures represent an annual average rounded to the nearest 10.

*Retail includes gasoline station employment.

Overall, visitor activity generated approximately **300 additional jobs in 2023, a 4.2% increase** compared to the previous year.

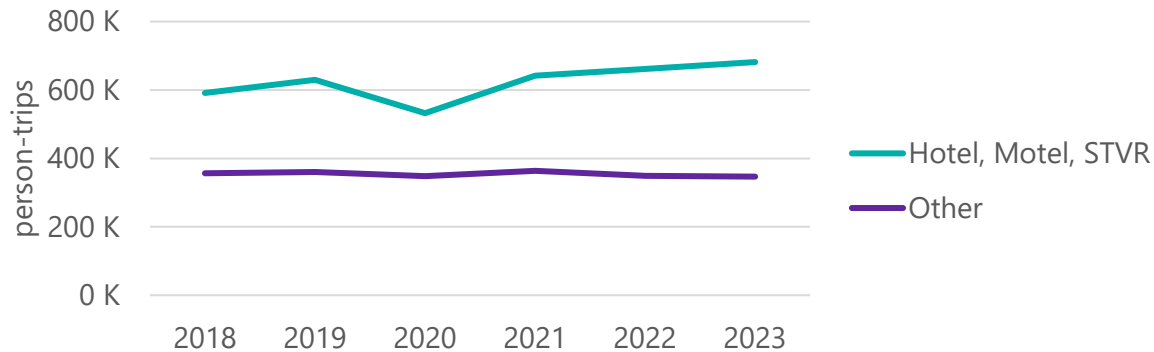


Photo courtesy of Travel North Tahoe Nevada & North Tahoe Community Alliance, cropped by DRA

North Lake Tahoe - California

Overnight Visitor Volume

Visitor Volume



Approximately 681,527 visitors stayed in a hotel, motel, or STVR in 2023, a **3.1% increase** compared to the previous year.

Sources: U.S. Census Bureau, AirDNA, OmniTrak Group, Dean Runyan Associates

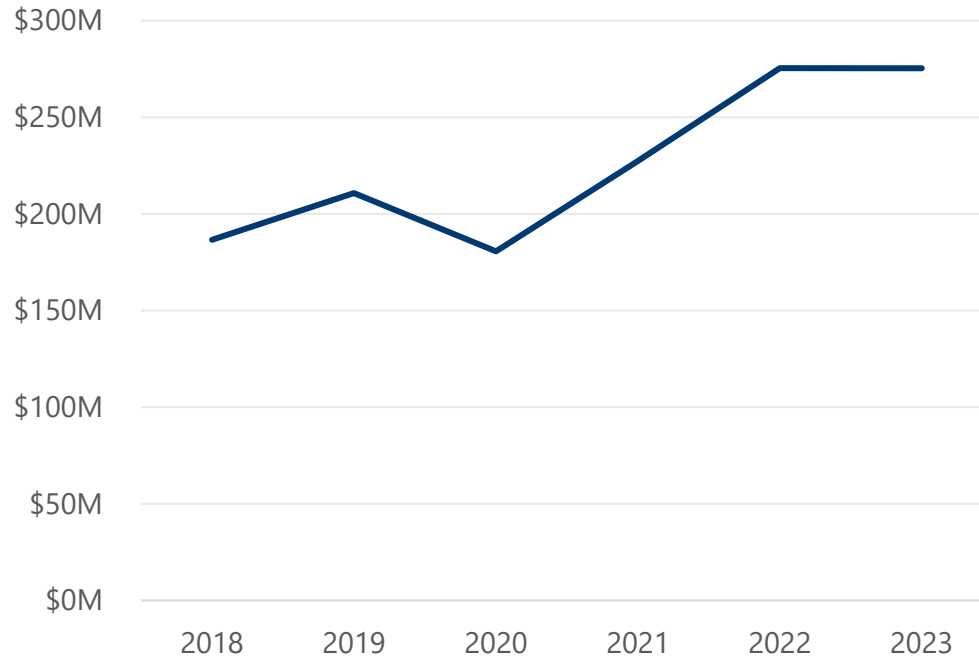
Visitor Nights and Trips

	Person			Party		
	2021	2022	2023	2021	2022	2023
Nights						
Hotel, Motel, STVR	1,704,100	1,754,300	1,810,300	433,700	450,600	461,400
Private Home (VFR)	60,600	61,400	62,200	21,900	22,200	22,400
Other Overnight	1,084,000	1,035,600	1,028,000	326,200	312,400	309,900
Total	2,848,700	2,851,300	2,900,500	781,800	785,200	793,700
Trips						
Hotel, Motel, STVR	641,500	661,000	681,500	163,800	170,400	174,200
Private Home (VFR)	19,200	19,400	19,700	6,900	7,000	7,100
Other Overnight	343,600	328,500	326,100	103,500	99,200	98,400
Total	1,004,300	1,008,900	1,027,300	274,200	276,500	279,700

Note: Volume estimates are rounded to the nearest hundred.

North Lake Tahoe - California

Taxable Lodging Sales



Sources: Placer County Revenue Services

Taxable lodging sales totaled \$275.3 million in 2023, a **\$113 thousand or 0.04% decrease** compared to the previous year.



Photo by Stephen Leonardi via Pexels.com

North Lake Tahoe - California

Overnight Visitor Details

Average Expenditures by Accommodation Type

	Person			Party		
	2021	2022	2023	2021	2022	2023
Spending per Day						
Hotel, Motel, STVR	\$398	\$441	\$447	\$1,058	\$1,171	\$1,188
Private Home (VFR)	\$220	\$232	\$240	\$697	\$733	\$757
Other Overnight	\$58	\$61	\$64	\$184	\$193	\$202
All Overnight	\$265	\$299	\$307	\$752	\$844	\$866
Spending per Trip						
Hotel, Motel, STVR	\$1,058	\$1,171	\$1,188	\$4,143	\$4,543	\$4,646
Private Home (VFR)	\$697	\$733	\$757	\$1,931	\$2,031	\$2,098
Other Overnight	\$184	\$193	\$202	\$610	\$640	\$668
All Overnight	\$752	\$844	\$866	\$2,753	\$3,080	\$3,182

In 2023, visitors who stayed in a hotel, motel, or STVR spent **\$447 per day on average**, which was 1.4% more than 2022 and 12.3% more than 2021.

Sources: U.S. Census Bureau, Smith Travel Research, AirDNA, OmniTrak Group, Dean Runyan Associates

Average Length of Stay and Party Size, 2023

	Party Size	Length of Stay
Hotel, Motel, STVR	4.2	3.0
Private Home (VFR)	3.1	3.5
Other Overnight	3.6	3.5
All Overnight	3.7	2.8

In 2023, visitors who stayed in a hotel, motel, or STVR travel traveled with a party of 4.2 people and stayed for approximately 3.0 days.

Sources: U.S. Census Bureau, Smith Travel Research, AirDNA, OmniTrak Group, Dean Runyan Associates



North Lake Tahoe - Nevada

2023

North Lake Tahoe - Nevada

Summary, 2023

Located in the central Sierra Nevada Mountain range, North Lake Tahoe - NV includes the communities of Incline Village and Crystal Bay. North Lake Tahoe - NV's local economy depends on visitors and the many businesses that provide lodging, food and beverage service, and year-round outdoor recreation opportunities.

- **Overnight Visitor volume** (person-trips) increased 1.2% from 376,800 visitors in 2022 to 381,300 visitors in 2023.
- **Direct travel-related spending** was \$328.4 million in 2023, a 2.3% increase compared to the previous year.
- **Direct earnings** (wages, benefits, and proprietor income generated by travel) grew 6.4%, from \$68.1 million in 2022 to \$72.5 million in 2023.
- **Direct travel generated employment** gained approximately 60 jobs in 2023, a 4.5% increase compared to the previous year.
- **Direct tax revenue** generated by direct travel-related spending totaled \$23.4 million in 2023, a 0.3% increase compared to 2022.

In 2023, travel-related spending was \$328.4 million, a **2.3% increase** compared to the previous year.



Photo courtesy of Travel North Tahoe Nevada & North Tahoe Community Alliance, cropped by DRA

Note: Estimates may be subject to revision if more complete data becomes available. All economic impacts in this section are direct impacts.

North Lake Tahoe - Nevada

Historical Trend Tables

Direct Impact Summary

	2018	2019	2020	2021	2022	2023	% Change*	
							22-23	19-23
Spending (\$Millions)								
Visitor	250.7	268.2	239.5	302.7	320.8	328.4	2.3%	22.4%
Local Transportation & Gas	3.5	3.7	2.6	4.1	5.5	5.0	-8.8%	34.5%
Non-transportation	247.3	264.5	236.9	298.6	315.4	323.4	2.5%	22.2%
Total	250.7	268.2	239.5	302.7	320.8	328.4	2.3%	22.4%
Earnings (\$Millions)								
Earnings	46.2	50.2	44.3	57.8	68.1	72.5	6.4%	44.5%
Employment								
Employment	1,240	1,290	1,090	1,280	1,390	1,450	4.5%	12.8%
Tax Revenue (\$Millions)								
Local	8.3	8.9	8.0	10.8	11.6	11.3	-2.8%	26.0%
State	9.9	10.4	8.8	11.2	11.7	12.1	3.5%	16.5%
Total	18.2	19.3	16.8	21.9	23.3	23.4	0.3%	20.9%

Note: Employment figures represent an annual average rounded to the nearest ten. Details may not add to totals due to rounding. Percent change calculated on unrounded figures

*% change represents the year-over-year percent change between the two specified years.

North Lake Tahoe - Nevada

Historical Trend Tables

Direct Spending Detail

	2018	2019	2020	2021	2022	2023	% Change*	
							22-23	19-23
Spending (\$Millions)								
Visitor	250.7	268.2	239.5	302.7	320.8	328.4	2.3%	22.4%
Total	250.7	268.2	239.5	302.7	320.8	328.4	2.3%	22.4%
Visitor Spending by Type of Traveler Accommodation (\$Millions)								
Hotel, Motel, STVR	200.8	217.0	180.1	238.7	253.2	258.1	1.9%	18.9%
Hotel, Motel	131.9	128.9	85.8	122.7	132.5	130.9	-1.2%	1.5%
STVR	68.9	88.1	94.3	116.0	120.7	127.2	5.4%	44.5%
Private Home (VFR)	5.2	5.3	5.5	5.8	6.2	6.5	5.4%	22.5%
Seasonal Home (2nd Home)	34.5	35.0	42.5	44.9	47.1	49.5	4.9%	41.4%
Campground	0.5	0.5	0.4	0.5	0.6	0.6	2.1%	19.0%
Day Travel	9.7	10.5	11.0	12.9	13.7	13.7	0.2%	31.2%
Total	250.7	268.2	239.5	302.7	320.8	328.4	2.3%	22.4%
Visitor Spending by Commodity Purchased (\$Millions)								
Accommodations	55.9	59.5	52.4	73.6	79.3	74.3	-6.4%	24.8%
Food Service	59.2	64.9	59.3	73.4	78.0	84.0	7.6%	29.3%
Food Stores	11.9	13.5	14.0	16.3	18.0	19.1	6.2%	41.9%
Arts, Ent. & Rec.	102.6	107.9	92.9	113.6	116.9	122.7	5.0%	13.7%
Retail Sales	17.7	18.7	18.3	21.8	23.2	23.3	0.6%	24.5%
Local Tran. & Gas	3.5	3.7	2.6	4.1	5.5	5.0	-8.8%	34.5%
Total	250.7	268.2	239.5	302.7	320.8	328.4	2.3%	22.4%

Note: Details may not add to totals due to rounding. Percent change calculated on unrounded figures.

*% change represents the year over year percent change between the two specified years.

For more information, see Glossary on page 41.

North Lake Tahoe - Nevada

Historical Trend Tables

Direct Impact Detail

	2018	2019	2020	2021	2022	2023	% Change**	
							22-23	19-23
Earnings (\$Millions)								
Accom. & Food Serv.	33.2	36.3	32.7	43.2	51.1	54.2	6.2%	49.3%
Arts, Ent. & Rec.	10.3	11.1	8.9	11.4	13.8	15.0	8.5%	35.4%
Retail*	2.7	2.8	2.7	3.2	3.2	3.2	0.7%	17.5%
Total	46.2	50.2	44.3	57.8	68.1	72.5	6.4%	44.5%
Employment (Jobs)								
Accom. & Food Serv.	790	830	720	830	910	950	4.4%	14.7%
Arts, Ent. & Rec.	370	380	300	360	400	430	5.2%	13.0%
Retail*	80	90	70	80	80	80	1.3%	-5.9%
Total	1,240	1,290	1,090	1,280	1,390	1,450	4.5%	12.8%
Tax Revenue (\$Millions)								
City	5.3	5.6	4.9	6.9	7.5	7.0	-6.4%	24.8%
County	3.1	3.3	3.1	3.8	4.1	4.3	3.6%	27.9%
State	9.9	10.4	8.8	11.2	11.7	12.1	3.5%	16.5%
Total	18.2	19.3	16.8	21.9	23.3	23.4	0.3%	20.9%

Note: Employment figures represent an annual average rounded to the nearest ten. Details may not add to totals due to rounding. Percent change calculated on unrounded figures

*Retail includes gasoline station employment and earnings.

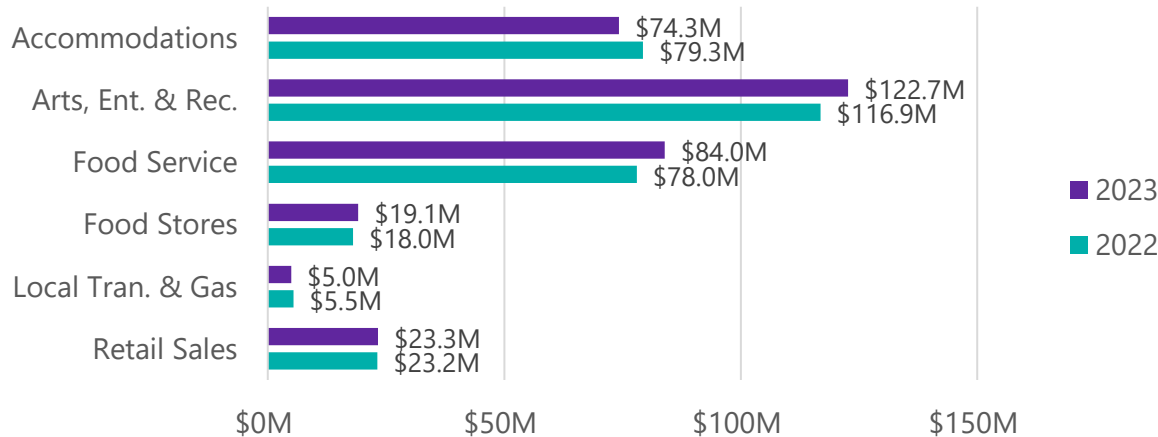
**% change represents the year over year percent change between the two specified years.

For more information, see Glossary on page 41.

North Lake Tahoe - Nevada

Visitor Spending by Commodity and Accommodation Type

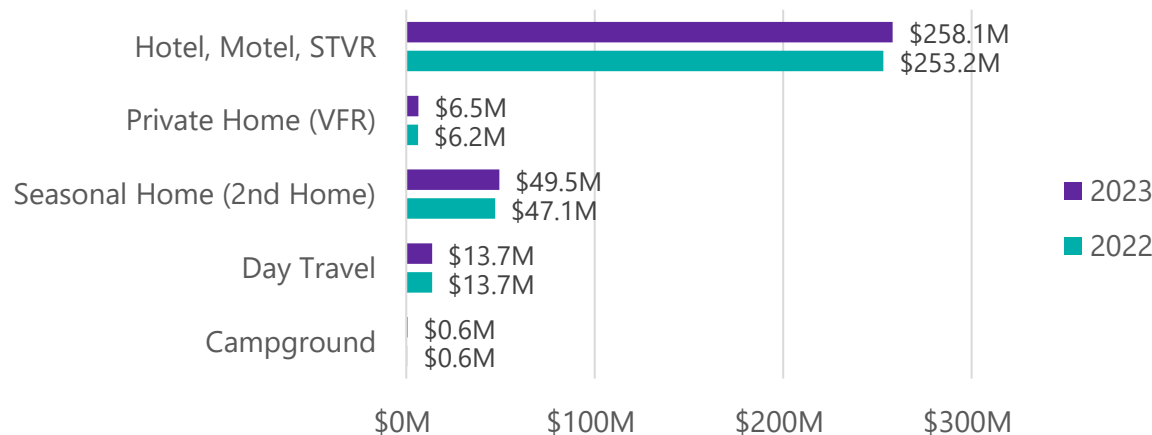
Visitor Spending by Commodity Purchased



Visitors spent \$122.7 million on Arts, Entertainment, and Recreation in 2023, a **\$5.9 million or 5.0% increase** compared to the previous year.

Sources: Dean Runyan Associates, OmniTrak Group, Energy Information Administration, Bureau of Transportation Statistics

Visitor Spending by Accommodation Type

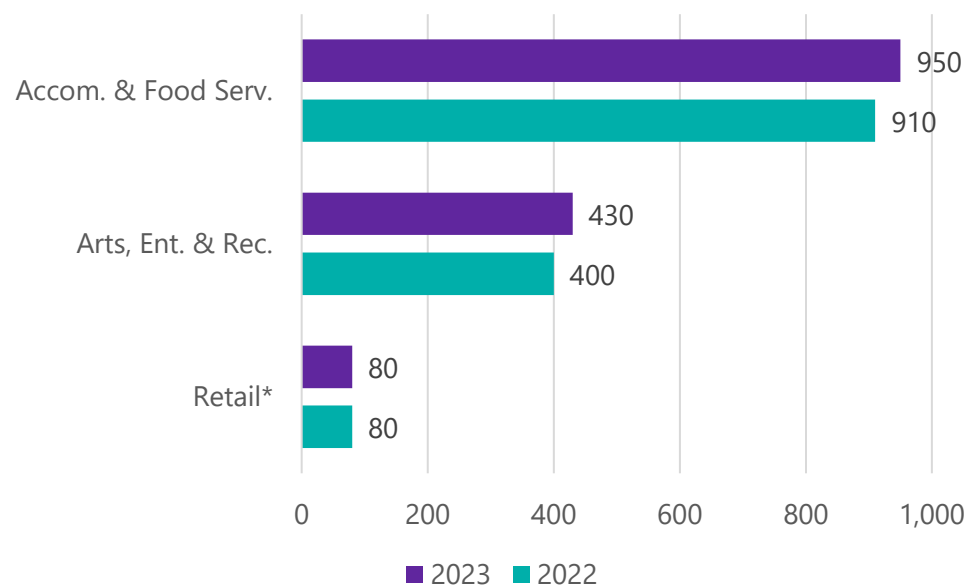


Visitors who stayed in a hotel, motel, or STVR contributed \$258.1 million of visitor spending, a **\$4.8 million or 1.9% increase** compared to the previous year.

Sources: Dean Runyan Associates, DestiMetrics, OmniTrak Group, U.S. Census Bureau

North Lake Tahoe - Nevada

Travel Industry Employment



Sources: Dean Runyan Associates, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis

Note: Figures represent an annual average rounded to the nearest 10.

*Retail includes gasoline station employment.

Overall, visitor activity generated approximately **40 additional jobs in Accommodations & Food Service 2023, a 4.4% increase** compared to the previous year.

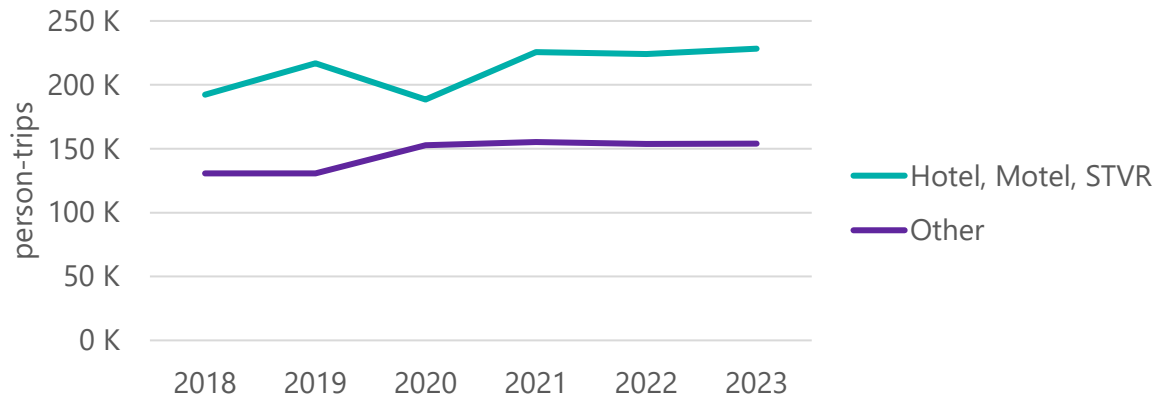


Photo courtesy of Travel North Tahoe Nevada & North Tahoe Community Alliance, cropped by DRA

North Lake Tahoe - Nevada

Overnight Visitor Volume

Visitor Volume



Approximately 228,300 visitors stayed in a hotel, motel, or STVR in 2023, a **1.9% increase** compared to the previous year.

Sources: U.S. Census Bureau, DestiMetrics, OmniTrak Group, Dean Runyan Associates

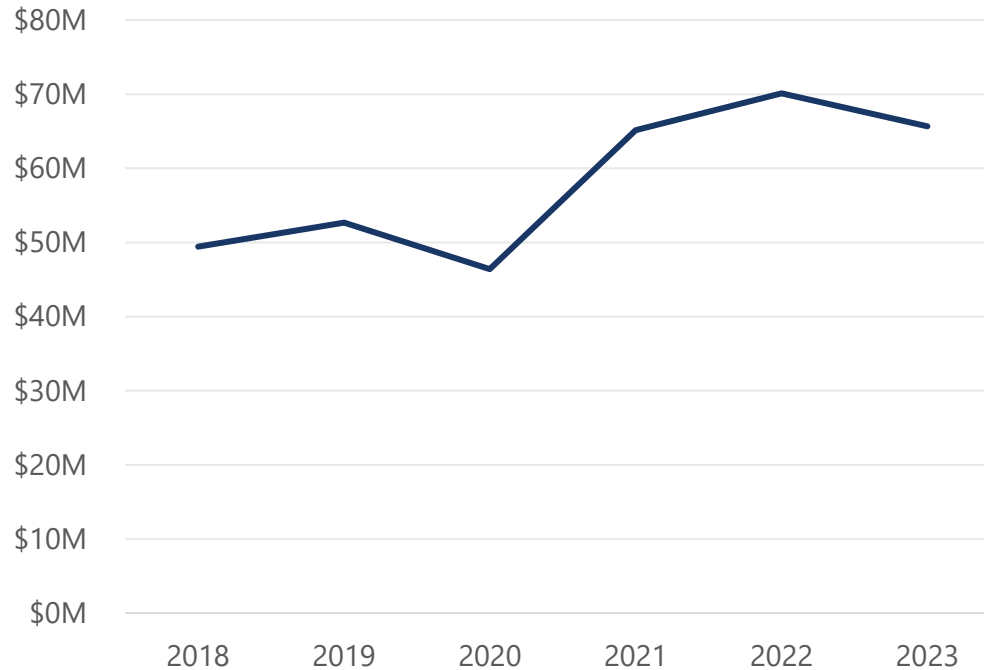
Visitor Nights and Trips

	Person			Party		
	2021	2022	2023	2021	2022	2023
Nights						
Hotel, Motel, STVR	594,500	590,400	602,100	162,900	161,700	163,700
Private Home (VFR)	32,500	32,700	32,800	11,700	11,800	11,800
Other Overnight	457,700	452,500	453,100	134,900	133,400	133,600
Total	1,084,600	1,075,600	1,088,000	309,600	306,800	309,100
Trips						
Hotel, Motel, STVR	225,600	224,000	228,300	62,100	61,600	62,400
Private Home (VFR)	10,300	10,300	10,400	3,700	3,700	3,700
Other Overnight	144,100	142,400	142,600	42,500	42,000	42,000
Total	379,900	376,800	381,300	108,300	107,300	108,100

Note: Volume estimates are rounded to the nearest hundred.

North Lake Tahoe - Nevada

Taxable Lodging Sales



Sources: Reno-Sparks Convention & Visitors Authority

Taxable lodging sales totaled \$65.6 million in 2023, a **\$4.5 million or 6.4% decline** compared to the previous year.



Photo by Manny via Pexels.com

North Lake Tahoe - Nevada

Overnight Visitor Details

Average Expenditures by Accommodation Type

	Person			Party		
	2021	2022	2023	2021	2022	2023
Spending per Day						
Hotel, Motel, STVR	\$401	\$429	\$429	\$1,058	\$1,130	\$1,130
Private Home (VFR)	\$177	\$189	\$199	\$561	\$598	\$630
Other Overnight	\$99	\$105	\$110	\$315	\$335	\$351
All Overnight	\$267	\$286	\$289	\$763	\$815	\$825
Spending per Trip						
Hotel, Motel, STVR	\$1,058	\$1,130	\$1,130	\$3,842	\$4,109	\$4,138
Private Home (VFR)	\$561	\$598	\$630	\$1,554	\$1,658	\$1,744
Other Overnight	\$315	\$335	\$351	\$1,069	\$1,136	\$1,190
All Overnight	\$763	\$815	\$825	\$2,676	\$2,861	\$2,909

In 2023, visitors who stayed in a hotel, motel, or STVR spent **\$429 per day on average**, which was 0.1% less than 2022 but 6.8% more than 2021.

Sources: U.S. Census Bureau, Smith Travel Research, AirDNA, OmniTrak Group, Dean Runyan Associates

Average Length of Stay and Party Size

	Party Size	Length of Stay
Hotel, Motel, STVR	3.9	3.0
Private Home (VFR)	3.1	3.5
Other Overnight	3.7	3.5
All Overnight	3.5	2.9

In 2023, visitors who stayed in a hotel, motel, or STVR travel traveled with a party of 3.9 people and stayed for approximately 3.0 days.

Sources: U.S. Census Bureau, Smith Travel Research, AirDNA, OmniTrak Group, Dean Runyan Associates

Glossary

Term	Definition
Hotel, Motel, STVR	Accommodation types that house transient lodging activity
Private Home	Personal residences used to host visiting friends and family overnight
Other Overnight	Combination of overnight visitors who stay in campgrounds or 2nd homes
Day Travel	Greater than 50 miles traveled non-routine to the destination
Visitor Spending	Direct spending made by visitors in a destination
Other Spending	Spending by residents on travel arrangement services, or spending for convention activities
Direct Spending	Expenditures made by consumers; a combination of Visitor Spending and Other Spending
Direct Earnings	Total after-tax net income for travel. Includes wages and salary disbursements, proprietor income, and other earned income or benefits
Direct Employment	Employment generated by direct spending; includes full time, part time, seasonal, and proprietors
Local Taxes	City and county taxes generated by travel spending
State Taxes	State taxes generated by travel spending
Destination Spending	Interchangeable with Visitor Spending. Direct spending made by visitors in a destination
STVR	Short Term Vacation Rental. Private and semi-private lodging rented by owners or property management companies (e.g. Airbnb, VRBO)
2nd home	Homes under private ownership for personal use as a vacation property



Methodology

The direct travel impacts reported in this analysis were estimated using DRA's Regional Travel Impact Model (RTIM). First developed in 1985, this model estimates direct impacts at a local level without relying on annual survey research. The "bottom up" approach of the RTIM involves modeling of private and public data at the county level, ensuring that the final findings correspond closely with the various travel indicators available for each respective county. Results are then aggregated into regions and the state or disaggregated to the city level based on relevant indicators at these geographic levels. The result is a detailed profile of taxes, employment, wages, and spending that can be tracked consistently over time.

The economic impact associated with day visitors and overnight visitors is a primary breakout included in this report. Lodging tax data and survey data on visitor expenditures inform estimates of total spending associated with overnight visitors who stay in commercial lodging in the studied region. DRA maintains our own expenditure distribution database for each state we work in, with input from multiple major survey providers. The inventory of campgrounds is collected for commercial and public sites, and occupancy is modeled based on a representative subset of sites. Sales attributable to travelers staying in their second homes are calculated from inventories from the US Census and public information on average utilization rates. Visitation of friends and relatives (VFR) is generally stable across time and geography, the primary driver for a destination being the local resident population. Estimates of visitor spending related to day travel can be driven by several factors, including proximity to nearby populous areas, opportunities for recreation and shopping, and inventory of lodging options compared to surrounding areas. Baseline estimates for day visitation are calculated as a factor of overnight visitation, the factor being derived from regional results of national visitor profile data.

Spending on travel-related activities translates into jobs, earnings, and taxes. Calculation of these direct impacts relies on public data on jobs, wages, and business receipts by industry for each geographical area. State and local taxes on travel-related business also factor into triangulating direct travel impacts. DRA estimates overnight visitor volume by cross-referencing visitor surveys and lodging data. Because of this, the volume estimates reported here may not align with estimates that rely solely on visitor surveys. Visitor Spending is a more reliable metric than Visitor Volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys.

Findings in this report have been compared to various public and private data sources to ensure that the economic impacts estimates are as accurate as possible. Key private data sources used for the purposes of this analysis include AirDNA, DestiMetrics, and OmniTrak. Public data sources include the US Census, Bureau of Economic Analysis (BEA), Bureau of Labor Statistics (BLS), Energy Information Administration (EIA), Bureau of Transportation Statistics (BTS), California Department of Tax and Fee Administration, Nevada Department of Taxation, Placer County Revenue Services, Reno-Sparks Convention & Visitors Authority.



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